

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Shopping Mall in Mumbai, India

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Introduction

We know that Shopping Malls are not made just for the purpose of shopping. Shopping Malls provide much more than that, making it a great place to for people to hang out with their friends and families on Weekends and Holidays. Not only does it provide a vast variety of stores for purchasing a variety of clothes, electronics, groceries, and much more, it also provides entertainment facilities like Cinema Theatres for watching movies, Amusement Rides for young children, and many restaurants. Often a lot of retailers come to malls and set up events to promote products, movements, art. Sometimes the malls even decorate for the celebrations of festivals like Christmas, Diwali, St. Patrick's Day, etc. With so many benefits, property developers take advantage of these trends and go ahead with building more shopping malls, as it is also a source of rental income too. I live in Mumbai, the financial capital of India, and it is a home to some shopping malls. These are excellent malls with so many stores, services and various events going on throughout the year. High Street Phoenix is a home to 3 buildings, making it a shopping mall complex with many restaurants, stores, bars and a night club too. Though, it is considered to be the best shopping mall of the city as well as country, it's location could be an issue for many people to visit this stunning venue becomes a little inconvenient. For this reason, the property developers made another mall, but this time with name 'Phoenix Market City' at another region of Mumbai, but it was not very successful because the other malls that were quite good were really close to that region and there was a lot of competition. Opening a new mall requires a lot of considerations to be take seriously and what makes it more complicated is that there are a lot of factors such as location to make a decision about opening new malls. Location plays a very important role and it will be very interesting to explore this.

Business Problem

The objective of this capstone project is simple – to analyse and then determine the best possible locations for opening a mall in Mumbai. By using machine learning and data science methods like clustering, this project aims to provide an answer to the following question: If a property developer is looking to open a mall in Mumbai, India, where would you recommend them to open one?

Target Audience of This Project

This project is going to be helpful for the property developers in Mumbai who are looking to open new shopping malls in Mumbai. I feel that this project is an appropriate one according to the time period because According to Economic Times, India is looking to add 100 more malls in the major cities of India such as Mumbai, Bangalore, Delhi, Chennai, Kolkata, etc. It is also mentioned in the article that according Anardock MD & CEO, the Western part of India (The region under which Mumbai comes) will get 36 new malls, with 18 of them that will be constructed at Mumbai. Additionally, with a median age of only 26.8, and with 50% of the population being under the age of 25, and with the job opportunities available in Mumbai, it will attract a large amount of the Indian population and new malls have a chance to succeed really well, provided they can be built in locations where their chances of success are higher.