



Coursera Capstone Project: Applied Data Science

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## 1 Introduction

Hyderabad, the city of Pearls is one of the largest city and capital of Telangana State, India. The dream city of Hyderabad is currently home to 1,22,17,956 people in Telangana. According to recent estimates, Hyderabad Metropolitan area or Hyderabad Urban Agglomeration is all set to cross 14.5 million (1.45 Crore) populations by the end of 2019. This figure was recorded at 77, 49,334 in 2011 census. Most of this population is youth only who came to Hyderabad in search of employment. Shopping and be in line with present style trend is what youth mainly focuses on these days. For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. Property developers are also taking advantage of this trend to build more shopping malls to cater to the demand. As a result, there are many shopping malls in the city of Hyderabad and many more are being built. For this, the location of the shopping mall is one of the most important decisions that will determine whether the mall will be a success or a failure.

## 2. Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of Hyderabad, India to open a new shopping mall. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: “What are the best and recommended locations in the city of Hyderabad to open a new shopping mall?”