

Location Analysis for Shopping Malls in Hyderabad

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Introduction

The city of Hyderabad is one of the most densely populated metropolitan cities in the Indian subcontinent. Leveraging its growth in population over the past 5 decades, businesses have seen a rising interest of modern choices among Hyderabadis. Shopping malls have sprouted all around the city, from the outskirts to its core, giving the people weekend timeouts, movie buffs a continuous stream of movies to watch in the mall's sophisticated layouts. Businesses gain from putting up a stall in a mall where the footfall is high due to the various choices a mall provides in the small area. This project helps in analyzing the density of various shopping malls around the city, giving insights to their location and footfall.

Problem Statement:

What is my competition for opening up a new shopping mall in Hyderabad?

Problem Description:

Competition makes or breaks a business. Competition impacts a company's business strategy, some may choose to go head-on, and some may choose to play it safe. It depends on the risk levels taken by the stakeholders and the kind of marketing they choose to do. As shopping malls contain huge variety of businesses within them, it is important to understand the level of uncertainty in the market they are faced with from their peers.

Target Audience:

For shopping mall owners and retailers, it is very important to understand where the competition lies while considering to open up a new shopping mall.

Data Collection & Resources

Description of the Data:

The data that forms the basis of this analysis contains the location of various malls in the city along with the localities to pinpoint where the competition lies. The following data was collected for this analysis:

Location: Latitude and longitude with the help of one library named, geocoder in order to obtain the values for city neighborhoods and another API named, Foursquare API for exploring the surrounding venues in a particular locality.

Neighborhood: Localities in the city, this data was scarpred from a Wikipedia article (Link in reference section) which contained all the neighborhood information required to carry out further analysis.