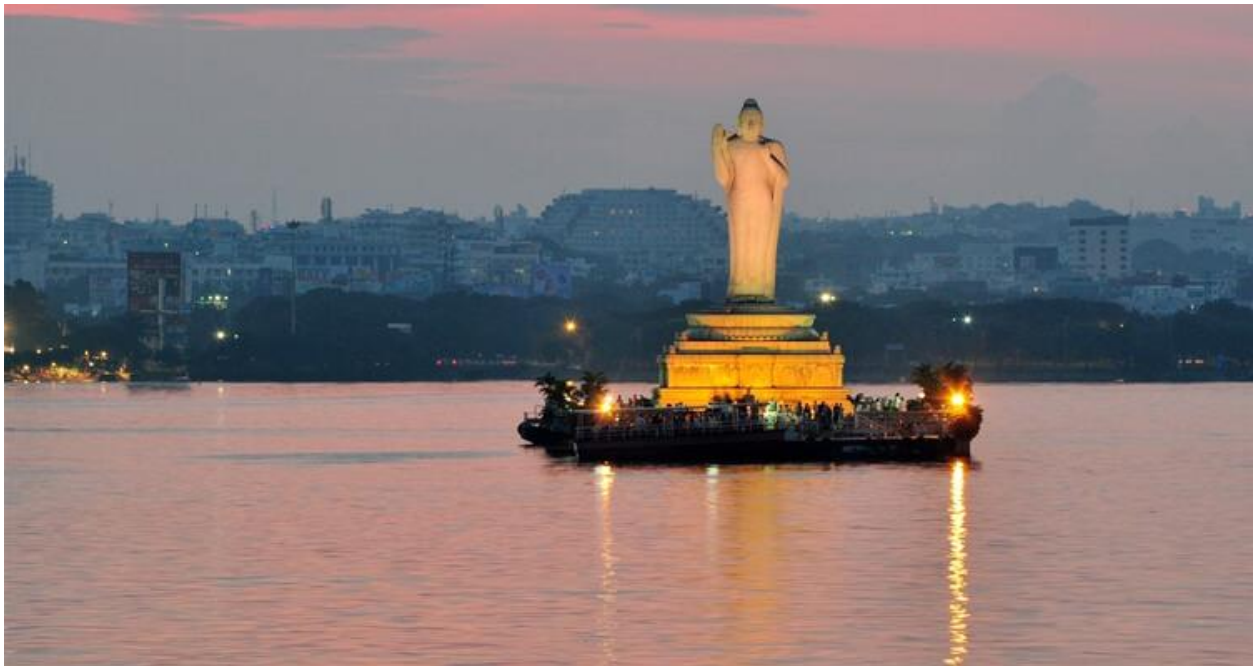


Coursera
IBM Applied Data Science Capstone

*Opening a New Shopping Mall
in
Hyderabad, India*



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Introduction

Shopping malls are like a one-stop destination for all types of shoppers. For retailers, the central location and the large crowd at the shopping malls provide a great distribution channel to market their products and services. Property developers take 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. Opening shopping malls allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new shopping mall requires serious consideration and is a lot more complicated than it seems. Particularly, 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.

Business Problem

Now arises the business question: In the city of Hyderabad, India, if a property developer is looking to open a new shopping mall, where would you recommend that they open it?

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.

Target Audience

This project is particularly useful for property developers and investors looking to open or invest in new shopping malls in the city of Hyderabad, India.

Data

To solve the above business problem, we need the following data:

1. List of neighborhoods in Hyderabad, India:

This data can be obtained from the below Wikipedia page by web scraping data:

https://en.wikipedia.org/wiki/Category:Neighbourhoods_in_Hyderabad,_India

2. Coordinates (Longitude, Latitude) of the neighborhoods in Hyderabad, India:

Python Geocoder Package can be used to extract this data

3. Venue data (related to shopping malls):

Foursquare API can be used to extract the venue details i.e.

the places data nearby the neighborhoods.