

Introduction

For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. Reason being their versatility covering shopping, eating, entertainment and other leisure activities under one roof.

Where at one hand shopping malls can be termed as a one-stop destination for all types of shoppers on other for retailers, the central location and the large crowd at the shopping malls provides a great distribution channel to market their products and services.

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 Mumbai with several under construction. Opening shopping malls allows Realty developers to earn consistent rental income.

As per live mint media, the recent order passed by Maharashtra government regarding 24x7 opening of mall may further attract realty developers. Though, 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 crucial decisions for the success of a mall.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Mumbai, 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:

In the city of Mumbai, India, if a property developer is looking to open a new shopping mall, where would you recommend that they open it?

Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new shopping malls in the financial capital of India i.e. Mumbai. This project is also viable as it has the potential to help the traffic congestion in the city.

Parking problems is very common in India and vehicles parked outside the mall make the traffic situation only worse on Mumbai roads.

As per senior traffic official, *“Since all the shopping malls have food courts on the premises, the vehicles are parked right at the doors of the malls, congesting the roads adjacent to the shopping hubs, creating unnecessary traffic snarls.”*