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?