

**Opening new Shopping Mall**

**Coursera Capstone**

**Archit Jhingan**

**Jan 2020**

## **Introduction**

In a growing city such as Bangalore, many people go to mall and shopping complexes to find do shopping, watch movies and various other activities. New demand of malls is increasing day by day. This project will suggest the various areas in the city which are good for making shopping malls. New players in market want to know the location which will suit the best for opening a shopping mall in the area. Which area will suit them the best will be analyzed in the project?

## **Business Problem**

Best area for opening a new mall will be identified in the city of Bangalore. Using techniques of clustering we will identify the various places that are best for property builder to open a mall. It will be beneficial for new players in market who wants to open a shopping complex in the area.