

IBM

Applied Data Science

Capstone Project

Opening a retail-entertainment center in Dnepr, Ukraine

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Dnepr 2020

TABLE OF CONTENTS

Executive Summary.....	3
Introduction	4
1. Characteristics of the subject area and object of study	5
2. The Data.....	5
Methodology.....	6

Executive Summary

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Introduction

Finding and visiting scattered shopping and entertainment venues takes extra time. A retail-entertainment center saves people's time, allow them to relax and make purchases. This way of organizing involves working of shops, restaurants, cafes, service centers, cinemas and other places of leisure in a single place. Those factor leads to a stable profit for each participant in the work process in the retail-entertainment center, especially the lessor.

The aim of the project is to help investors to choose a place for the construction of a new retail-entertainment center.

1. Characteristics of the subject area and object of study

Shopping center is a group of architecturally united shops managed as a whole and built in a special area. A shopping center also provides a parking zone.

The most important characteristic of a shopping center is the anchor.

Anchor is the shops that attract major customers flow.

A retail entertainment center has the anchor consisting from shops (supermarket, shoes shop, pharmacy, etc.) and entertainment (cinemas, entertainment centers, restaurants, etc.). Gift shops, accessories, audio and video products and service shops are act as secondary tenants.

2. The Data

I limited the dataset due to the large number of variables that need to be considered. This type of research goes beyond the time allocated for the project.

For this project I used information about neighborhoods in Dnepr (Ukraine), namely: list of neighborhoods, latitude and longitude coordinates of those neighborhoods, venue data related to retail entertainment center.

This dataset would be used to perform clustering on neighborhood. This would lead us to a potential place for construction of a new retail-entertainment center.

Methodology

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