

IBM Applied Data Science Capstone



Building a New Mall In Riyadh, Saudi Arabia (Problem Description)

By:

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Introduction

Shopping malls are among the favorite places for hanging out, shopping, dining at restaurants watching movies, and walking specially in hot areas like Riyadh where people are searching for cool places. There are many activities to do as couples, families, or for kids. Malls are huge, spread over a wide area in order to have many different stores and enough area for activities and walk. Retailers also search for crowd gathering malls specially that are in central locations. Malls increases with the increase in population, so constructing malls became a big business for real estate developers who are looking for a stable and guaranteed source of income. One of the important keys to the success of malls is their location.

Business Problem

The business question we are trying to answer in this assignment is: What is the best location to build a new mall in Riyadh, Saudi Arabia?

We have to analyze the data and select the best locations using data science methodology and machine learning such as clustering.

The Target Audience

This Project targeted the real estate developers how are interested in constructing new mall(s) in Riyadh.