

Coursera Capstone week4 Project

Location identification for opening a new mall in Mumbai city

Introduction:

The shopping is an important activity of consumers' lives and it is continually changing, making the investigation and understanding of this field important in order to create a pleasant shopping experience and achieve customers' satisfaction. Today's customers tend to purchase products while spending time in a shopping mall. Shopping malls are characterized as venues that enable a comfortable shopping experience and have turned into social centers and recreational facilities for various activities. At the beginning of their life cycle, shopping malls were primarily economic entities that provide shopping mall customers with a wide selection of stores and merchandise at a single location. Shopping malls have adapted to new designs and tenant varieties to meet the changes in consumers' needs, desires, values, and lifestyles.

Shopping mall customers visit shopping malls not only for searching for products, but they also view these visits as an entertainment activity that provides fun and pleasure from the shopping experience. Shopping mall customers can visit shopping malls to watch movies at movie theatres and watch soccer matches at different restaurants.

This gives further benefits shopping mall managers and retailers by providing recommendations on how to best satisfy customers' needs and achieve customers' satisfaction and loyalty at their respective shopping malls. Shopping mall is an emerging and lucrative business in India. However, the business demands a right strategic planning with financial and marketing planning.

Shopping malls are getting tremendous popularity these days. And definitely, there are several reasons behind it. Generally, shopping malls offer a comfortable and luxury shopping experience. Opening shopping malls allows property developers to earn consistent rental income. Of course, as with any business decision, 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 important decisions that will determine whether the mall will be a success or a failure .

Business Problem/Target audience

This project best describes on how to identify location for opening a shopping mall in Mumbai city,India . Clustering technique can be used to solve this problem Shopping malls are getting tremendous popularity these days. And definitely, there are several reasons behind it. According to the retail industry experts, the demand for the mall will more increase in coming 5 years. And we can expect a significant growth in the shopping mall business throughout the country. And we can expect a significant growth in the shopping mall business throughout the country This project is particularly useful to property developers and investors looking to open or invest in new shopping malls in Mumbai. A business plan is the most crucial part of starting this business. And each and every decision makes a huge difference in the success of the business. The world of retail is changing dramatically, but the mall still can have a central role in urban and suburban societies

Data:

The data that will be used to solve the problem is mentioned below

https://en.wikipedia.org/wiki/Category:Suburbs_of_Mumbai

We will use web scraping techniques to extract the data from the Wikipedia page, with the help of Python requests . Foursquare is a social location service that allows users to explore the world around them. Foursquare location data would

be used to solve this problem . Geographical coordinates of the neighborhoods using Python Geocoder package which will give us the latitude and longitude coordinates of the neighborhoods. This is a project that will make use of many data science skills, from web scraping (Wikipedia), working with API (Foursquare), data cleaning, data wrangling, to machine learning (K-means clustering) and map visualization (Folium).