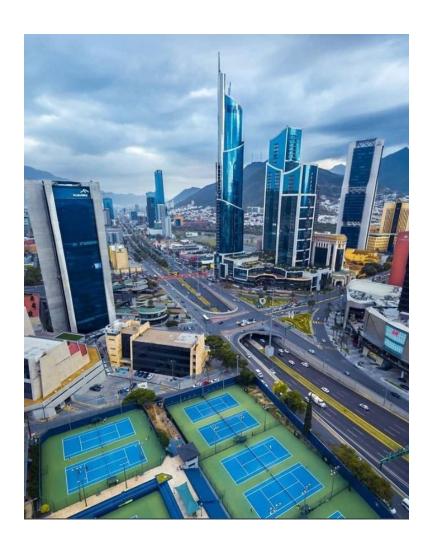# Capstone Project

Applied Data Science Capstone

Best Location to Build a New Shopping Center in San Pedro Garza Garcia, MX

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Introduction

There is no doubt about the great interest of real estate investors in shopping malls, due to their constant income. For the vast majority of people, they choose to have their convenience stores in one place, in addition to having a pleasant time to relax or enjoy good entertainment. Serving these centers as a good sales channel for large and small sellers.

Business Problem

The project would focus to analyze locations using machine learning and clustering and select the best one to build a new shopping mall in San Pedro Garza Garcia, one of the most richest cities in Latin America.

Data

The following data is need to carry out the project:

- List of neighborhoods of San Pedro Garza Garcia
- Coordinates of the city and neighborhoods
- Venue data

Sources of Data

To extract the neighborhoods and postal codes table, we will use the webpage:

https://micodigopostal.org/nuevo-leon/san-pedro-garza-garcia/

and we'll use the library BeautifulSoup from bs4 to scrap all the information required from the webpage.

For the geographical coordinates we will use Python Geocoder package.

And for the venues data information, we will use the Foursquare API. Foursquare is a technology company that built a massive dataset of location data.