Coursera Capstone Project

The Battle of Neighborhoods

Description

Mumbai is the capital city of the Indian state of Maharashtra. Mumbai is the second most populous city in India after Delhi and the seventh most populous city in the world with a population of 19.98 million. With this much population and a lot of tourist that visit Mumbai, Shopping Malls are good places to enjoy, relax and do shopping. In the shopping malls, visitors can watch movies, eat food, play games at the game zone, do shopping of almost anything. Therefore, shopping malls are an all in one destination for tourists and local residents. Mumbai already has a large number of shopping malls but with the growing living standard of residents and tourist visiting Mumbai there are demands of more shopping malls. Shopping malls are a very good investment if opened in a premium location. It will generate good revenue for the investor for a long time and will help people to get everything in just one place.

Problem Statement

To find the best location for opening a Shopping Mall in Mumbai, India. Opening a shopping mall is a big decision and requires a large investment and long time for its construction. Therefore, location of the shopping mall must be chosen carefully.

Target Audience

The main target audience for this project are the real estate builders who want to invest in shopping malls for long term investment or other businessmen who want to shift to investing in real estate.

Data Required

The following data will be used to solve this problem

1. Neighborhoods of Mumbai.

2. Coordinates of the neighborhoods. Latitude and longitude.
3. List of already opened malls in Mumbai.
4. Coordinates of these malls.

Data utilization and Techniques used

The data of neighborhoods of Mumbai is collected from Wikipedia. The link https://en.wikipedia.org/wiki/Category:Suburbs_of_Mumbai is used. The data from the Wikipedia page is extracted using web scrapping technique utilizing the BeautifulSoup package. Geocoder package is used to find out the coordinates of neighborhoods. Folium is used for plotting the map and FourSquare for finding the venues, in our case shopping malls in the neighborhoods.