**Opening a new Shopping mall in Amsterdam**

Dinesh Kandimalla

Feb 10, 2020

1.**Introduction**

**1.1 Background**

Amsterdam is located in the western Netherlands, in the province of North Holland, although it is not is capital which is Haarlem, Amsterdam is the nominal capital. It is also the country’s largest city. The Dutch being the nation of merchants and travelers, until very recently were shy when shopping was concerned. It is only during the last 15 years, that the consumer society ideas, took in the Netherlands over the Calvinist mentality of a simple, modest life and self-limitation. Today Amsterdam is a great place for shopping because it has imports from all over the world. Along with the world’s top brands, you will find here products from many small and underdeveloped countries.

Shopping malls have a prominent place in the configuration of modern cities, affecting the daily activities, social relationships and mobility of their inhabitants.

**1.2 Problem**

Opening a new shopping mall in a city is not an easy task, Location of the shopping mall is one of the important decisions whether mall will be a success or failure. This project aims to find the right location for the investors to open a new shopping mall in the city of Amsterdam.

**2. Data Acquisition and Cleaning**

**2.1 Data sources**

Neighborhood data in the city of Amsterdam can found in Kaggle dataset [here](https://www.kaggle.com/dushyantsapre/amsterdam-neighbourhood-and-venues). Dataset contains Neighborhood names along with their latitudes and longitudes. Venue data in each Neighborhood is collected using FOURSQUARE API and get different venues and category of each venue along with their latitude and longitude.

After collecting both the datasets, merged both the datasets based on Neighborhood column. And checked if any rows are empty, if rows are empty with no venue data then that row is removed from the dataset.

After data cleaning, there were total 4344 samples and 7 features.