Coursera Capstone
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Week 4

Opening a New Shopping Mall in Bangalore, India

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Introduction

Bangalore is a vibrant city rich with its multilinguistic art and culture. The city cosmopolitan culture and trendy lifestyle have its charm and allure which has attracted a lot of people from different parts of the county. With good no places of entertainment and be a stress buster during your weekends, Bangalore has a lot to offer.

Its busy streets with people and the craze about shopping among the people have contributed to a number of shopping malls in Bangalore. So, for a shopaholic and the people who want to explore a lot of things under one roof then what can be more exciting than visiting a shopping mall.

For retailers, the central location and the large crowd at the Shopping Malls provides a great distribution channel to market their products and services. Property developers are also taking advantage of this trend to build more Shopping Malls to cater to the demand. As a result, there are many Shopping Malls in the city of Bangalore. 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

The objective of this project is to analyse and select the best locations in the city of Bangalore, India to open a new Shopping Mall. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Bangalore, India, if a property developer is looking forward to open a new Shopping Mall, where would you recommend that they open it?

Data

To solve the problem, the following data is required:

- List of neighbourhoods in Bangalore. This defines the scope of this project which is confined to the city of Bangalore.

- Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and also to get the venue data.

- Venue data, particularly data related to Shopping Malls. This data will be used to perform clustering on the neighbourhoods.