

IBM Capstone Project

Opening a shopping mall in Mumbai (India)

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Introduction

Mumbai (also known as Bombay the official name until 1995) is the capital city of the Indian state of Maharashtra. According to United Nations, as of 2018, Mumbai was 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. Mumbai is the financial, commercial and entertainment capital of India. It is also one of the world's top ten centres of commerce in terms of global financial flow,[36] generating 6.16% of India's GDP and accounting for 25% of industrial output, 70% of maritime trade in India (Mumbai Port Trust and JNPT), and 70% of capital transactions to India's economy. Mumbai's billionaires had the highest average wealth of any city in the world in 2008.

A shopping mall is a modern term for a form of shopping precinct or shopping center in which one or more buildings form a complex of shops with interconnecting walkways, usually indoors. From the late 20th century, entertainment venues such as movie theaters and restaurants began to be added. As a single built structure, early shopping centers were often architecturally significant constructions, enabling wealthier patrons to buy goods in spaces protected from the weather.

Business problem

Location plays an important role in the success of a shopping mall. In this exercise we will analyse the best location/s to open a shopping mall in Mumbai (India).

Target audience

This analysis will be very helpful for property developers and investors looking to open a shopping mall in Mumbai (India).

Data

- List of neighbourhoods in Mumbai
https://en.wikipedia.org/wiki/Category:Suburbs_of_Mumbai
- Co-ordinates of these neighbourhoods
[Python – geocoder package](#)
- Venue data
[Foursquare API](#)