
*Capstone Project | Explore Segmenting and cluster
the neighborhood of | Delhi | India*

IBM APPLIED DATA SCIENCE CAPSTONE PROJECT

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■ INTRODUCTION:

- For Many Shoppers, Visiting Shopping Malls is a great way to relax and enjoy themselves during weekend and holidays. They can do grocery Shopping , dine at restaurants , shop at the various fashion outlets , watch movie and perform many more activities .
- Shopping Malls are like one - stop destination for all types of shoppers. For retailers , the central location and the large crowd at the shopping malls provides a great distribution channels to market their products and service.
- Property developers are also taking advantages of this trend to build more shopping malls to cater to the demand. Opening Shopping mall serious Consideration and is a lot more complicated than it seems. Particularly, the location of the shopping mall is none of the most important decisions that will determine the mall will be success. As the many shopping malls present in Delhi , India. so developer think which is best place for built the Shopping Mall.

■ BUSINESS PROBLEM:

The objective of this project is to analyse and select the best locations in the city of Delhi , India to opening a new Shopping Mall. Using data science and Machine Learning techniques like Clustering , this project aims to provide solution to answer the business Questions . Which is the best location in Delhi to built the shopping Mall?

■ DATA:

To solve the problem, we will need the following data

- List of neighborhood in Delhi. This defines the scope of this project which confined to the the city of Delhi.
- Latitude and Longitude coordinates of those neighborhoods . This required in order to plot the map and also to get the venue data.
- Venue data , particularly data related to shopping malls. we will use tis data toperform clustering on the neighborhood

■ SOURCE:

https://en.wikipedia.org/wiki/Category:Delhi_geography_stubs