Coursera Capstone Project

Opening shopping mall at Kuala Lumpur, Malaysia

Introduction

Location of a shopping mall is very important which will determine if the same will be a success or failure

Business Problem

Objective of this project is to analyze and select the best place to open a new shopping mall in KL

Data

To solve the problem, we will need the following data:
- List of neighbourhoods in KL
- Latitude and Logitude of the neighbourhoods in KL
- Venue data which gives data regarding the shopping malls

Data extraction and sourcing

- Neighourhoods data cane be obtained using the below wiki page and can be extracted using the Beautiful soup pakages in python
    https://en.wikipedia.org/wiki/Category:Suburbs_in_Kuala_Lumpur
- Geocoder package can be used to get the latitude and logitude information
- Foursqaure website can be used to get the venue details regarding the shopping malls.

Analysis and resolution

We can use K-means clustering and Folium map visualization methods to determine the best suited location for setting up a new shopping mall