

**Business Problem**

The objective of the project "The Battle of Neighborhoods - Opening a Shopping Mall in Hyderabad, Telangana, India" is to explore and analyze the neighborhoods and the shopping malls in Hyderabad, Telangana and select the best locations in the city to open a new Shopping Mall. Using geocoder library to get the latitude and longitudes for neighborhoods. Foursquare api to explore neighborhoods, Data Science methodology and K means clustering this project will be a solution to the business problem : \_\_In the city of Hyderabad, Telangana state of India, if someone is looking to open a Shopping Mall, where would you recommend that they open it?\_\_

**Target audience of this Project**

Indian mall developers are looking to add over 65million square feet of new mall supply by 2022 end. Hyderabad one among the top cities comprise 11% share out of 7 cities. Hyderabad malls have average vacancy of 15%, lease rates of 100/- to 160/- rupees per square feet, At present, Hyderabad has over four million sq ft of the area, says an article by Times of India. Hyderabad expected to get 6 million sq ft of shopping mall space in 3 years, says Economic Times report. With the increasing supply of shopping malls selecting a location which will meet the customer demand is difficult. So, this project helps in finding a good location to open a new shopping mall to Business stake holders, property developers, investors as well as customers .