

COURSERA CAPSTONE

IBM Applied Data Science Capstone

Opening New Business In Mumbai, Maharastra

BY

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Introduction

For many entrepreneurs, it is very difficult to choose which business to start. Many entrepreneurs don't know which business will give them profits, so they need data science to help them to find out which business would be a safe venture. Choosing correct business is a tough call for entrepreneurs to make because if they choose bad one it may lead to losses. So, new business entrepreneurs need data science to help them in choosing correct business. For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. They can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities. Shopping malls are like a 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 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 Kuala Lumpur and many more are being built. 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 capstone project is to analyse and select the best locations in the city of Mumbai, India to open a new shopping mall. And also knowing whether any other business would be better than opening shopping mall in Mumbai. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer these business questions: In the city of Mumbai, if a property developer is looking to open a new shopping mall, where can he open it and whether there is any business which is in much demand than shopping mall in Mumbai?

Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in the city of Mumbai. Mumbai has very less shopping malls. Mumbai is the financial city of India. It is most developed city in India. So establishing a business here would be more beneficial for entrepreneurs. Establishing a business which is not there would be more profitable for companies.