

Where to Open a New Commercial Center in Shanghai?

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Investing commercial center in SH

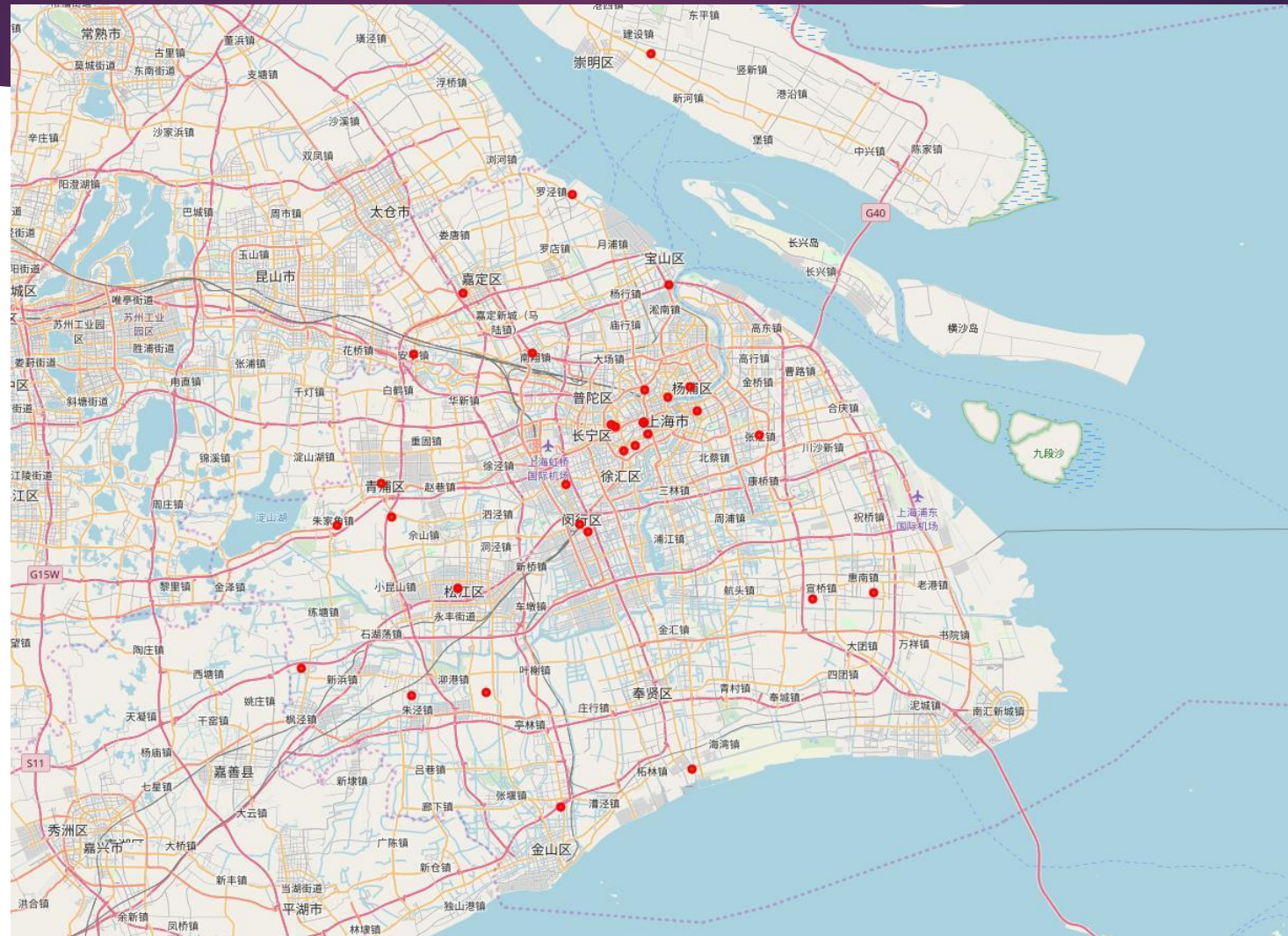
- ▶ Shanghai – one of the largest cities in the world
- ▶ **Population is growing**
- ▶ **Purchasing power keeps increasing**
- ⇒ Commercial center fulfills all kinds of need including shops, restaurants, cinemas...
- ⇒ **It's important to find a perfect place with less competition but larger benefit potential**
- ⇒ **But how ? By data !!!**

Data source

- ▶ List of neighbourhoods and districts of Shanghai
https://en.wikipedia.org/wiki/Category:Neighbourhoods_of_Shanghai
https://en.wikipedia.org/wiki/Category:Districts_of_Shanghai
- ▶ Latitude and longitude coordinates of the neighbourhoods in different neighbourhoods of Shanghai from GeoPy
<https://geopy.readthedocs.io/en/stable/>
- ▶ Venue data from Foursquare
<https://fr.foursquare.com/city-guide>

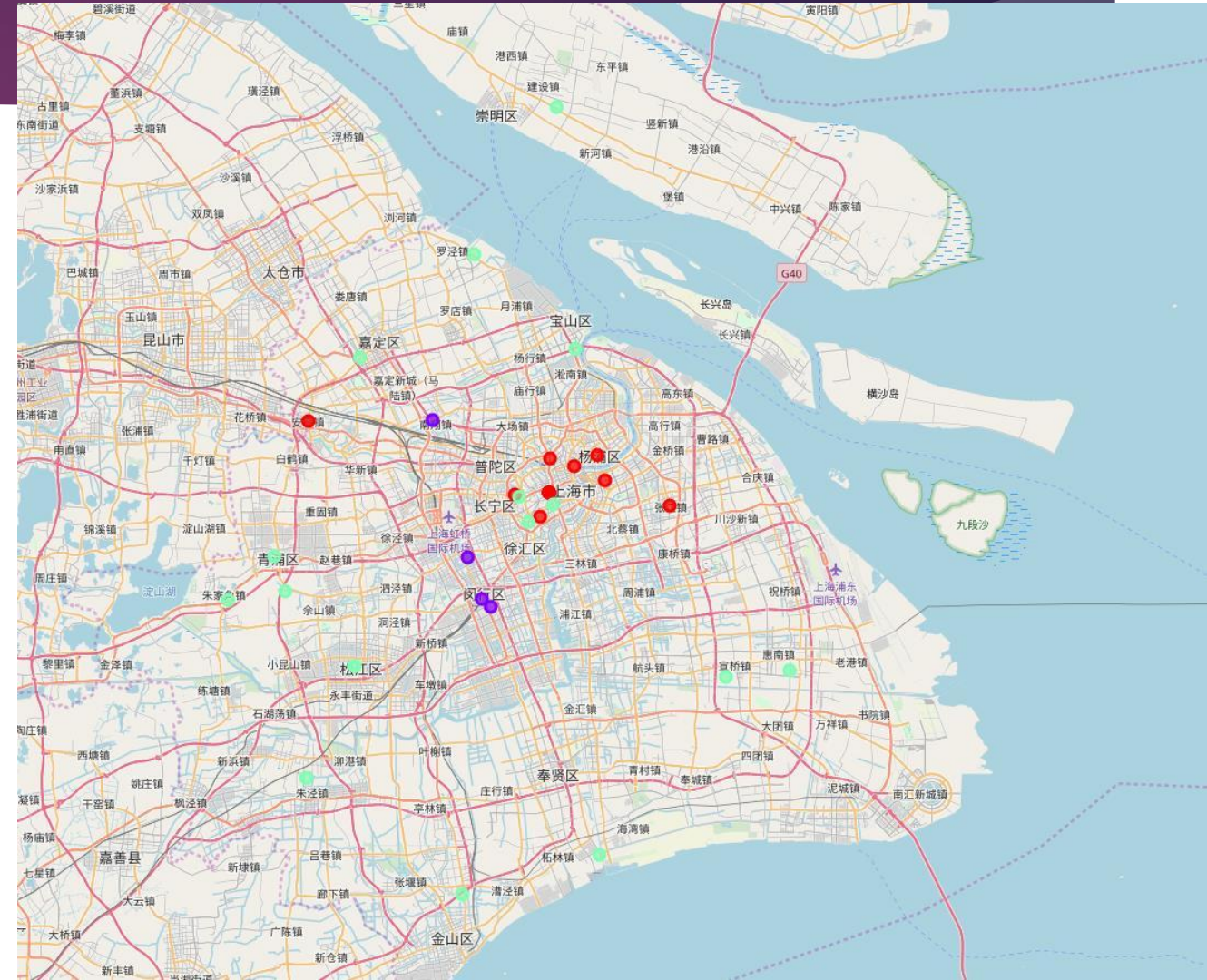
=> 42 neighbourhoods to explore after data preparation and preprocessing

42 choices in urban and suburban areas



42 choices into 3 clusters

- ▶ Cluster 1
 - ▶ Intense competition
 - ▶ Between urban and suburban areas
- ▶ Cluster 2
 - ▶ Moderate competition
 - ▶ Most in urban areas
- ▶ Cluster 3
 - ▶ Rare competition
 - ▶ Suburban areas



Advices by Artificial Intelligence

- ▶ For moderate investors
 - ▶ Invest in suburban areas
- ▶ For radical investors
 - ▶ Invest in city center with competitors around if having some special advantages
 - ▶ Invest in 3 locations of city center: Luwan, Changning, Xujiahui
 - higher cost
 - suspicious situation with no competitors needing more researches

