Researching for Opening a New Shopping Mall in San Diego, California

IBM Applied Data Science Capstone

Coursera Capstone

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BUSINESS PROBLEM

- If there are enough shopping mall serving power in San Diego County and there is any opportunities to opening new shopping to break current situation?
- Objective: Analyzing and researching for new location in San Diego County for Shopping Mall.
- Business Question: In the great San Diego County, if a property developer seeking a chance to opening shopping mall, what location became the best choice for those developers?

Web scraping Wikipedia page for cities list

Get latitude and longitude coordinates using Geocoder

Apply Foursquare API to call venue data

Group data by cities and taking the mean of counting result from venue category

Filter venues category by Shopping Mall

Perform clustering on the data by using K-Means clustering

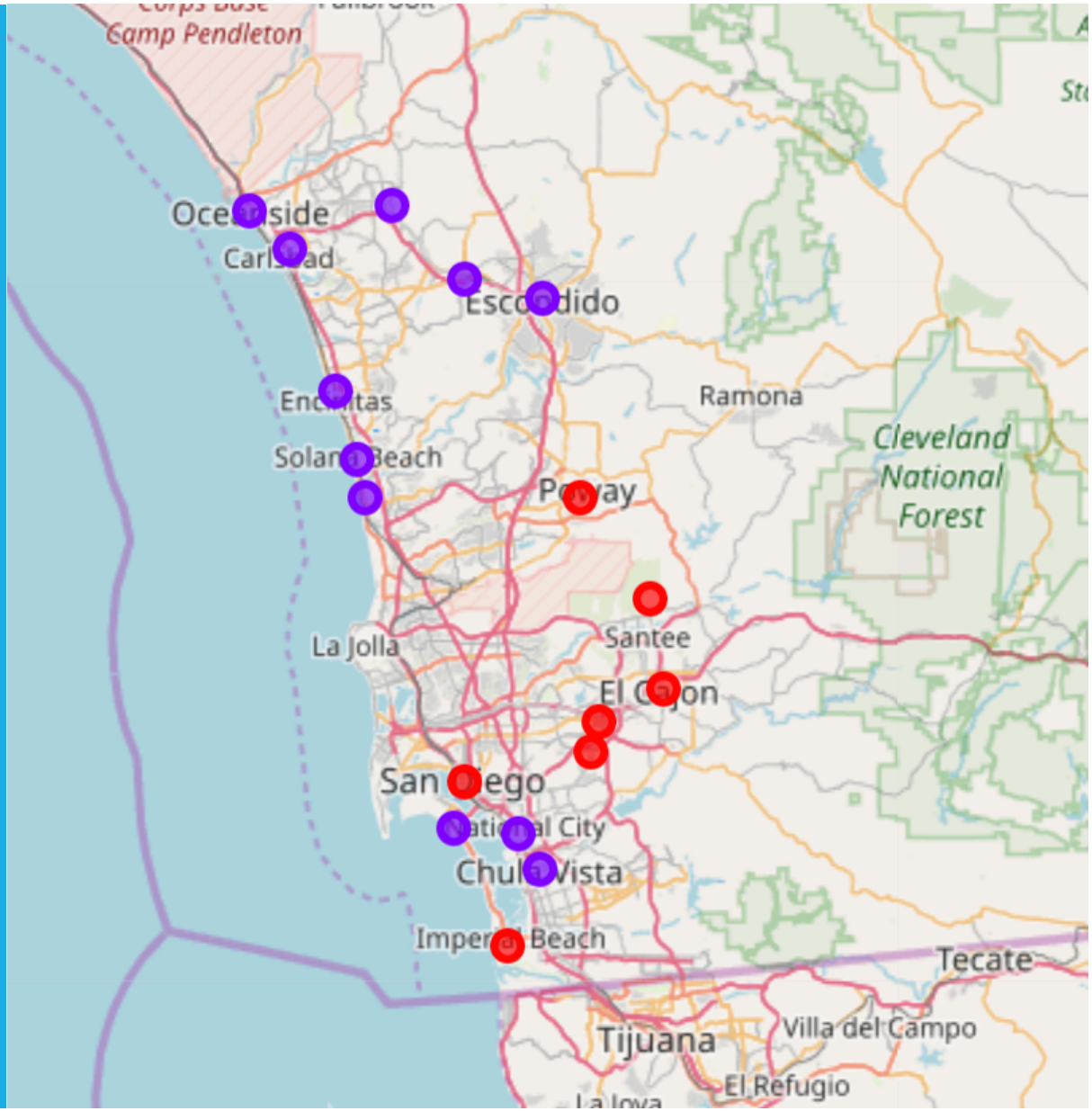
Visualize the clusters in map using Folium

RESEARCHING METHODOLOGY

RESULTS

There are two types of clusters:

- Cluster 0: City has one or more shopping malls
- Cluster 1: City has none shopping mall



- Most of shopping malls are located at south part of San Diego County
- Most of city only has one shopping mall
- North part of San Diego County shown a lack power of shopping mall serving

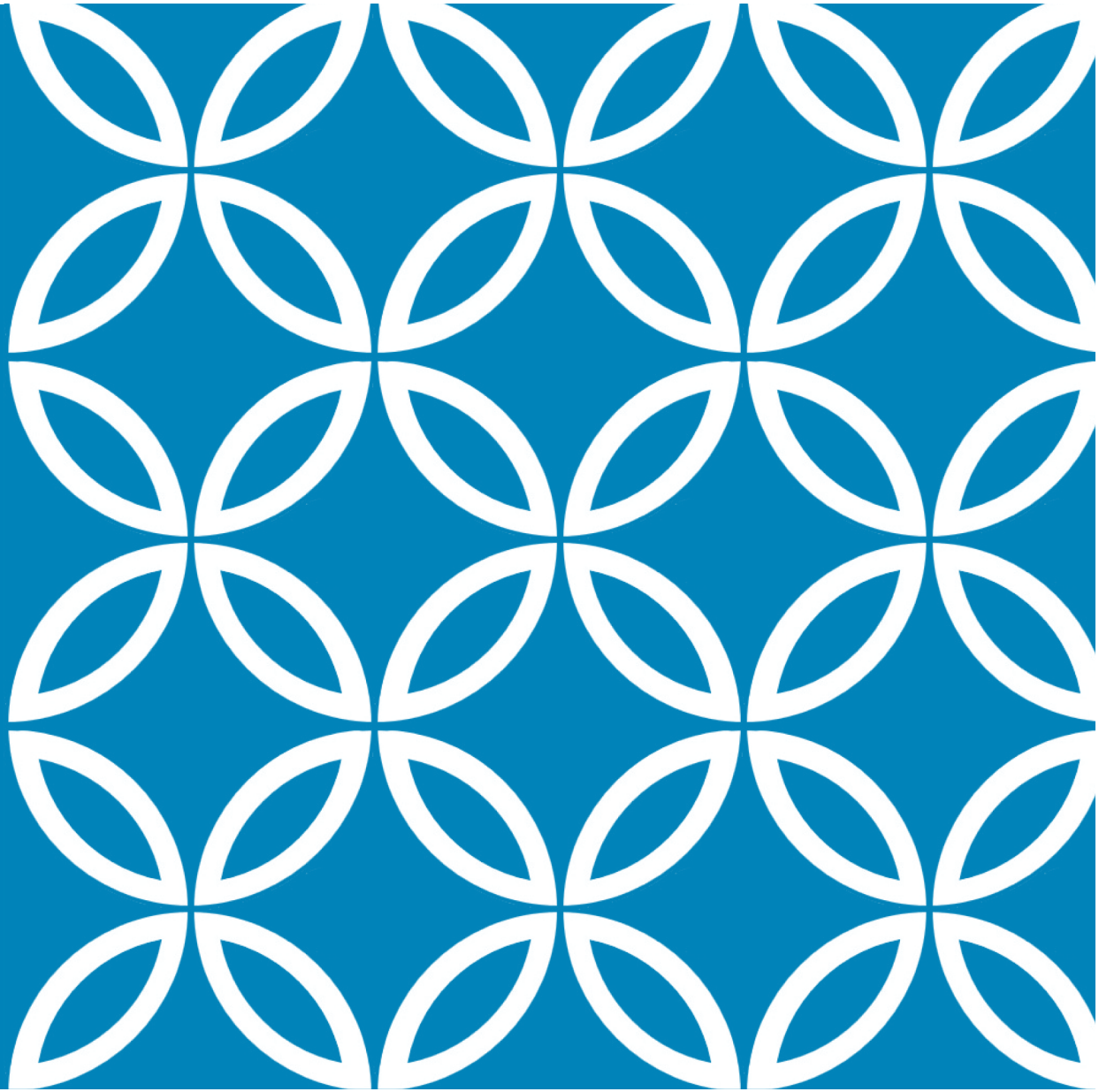
DISCUSSION

LIMITATION OF RESEARCHING

Lack shopping mall serving power of north County of San Diego has low or not enough evidence to show local civilian suffer from this problem and they may choice to another shopping mall beside the north County.

CONCLUSION

There are lack of shopping mall serving power in north county of San Diego, but we need to consider more factor or elements to figure out whether there should build a new shopping mall.

THANK YOU FOR YOUR TIME !

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