

# **IBM APPLIED DATA SCIENCE CAPSTONE**

## **APPROPRIATE LOCATIONS TO OPEN A NEW SHOPPING MALL IN MUMBAI, INDIA**

### **INTRODUCTION**

Shopping malls are a one-stop destination, where shoppers can do various activities, ranging from shopping, eating, gaming and watching movies. It is a great place to visit, and is always buzzing, especially during holidays. For, property developers, it is a great way to make profit out of catering to the demands of the public. However, a lot of thought and consideration goes into opening a shopping mall. One of the most important factors to be considered, is the location.

### **BUSSINESS PROBLEM**

The aim of this project is to help property developers in choosing the ideal location for opening a shopping mall, in Mumbai, India, using data science methodology and machine learning techniques like clustering.

### **DATA**

- List of neighborhoods in Mumbai, India
- Latitude and longitude coordinates of those neighborhoods, in order to plot the map
- Data related to shopping malls, in order to perform clustering on the neighborhoods