

Opening A New Shopping Mall In Singapore

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Introduction

A shopping mall in Singapore not only consists of places for leisure but also where people can work, buy groceries, or even visit the doctor. Shopping mall culture is huge in Singapore, and for good reason. Firstly, Singapore's small land mass and dense population is ideal for these multi-storeyed, space-efficient spaces. Secondly, they provide a refuge from the hot and humid weather that is present all year long. These factors have led to malls becoming a place for social bonding and bringing the community together, apart from actual shopping. This affinity that Singaporeans have towards these buildings has naturally made property developers quite open to the idea of building more malls. However, with the overabundance of malls in Singapore, that is not an easy thing to plan. One of the most important decisions to make is the location of the mall, that can almost single handedly determine the success of a mall.

Business Problem

The objective of this project is to use data science methodologies and machine learning to analyse the city of Singapore and select the best locations for opening new shopping malls.

Data

We will need the following data:

- List of areas of Singapore. This defines the scope for the project. Based on the data available the scope may become more limited.
- Latitude and Longitude coordinates of these areas. We need these to plot the map and also get data about the venue in an area.
- Venue data regarding shopping malls. We need this to perform machine learning analysis, such as clustering.