

Coursera Capstone
IBM Data Science Capstone Project

**Opening of a new Shopping Mall in
Mumbai, India.**

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Introduction

For many people, 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, builders, real-estate businessmen 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 Mumbai City 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 Understanding

The objective of this capstone project is to analyze and select the best locations in Mumbai, India to open a new shopping mall. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In Mumbai, if a property developer, builders or real-estate businessmen is looking to open a new shopping mall then which location will be the best location for the mall to open ? What would you recommend?

Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new shopping malls in Mumbai. This project is particularly based on the density of the existing malls in the respected areas. There could be other factors which could influence the opening of shopping mall in the particular suburbs such as student areas, residential societies, etc. but for the property developers reducing the competition in the Mall business will be the priority and hence this factor proves promising to take decisions on opening a mall in the area with less existing malls.

