

IBM Capstone Project

The Battle of Neighborhoods

Business Consultancy for Property Developers to Open a Shopping Mall

By

Saad Muhammad

Introduction

Karachi is the biggest city of Pakistan with an area of 3780 square kilometers and the capital of the Province; Sindh. The population of Karachi is roughly 23 Million and is growing at a fast pace. The shoppers in Karachi are lively and go to different places around the town to have fun with friends and family. One of the places that shoppers in Karachi like the most is the shopping malls, one of the examples is the Dolmen Mall located in the Clifton area which is always crowded with shoppers. Shopping malls in Karachi have recently become a very popular shopping destination for general population because of the advantages of having all the necessary shopping stuff under one roof, from grocery to clothes, from cosmetics to electronics and a proper food court with numerous eateries.

Business Problem/ Target Audience

For a city as big as Karachi there are not as many shopping malls in it and there is a huge room for property developers to invest in this area and exploit the huge potential of Karachi in terms of its population and importance as a business hub of Pakistan. To open a shopping mall would require resources and a thorough plan. The first and foremost thing for the decision to open a shopping mall in Karachi would be the potential location. I will help the interested property developers in identifying the best strategic location for the mall using data science techniques which include ML models such as K-Means to cluster different neighborhoods with respect to concentration of shopping malls in them. The target audience for this project would be the property developers.