Capstone Project - The Battle of Neighborhoods (Week 1)

**IBM Applied Data Science Capstone**

Opening a New Shopping Mall in Toronto, Canada

By: Santosh Krishna

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**Introduction:**

Shopping malls have become a vital part of consumer behavior. With a variety of outlets for Clothing, Books, Accessories etc. and places for movies, games and other activities, malls have become an integral part of every community. They are the one-stop place for all activities, especially in urban areas. To address the needs of people, there are a plenty of shopping malls in a big city like Toronto and many more are being built. Finding a place to open a new shopping mall is important, to maximize revenues by minimizing competition and yet, it close to the good parts of a city. This would largely determine whether there would be enough footfall and revenues to the Mall.

**Problem:**

With the growing number of shopping malls, a lot of them are facing losses due to competition. One of the major reasons for this is because shopping mall locations aren’t strategically chosen enough.

The objective of this project is to analyze Toronto’s location data and find the best location in the city to open a new Mall. We would be using a variety of Data science techniques like Analysis, Visualization, Machine Learning, clustering etc. to recommend the best location to open a shopping mall in Toronto, Canada.

**Target audience:**

This project would be useful for any property developers or realtors to identify a place to open a Shopping mall in Toronto, Canada. This would help them estimate the footfall and identify the competitors well in advance.