

COURSERA CAPSTONE PROJECT

**IBM APPLIED DATA SCIENCE
CAPSTONE: BATTLE OF
NEIGHBORHOODS**

**OPENING A NEW SHOPPING MALL IN
NEW YORK CITY, USA**

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INTRODUCTION

My client, a successful Africa property developer wants to expand his business portfolio by having an extra modern shopping mall in New York City, USA.

Since, he has never been to USA before his problem is to choose a list of possible locations that will be best for opening a shopping mall.

BUSINESS PROBLEM

Which neighborhood and locality in New York City is best for opening a business of shopping mall?

TARGET AUDIENCE

1. Business personnel that need locations in NYC build shopping mall.
2. Property Developer that needs good location for their clients.
3. Data Science Enthusiasts that wants to build learn and implement some of the most used exploratory data analysis techniques.

DATA

The data required to solve this problem includes:

- The list of the entire neighborhood in New York, with their postcode and Borough.
- The list of all venues in each neighborhood in selected city.

DATA SOURCE

1. The data for the list of all neighborhoods in NYC is located on the NYU Spatial Data Repository website:
https://geo.nyu.edu/catalog/nyu_2451_34572.
2. I will use Four Square API to obtain the top 100 venues in each neighborhood within a radius of 2000.