Introduction

This project seeks to identify areas where establishing a new shopping mall in the capital of Algeria which is Algiers, would work best for the investors and business owners and the government, by extension also the citizens of the city.

Business problem

The demand for the retail industry to establish itself firmly in Algiers is growing daily as the Algeria's economic development as impacted positively on the income of the populace. Also, due to strong fiscal position of the country, the purchasing power of citizens has been on the increase. However, the number of malls in the state capital has not been enough to cater to the growing needs of the populace as regards the retail market.

The challenge or problem for the retail industry in Algiers is to meet up with the domestic demand for retail goods which can be sold in and thru shopping malls, in areas where they are sure to make sales and this will in turn ensure profitability for the investors or business owners and overall increased revenue for the government.

This project seeks to explore data insights which will enable potential investors and business owners and the government to identify the best areas to build shopping malls (or in the case of the government, to encourage both local and foreign investors on the best areas to build shopping malls). It is also a source of information for the government as to which areas in neighbourhoods in Algiers would interest new investors and business owners when it comes to the retail industry. This would overall impact positively on the revenue which can be generated thru tax and import duties.