

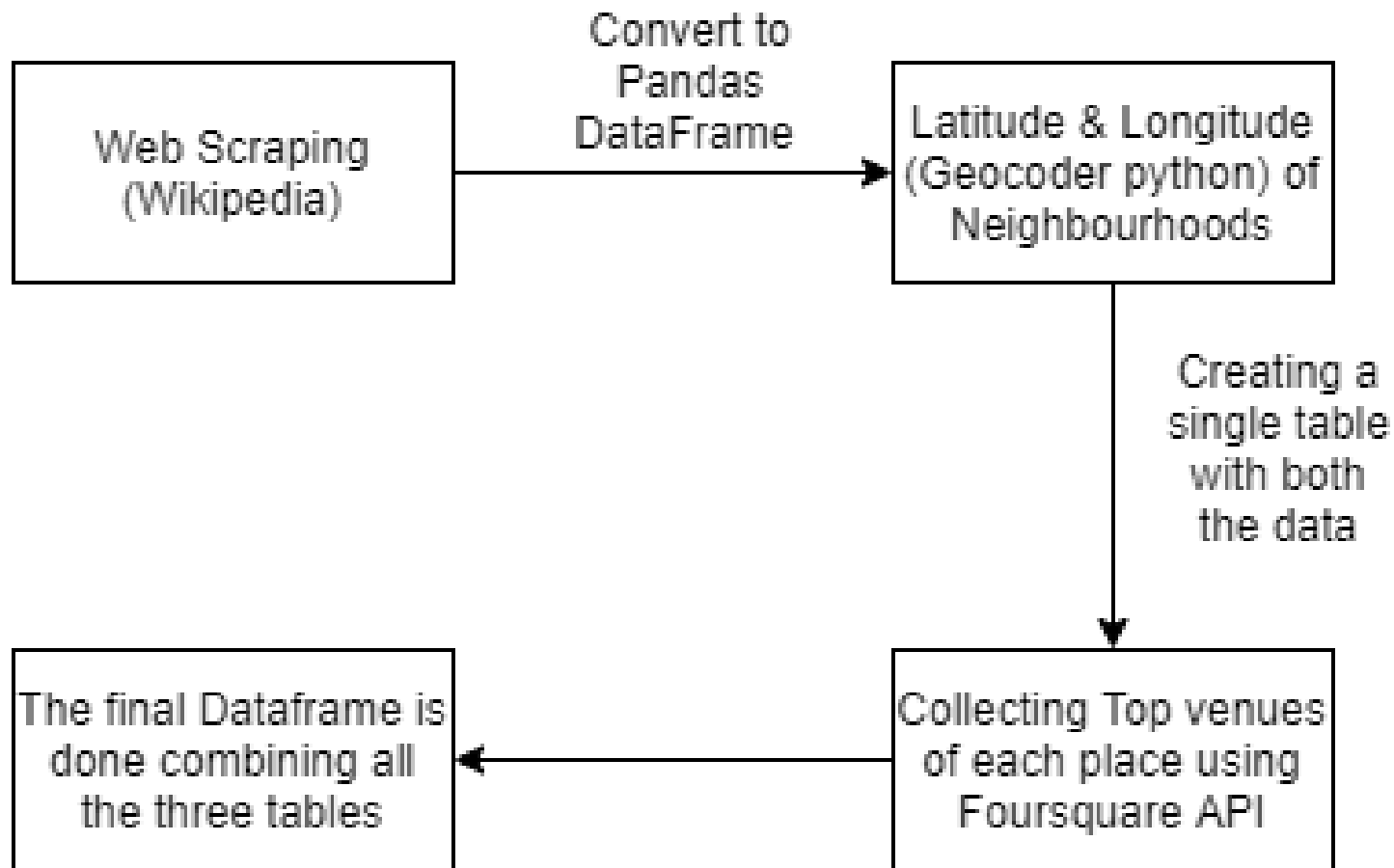


# OPENING A NEW SHOPPING COMPLEX

Location – San Diego, California

# Problem Statement

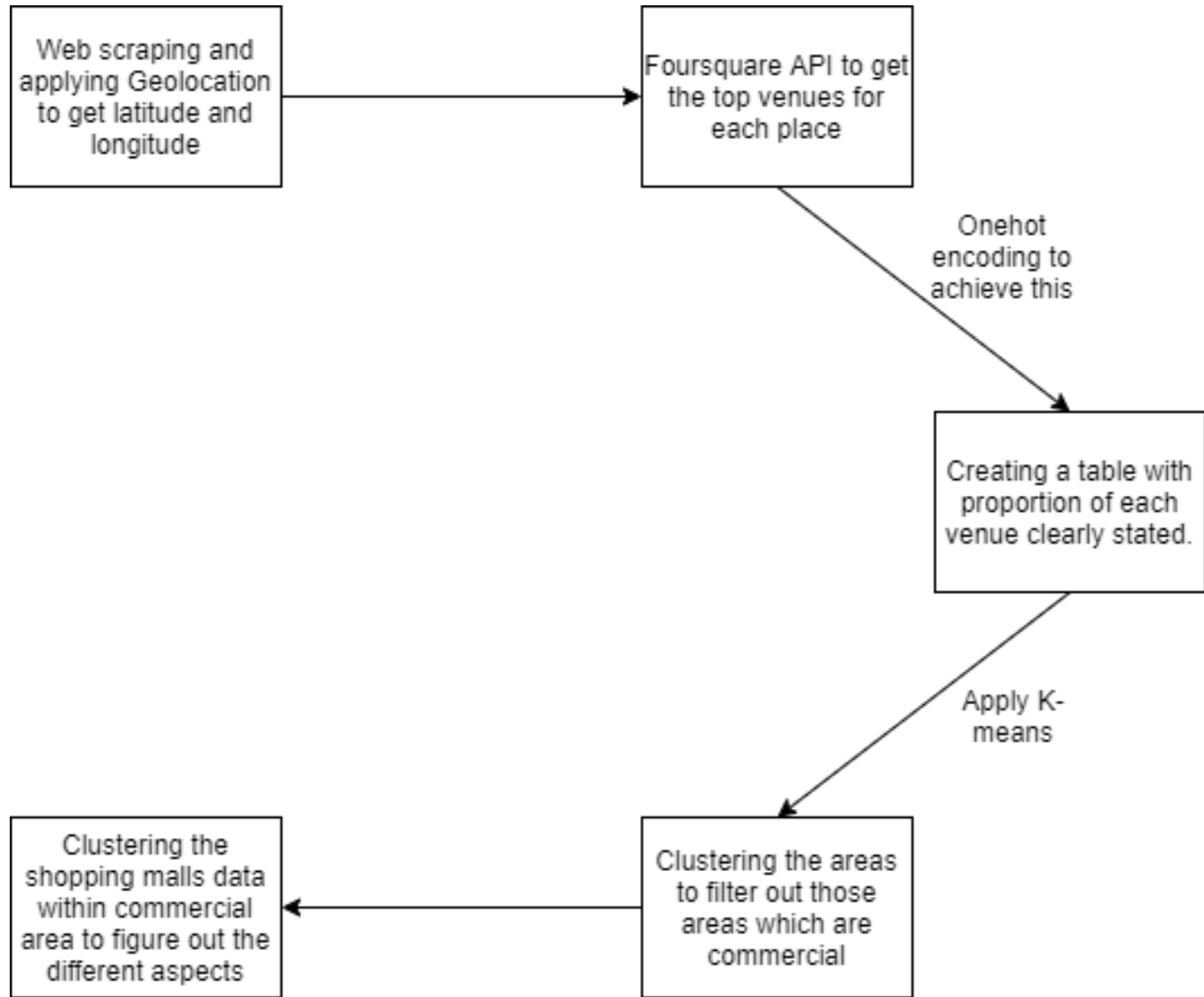
- One of the major projects that have acquired attention in the past decade is shopping complex. This project is capital intensive and requires a lot planning.
- San Diego is one of those cities where the growth of commercial places has peaked in past few years and there is a lot scope of these projects.
- There are a lot of investors and builders looking to collaborate and build these complexes but the problem is that they want to find the best location where they can setup their project.
- There are different kind of investors some wants to take risk and setup their projects in areas which are already quite competitive on the other hand some want to setup in areas which are growing and might become a commercial hub in future.



## Neighbourhoods Data

The whole pipeline has been already shown with help of these flowcharts.

- The foursquare API uses the previous table which is the co-ordinates table since we need to feed in the co-ordinates of each place.



# Methodology

The basic outline has been discussed in the diagram. Clustering two times is beneficial since we can eliminate those areas which are either housing areas or some other kind. We cater to different mindsets and it will be evident in the results section.



# Predictions

- Shopping mall is a large investment for investors, and they seek insurance for the money they are investing.
- Investors can play safe or foresee future possibility and build their property around cluster 1 or maybe cluster 0
- The risk-taking ability defers from investors to investors and some can go give with their projects.
- The aggressive mindset brings in the fact that they can take away the already built consumer channel of some shopping mall if they provide better quality.
- These may build around cluster 1 or even cluster 2