

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New shopping mall in Hyderabad, India.

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Introduction:

A **mall** or **shopping centre** is a large **building** that is full of many smaller **shops** and **stores**. It is different from earlier **markets** or **bazaars** because most of the shops are not little **booths** or **stalls** in one big open area. Each store has its own space with walls. Most of their entrances face a central walking area inside the building.

The **importance** of a **shopping mall** is mainly for people to get out of the house for a while and do something entertaining. **Shopping malls** can provide the best **shopping** experiences such as social gatherings, entertainment, performances, product launches, promotions and festivals.

When you **shop** in your local community, the money you spend fixes roads, pays for mosquito spraying, retains jobs, and so much more. When small businesses thrive, they are able to offer more benefits to employees, donate to non-profits, and invest back into their businesses, employees, and the community.

Business Problem:

The objective of this capstone project is to analyse and select the best location in the city of Hyderabad ,India to open a shopping mall .using data science methodology and machine learning techniques like clustering , this project aims to provide solutions to answer the business question : In the city of Hyderabad ,India if a property developer is looking to open a new shopping mall, where would you recommend that they open it ?