

# ***To explore new shopping complex opportunities in KUALA LUMPUR , MALAYSIA***

## **INTRODUCTION :**

For majority of tourists , visiting a shopping malls and other shopping avenues is part of their schedule and a great leisure activity . It includes grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities . For retailers, the central location and the large crowd at the shopping malls provides a great distribution channel to market their products and services. Property developers are also taking advantage of this trend to build more shopping malls to cater to the demand. As a result, there are many shopping malls in the city of Kuala Lumpur and many more are being built. Opening shopping malls allows property developers to earn consistent rental income.

## **THE BUSINESS PROBLEM :**

The objective of this capstone project is to analyse and select the best locations in the city of Kuala Lumpur, Malaysia to open a new 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 Kuala Lumpur, Malaysia, if a property developer is looking to open a new shopping mall, where would you recommend that they open it? And what all factors should be taken into consideration while taking the decision .

### **WHY KUALA LUMPUR :**

It is one of the most popular tourist destination for the global tourists . Hence this place has a huge revenue potential , if analysed properly .