

Problem Description

This project aims to investigate the best choices of locations for opening a new shopping mall in Berlin, Germany.

Shopping malls have become more and more popular for people to visit, where people can not only do shopping but also enjoy themselves such as dining, watching movies and so on. This is why shopping malls spread all around the world especially in big cities, from the city center to suburbs. However, the problem of selecting the location for opening a new shopping mall is always difficult. On the one hand, the new shopping mall should be located near the city center so that people can visit it conveniently. On the other hand, it also should be located to keep a distance from the city center to avoid hard competition. Therefore, how to select a suitable location for opening a new shopping mall to balance the above contradiction always confuse the investors.

This project aims at solving the problem of choosing locations for opening a new shopping mall in Berlin, Germany. The problem will be solved by using the data scraped from the internet, and analyzed by using machine learning. Then, some suggestions could be provided to investors to make a better choice about the locations of a new shopping mall in the city of Berlin. Moreover, the method can be can also be applied to other cities for the same kind of problems.