How about Opening a New Shopping Complex in Malaysia?

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Introduction

For some, customers, visiting shopping centers is an incredible method to unwind and have a good time during ends of the week and occasions. They can do shopping for food, eat at cafés, shop at different style outlets, watch motion pictures and perform a lot more exercises. Shopping centers resemble a one-stop goal for a wide range of customers. For retailers, the focal area and the huge group at the shopping centers give an incredible dispersion channel to advertise their items and administrations. Property designers are likewise exploiting this pattern to construct additionally shopping centers to take into account request. Accordingly, there are many shopping centers in the city of Kuala Lumpur and a lot more are being fabricated. Opening shopping centers permit property designers to win predictable rental salary. Obviously, similarly as with any business choice, opening another shopping center requires genuine thought and is significantly quite confounded. Especially, the area of the shopping center is one of the most significant choices that will decide if the shopping center will be a triumph or a disappointment.

Business Problem

The target of this capstone venture is to dissect and choose the best areas in the city of Kuala Lumpur, Malaysia to open another shopping center. Utilizing information science procedure and AI strategies like grouping, this undertaking plans to give answers for answer the business question: In the city of Kuala Lumpur, Malaysia, if a property designer is hoping to open another shopping center, where might you suggest that they open it?

Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new shopping malls in the capital city of Malaysia i.e. Kuala Lumpur. This project is timely as the city is currently suffering from an oversupply of shopping malls. Data from the National Property Information Centre (NAPIC) released last year showed that an additional 15 per cent will be added to existing mall space, and the agency predicted that total occupancy may dip below 86 per cent. The local newspaper The Malay Mail also reported in March last year that the true occupancy rates in malls may be as low as 40 per cent in some areas, quoting a Financial Times (FT) article cataloguing the country's continued obsession with building more shopping space despite chronic oversupply.

Data

To solve the problem, we will need the following data:

1. List of neighbourhoods in Kuala Lumpur. This defines the scope of this project which is confined to the city of Kuala Lumpur, the capital city of the country of Malaysia in South East Asia.

2. Latitude and longitude coordinates of those neighbourhoods. This is required to plot the map and also to get the venue data.

3. Venue data, particularly data related to shopping malls. We will use this data to perform clustering on the neighbourhoods.

Sources of data and methods to extract them

This Wikipedia page (https://en.wikipedia.org/wiki/Category:Suburbs_in_Kuala_Lumpur) contains a rundown of neighborhoods in Kuala Lumpur, with a sum of 70 neighborhoods. We will utilize web scratching strategies to separate the information from the Wikipedia page, with the assistance of Python demands and wonderful soup bundles. At that point we will get the land directions of the areas utilizing Python Geocoder bundle which will give us the scope and longitude directions of the areas.

From that point forward, we will utilize Foursquare API to get the scene information for those areas. Foursquare has probably the biggest database of 105+ million places and is utilized by more than 125,000 engineers. Foursquare API will give numerous classifications of the scene information, we are especially keen on the Shopping Mall class to assist us with solving the business issue set forward. This is a task that will utilize numerous information science aptitudes, from web scratching (Wikipedia), working with API (Foursquare), information cleaning, information wrangling, to AI (K-implies bunching) and map representation (Folium). In the following area, we will introduce the Methodology segment where we will talk about the means taken in this undertaking, the information examination that we did and the AI procedure that was utilized.