

COURSERA CAPSTONE

IBM Applied Data Science Capstone

Opening a New Shopping Mall in Bangalore, India

By: Zeya Ahmad

August 2020



Introduction

For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. They can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities. Shopping malls are like a one-stop destination for all types of shoppers. 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 Bangalore and many more are being built. Opening shopping malls allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new shopping mall requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the shopping mall is one of the most important decisions that will determine whether the mall will be a success or a failure.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Bangalore, India 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 Bangalore, India, if a property developer is looking to open a new shopping mall, where would you recommend 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 Bangalore city, India. Retail in India is one of the pillars of its economy and accounts for about 10 percent of its GDP(https://en.wikipedia.org/wiki/Retailing_in_India). This project is timely as the city is currently suffering from oversupply of shopping malls. The Indian retail sector has metamorphosed significantly over the last few decades. Rapid urbanisation and digitisation, rising disposable incomes and lifestyle changes of particularly the middle-class has led to a major revolution in the retail sector, projected to grow from US\$ 672 billion in 2017 to US\$ 1.2 trillion in 2021. Evolving rapidly from usual 'kirana shops' to large multi-format stores offering global experience to the e-commerce model that is highly technology-driven, the Indian retail sector has evolved