

# Find 5 places in Tokyo to open Milk Tea shops

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Capstone Project - The Battle of Neighborhoods (Week 2)

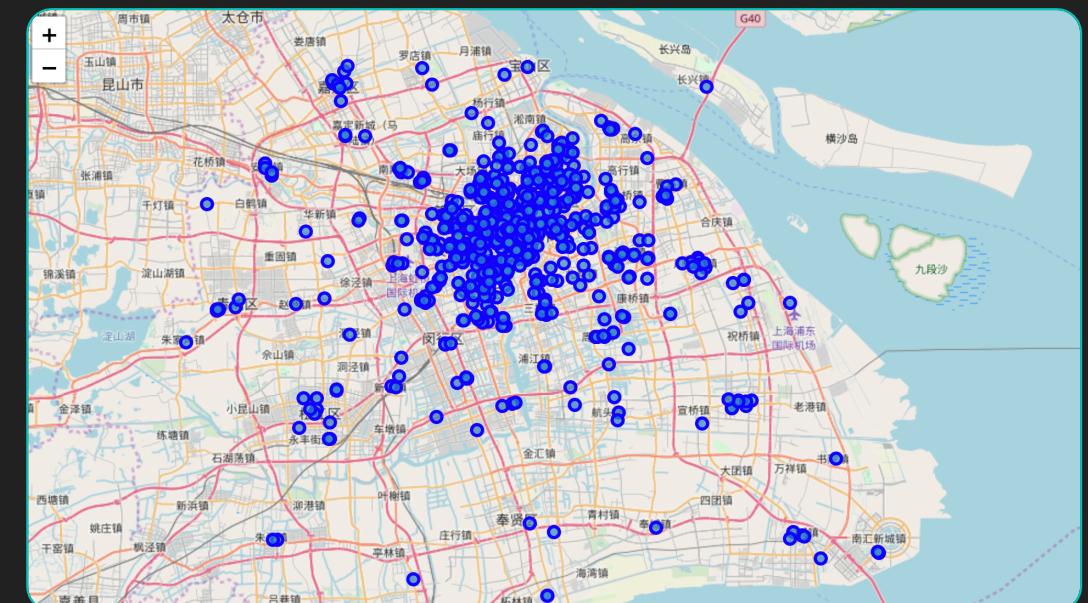
# Introduction

- As pearl milk tea is becoming more and more popular in Japan, the stakeholder wants to open a milk tea shop as a new business. He needs me to recommend a location in Tokyo to open that shop.
- He told me this business mode is very mature in China. The milk tea shops always open near shopping mall, university, bakery and subway station.
- He wants me to find 5 best places in Tokyo to open the milk tea shop by analysing the nearby environment. I will select 5 possible places in Tokyo by comparing with the milk tea locations in Shanghai.

# Data

- First, i use the geographic coordinate of milk tea shops in Shanghai and nearby environment. I use these data to analyze the features of places of milk tea shops in Shanghai.
- Secondly, i use the the geographic coordinate of some feature places such as shopping centers in Tokyo and nearby environment. I use these data to find out if these places is similar with milk tea shops in Shanghai.

# Data

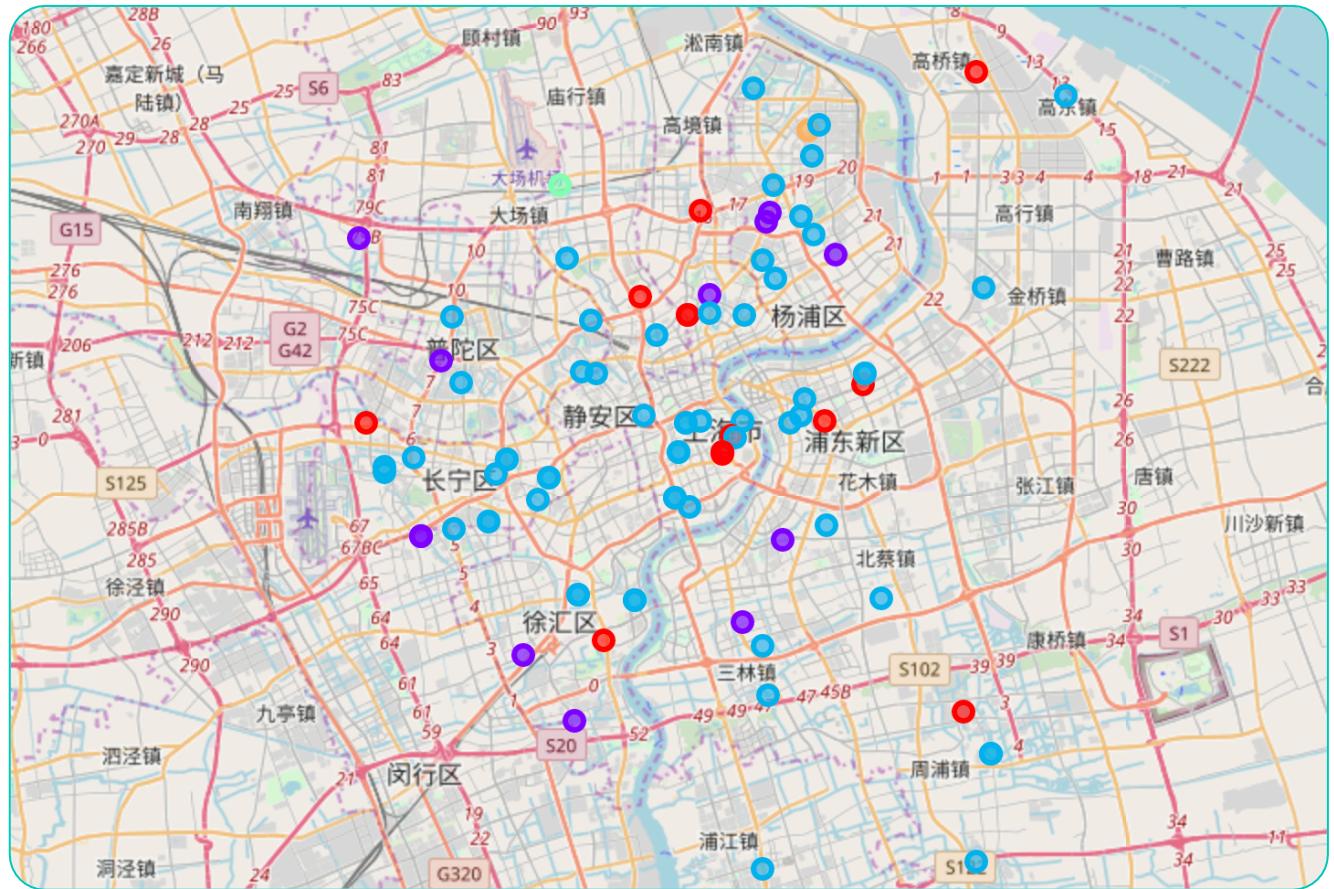


# Methodology

Research the places of Shanghai's milk tea shops. Find out the most places would appear nearby. Then choose some possible places in Tokyo.

Do the cluster using Shanghai's data and Tokyo's possible places to find out the places which has the same cluster label with the most cluster label of Shanghai's milk tea shop.

# Clustering of Shanghai's data





**Find the  
most places  
in Shanghai**

'Restaurant' 'Shop'  
'Chinese' 'Coffee'  
'Food'

# Clustering of both data

96	桂源铺港式奶茶(世纪汇店)	121.527245	31.227453	0.0
97	桂源铺港式奶茶(吴江路湟普汇店)	121.459148	31.229303	2.0
98	桂源铺港式奶茶(浦北汇联店)	121.414090	31.152034	1.0
99	桂源铺港式奶茶(东融国际影城店)	121.522909	31.287140	2.0
0	Tokyo Tower	139.745	35.6586	2.0
1	Shinjuku	139.703	35.6938	2.0
2	Ginza	139.766	35.6712	2.0
3	Akihabara	139.774	35.7023	0.0

# Result

Compare the cluster labels of milk tea shops in shanghai and possible places in Tokyo, i can choose

- 1. Tokyo Tower
- 2. Ginza
- 3. Daikanyama
- 4. Shibuya Center Street
- 5. Ameyoko Arcade

This result is suitable, because some milk tea shops have opened in these places actually.

# Conclusion

I used the places of milk tea shops in shanghai to find out the feature of those places and then use the features to find 5 suitable places to open a milk tea shops in Tokyo. The result is so great and i believe stakeholder would have a huge success.