# IBM Capstone Project:
Japanese Business Case

Analysing venue is valuable for new shops

- We can analyse past venue behavior to have insight on where we can put a new shop.

- This is clearly valuable for people needing information about where they should implement their idea.

- It will help the developpement and limit the useless cost

- It also improves the shop's rentability

Data acquisition and cleaning

- Two sources – open data and Foursquare
- Open data : csv file that contains Neighborhood, Borough, Coordinates
- Foursquare : json that countains venue information
- We keep only 2 columns in open data, and transform another into 2 : Latitude, Longitude
- Open data : 80 raw, 4 features
- Foursquare : Paris venue - 5111 raws, 7 features

Asian venue - 5146 raws, 7 features

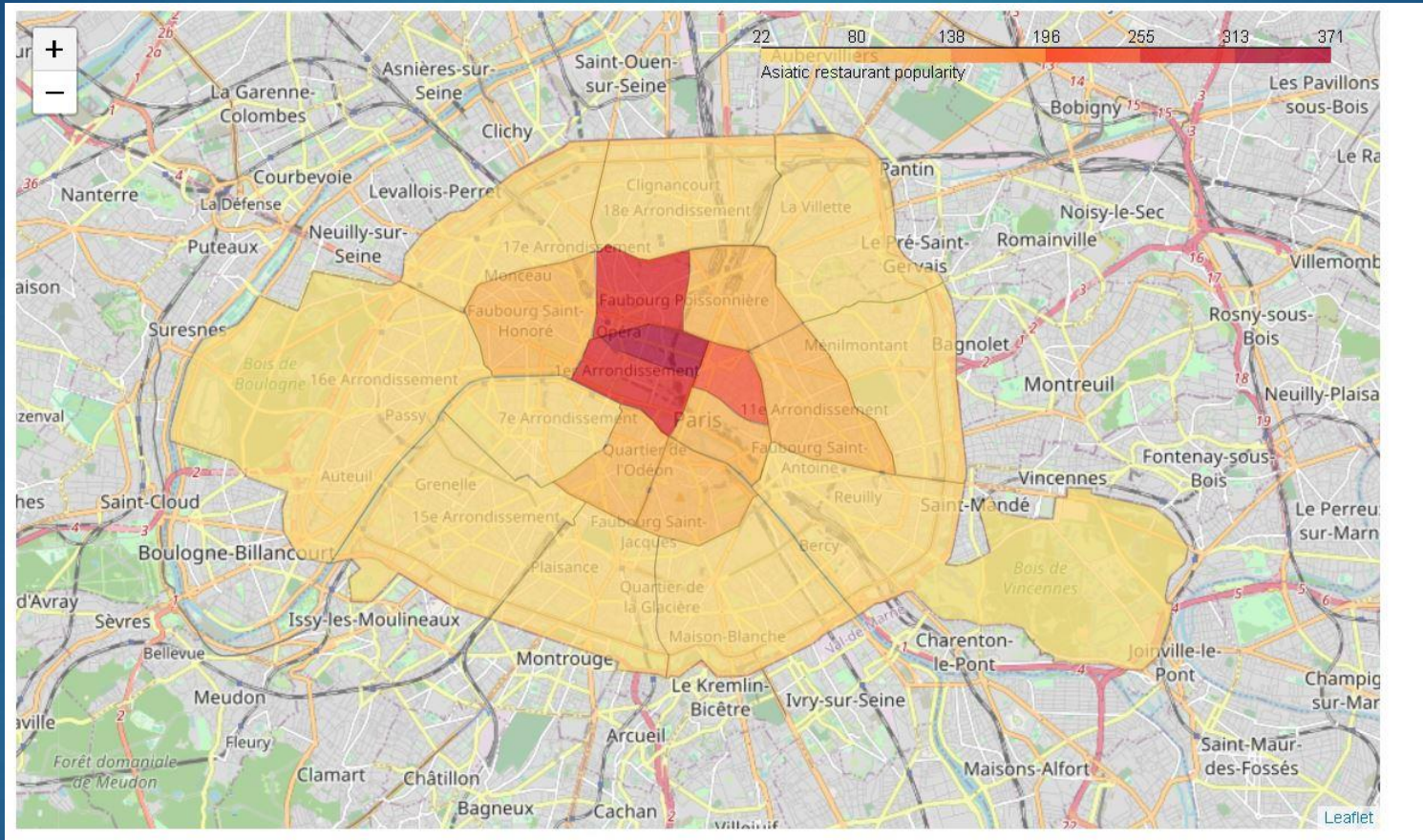Bubble tea venue - 113, raws 7 features

Clustering

Out[139]:
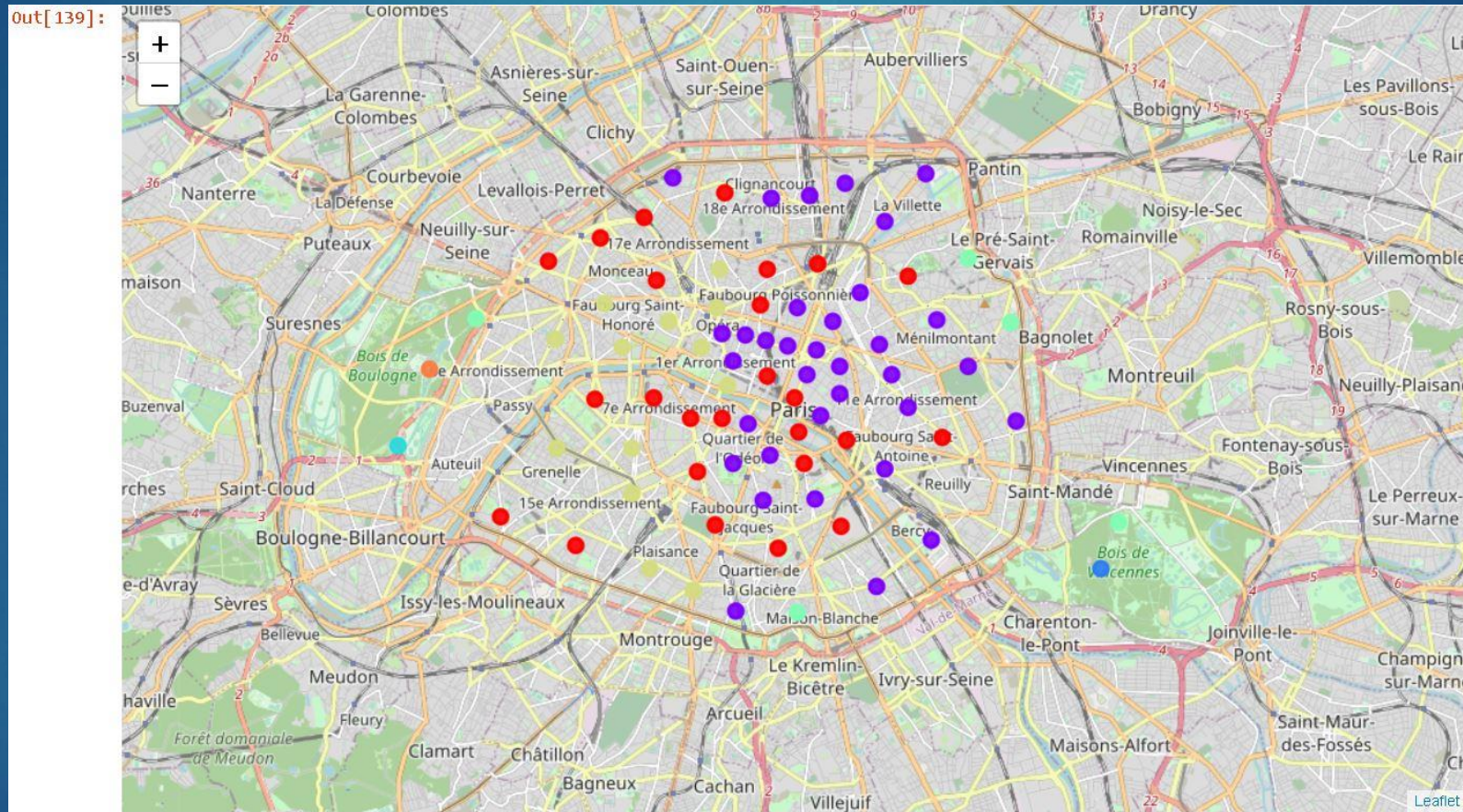
Clustering isolation
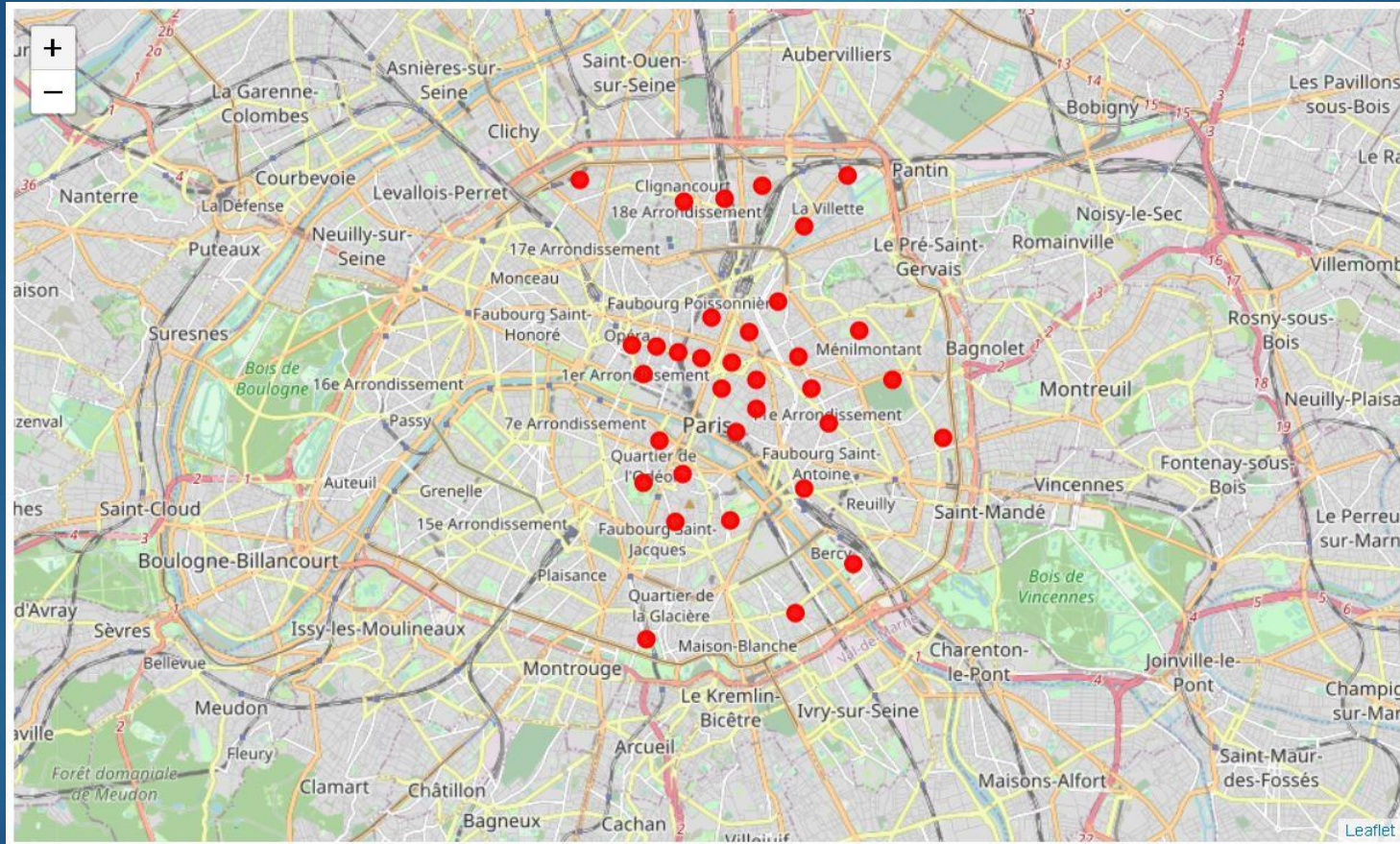
Visualization verification

Conclusion and future directions

▶ Good model for tourist venue visualization but lack of information about local behavior

▶ Need of other dataset for further exploration

▶ Try another clustering model, try to create a supervised model with manual labels to have more insight