

# Presentation Cap Stone

H P

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# The Setting



# The Setting

- ▶ We represent a large western video game company
- ▶ Set foot in the Japanese video game market market
- ▶ ⇒ Get venues in Tokyo's major districts found by the term 'video games'
- ▶ Segment Tokyo in three clusters

# Data

We use Data from [http://japanzipcodes.blogspot.com/  
search/label/Tokyo%20ZIP%20codes](http://japanzipcodes.blogspot.com/search/label/Tokyo%20ZIP%20codes)

## The major Zip codes of Tokyo, Japan

The Zip code of Adachiku , Tokyo , Japan is 120-0000 .  
The Zip code of Akiruno , Tokyo , Japan is 190-0100 .  
The Zip code of Akishima , Tokyo , Japan is 196-0000 .  
The Zip code of Arakawaku , Tokyo , Japan is 116-0000 .  
The Zip code of Bunkyoku , Tokyo , Japan is 112-0000 .  
The Zip code of Chiyodaku , Tokyo , Japan is 100-0000 .  
The Zip code of Chofu , Tokyo , Japan is 182-0000 .  
The Zip code of Chuoku , Tokyo , Japan is 103-0000 .  
The Zip code of Edogawaku , Tokyo , Japan is 132-0000 .  
The Zip code of Fuchu , Tokyo , Japan is 183-0000 .  
The Zip code of Fussa , Tokyo , Japan is 197-0000 .  
The Zip code of Hachioji , Tokyo , Japan is 192-0000 .  
The Zip code of Hamura , Tokyo , Japan is 205-0000 .  
The Zip code of Higashikurume , Tokyo , Japan is 203-0000 .  
The Zip code of Higashimurayama , Tokyo , Japan is 189-0000 .  
The Zip code of Higashiyamato , Tokyo , Japan is 207-0000 .  
The Zip code of Hino , Tokyo , Japan is 191-0000 .  
The Zip code of Inagi , Tokyo , Japan is 206-0000 .  
The Zip code of Itabashi , Tokyo , Japan is 173-0000 .



# Methods

In order to find the areas with the highest density we cluster the video game store data

1. BeautifulSoup
2. numpy
3. pandas
4. folium
5. kmeans.
6. To find the coordinates we use geocoder and geolocator.

# Results

-----Adachi-----

		venue	freq
0	Convenience Store	0.27	
1	Japanese Restaurant	0.18	
2	Sake Bar	0.09	
3	Japanese Family Restaurant	0.09	
4	Drugstore	0.09	
5	Supermarket	0.09	
6	Park	0.09	
7	Pharmacy	0.09	
8	Playground	0.00	
9	Outdoors & Recreation	0.00	



## Results

