

Where to open Jewelry Shop in Kofu, Japan

- For foreign visitors to Kofu city

Why Jewelry shop?

- Kofu city is famous with jewelry, so want to open a brand new jewelry shop in Kofu.
- However, customer does not have much information about the Kofu because she/he is from overseas.

Data Collecting

- First, need towns list in Kofu city
- And coordinates of each town
- To get the coordinates, need postal code of each town
- Finally, need Foursquare's location data to get the information of each town's nearby venues.

How to analyze

- For the accuracy, drop the convenience stores and drug stores from collected towns' venues data. Because there are so much that kind of stores in Japan.
- Clustering the data based on the top most venues of each town.

Where to open?

- As a result of analyzing the data, there is one cluster which related historic site.
- In terms of foreign visitors who visited some historic site, they are willing to buy some souvenir. And Kofu is famous with jewelry, the souvenir can be a jewelry.
- So, I recommend to open the new jewelry shop in the cluster related with historic site.

