



Opening convenience store in
Japan's Prefectures

SHIU Ka Yu

Applied Data Science Capstone

The Battle of Neighborhoods

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Introduction

A convenience store is a small retail shop that sells a range of daily item, such as coffee, cup noodles, snack foods, newspaper and magazines. It is very easy to find a convenience store in Asian countries and it is unsurprised that you can find a convenience store in a lot of streets in Japan. Apart from the Japanese, the tourist love going to convenience store to buy the food and drinks. In 2019, the contribution of travel and tourism to GDP for Japan was 7.5 % with over 31 million people travelled to Japan and 8.7% increased by comparing with to 2018.

With a growth of the number of tourist and the needs of the citizens in Japan, the local entrepreneurs should carefully consider which prefectures would be beneficial to open some new convenience stores that meet the demand for both tourist and citizens.

The aims of this project are to find out the relationship between population density and the number of convenience stores and also find out which prefectures should be considered to open additional convenience stores that would meet the future demands.

Data

The data used in this report are collected from below sources.

1. The list of Japanese prefectures by area was be captured in the website https://en.wikipedia.org/wiki/List_of_Japanese_prefectures_by_area
2. The longitude and latitude of each prefectures was obtained by a geocoding service in Python.
3. The Foursquare API was used to get the venues and venue categories in each prefecture in Japan.

Data Analysis would be performed to find out the relationship between population density and the number of convenience stores and to find out which prefectures should be considered to open additional convenience stores that would meet the future demands.

References

1. Japan Contribution of travel and tourism to GDP (% of GDP), 1995-2019. (n.d.). Retrieved November 11, 2020, from <https://knoema.com/atlas/Japan/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP-percent-of-GDP>
2. Tourism in Japan. (2020, September 04). Retrieved November 11, 2020, from https://en.wikipedia.org/wiki/Tourism_in_Japan