



# Finding an appropriate place for a Japanese center in the USA

Soichiro Tanabe

# The promotion of “Cool Japan”

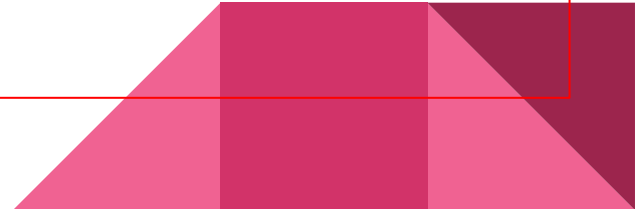
## Background

The Japanese government has promoted their culture (Japanese pop culture, animation, arts and Japanese food)

## Problem

Japan has experienced losses and mismanaged investments for “cool Japan”

Question: 'To promote the project of "Cool Japan" and introduce Japanese culture or food, where can we establish an appropriate place for Japanese center, especially in the USA?'

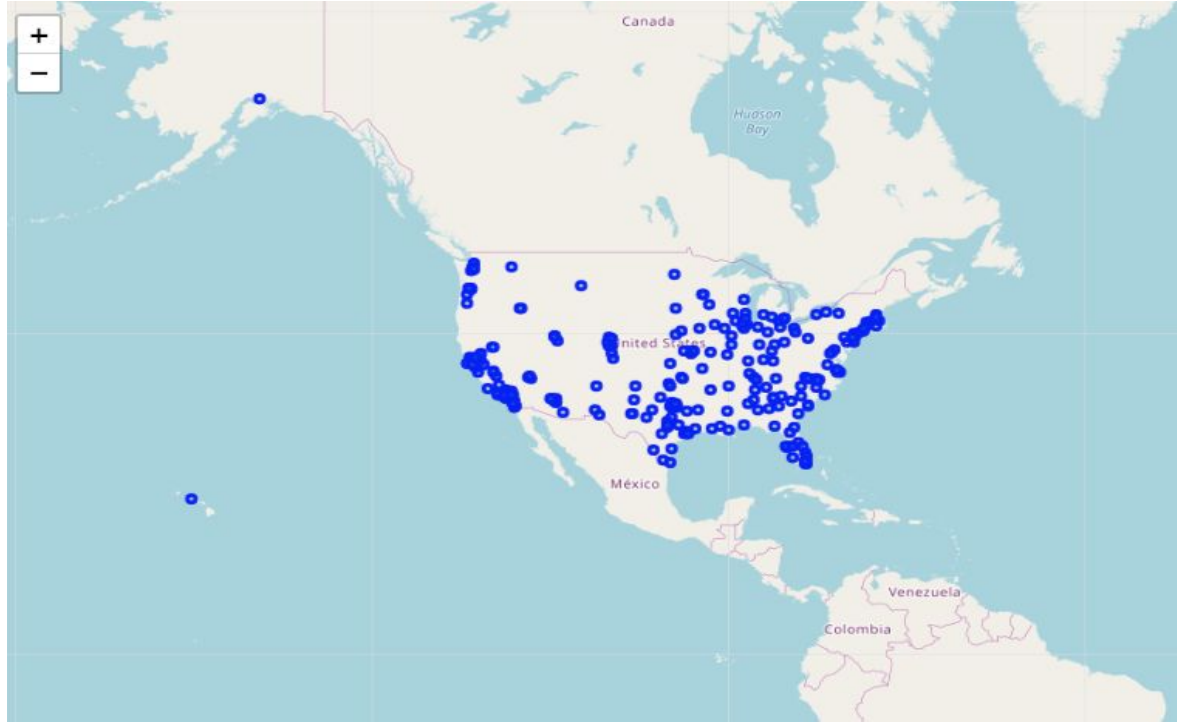


# Data acquisition and cleaning

- **A List of all the cities in United States with population density and coordinates** from Wikipedia was used in order to obtain each city in the USA and its population
- **Foursquare API** was used to obtain the number of all venues in each city and types in every neighborhood
- The extracted city data was added into the system of Foursquare API.



## Plotting all cities of the USA from Wiki page, using their coordinates



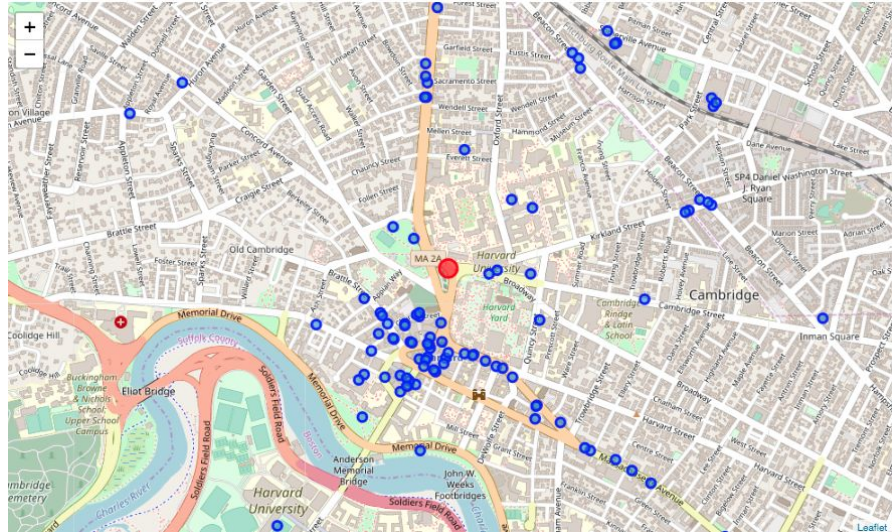
# Analysis

## • Assignment of weights

Weights was assigned to some important categories(restaurants, parks,etc), merged with population density and normalized.

	City	Population density in Km2	weights
0	New York[d]	1.000000	0.200000
1	Los Angeles	0.295260	0.480000
2	Chicago	0.417119	0.300000
3	Houston[3]	0.122135	0.266667
4	Phoenix	0.104188	0.400000

We found that the city of the highest weight is “Cambridge, Massachusetts”.



# K means algorithm

K means algorithm was used to cluster the venues and calculated the weights for each cluster to decide which cluster would be the best area to locate the Japanese center.



# Conclusion and future directions

- The best place is around Cambridge Street in Cambridge, Massachusetts
- This is a cultural place where many people gather and near restaurants, cafes, parks and theaters.
- This project can be enhanced by considering many more attributes to define the weights and analyze and also by extending the limit and radius of the search.

