

# The Sport Society Museum

## Location is important

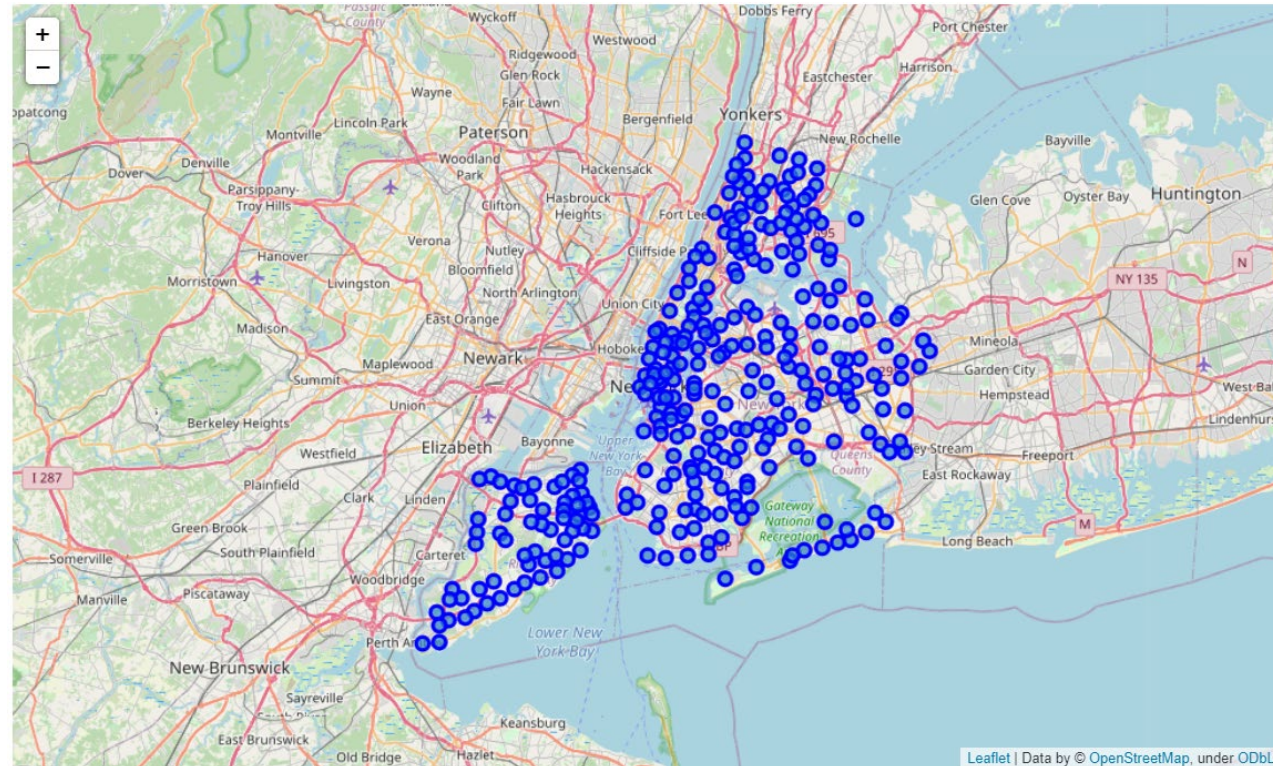
- New York is a city full of art and history museums, but sport is not less important in our culture.
- The Sport Society intends to build a new Sport Museum in New York City. But where?
- The aim is reaching the highest number of people interested in sport. We can argue that venues such as stadiums, sport fields or courts, sport bars, and sport clubs may be a communal centre for these people.

## How can we choose the right neighborhood?

1. List and map all neighborhoods in New York
2. Find the number of sport-related venues in each neighborhood
3. Cluster neighborhoods to find similar ones
4. Choose the best clusters and the best neighborhoods analysing their specific venues

## NY neighborhoods

This is the map of the 306 neighborhoods in New York, created with Folium.



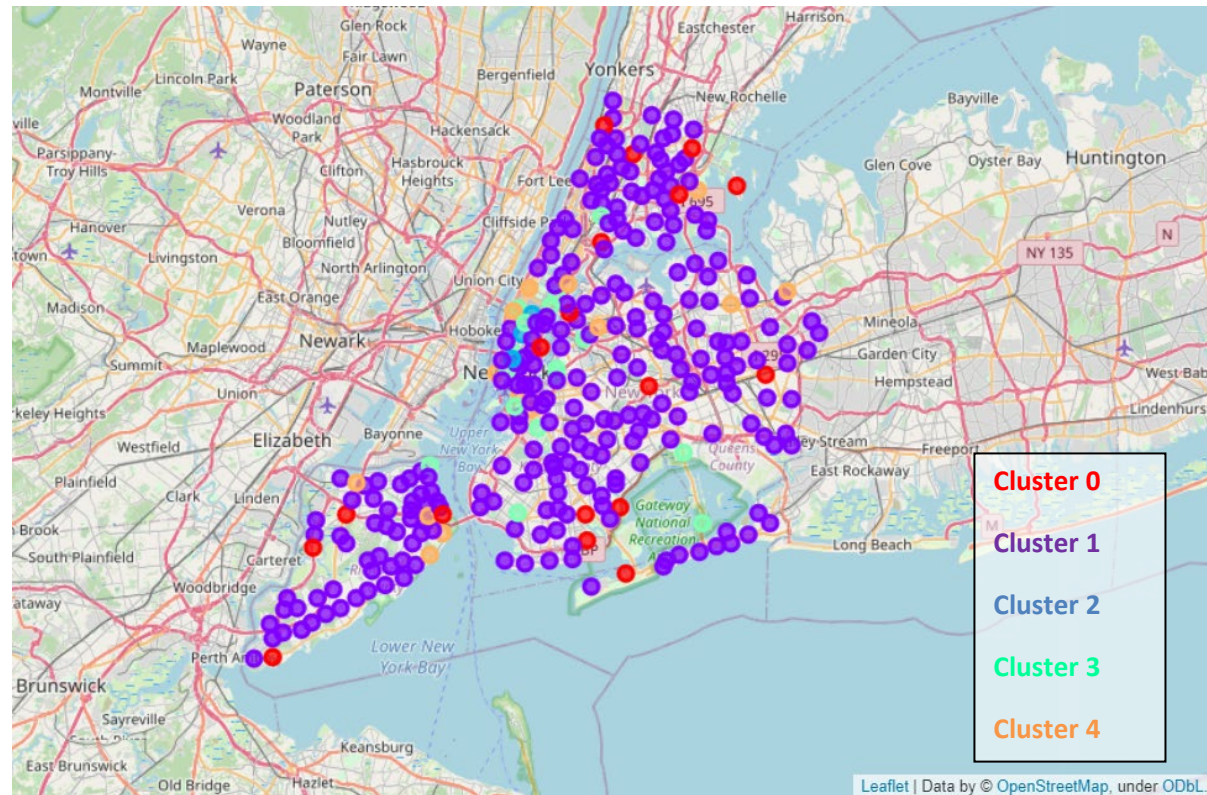
## Sport-related venues in NY

The table reports all the venues found in NY using Foursquare.

Venue category	Total number of venues in NY
Athletics & Sports	17
Sporting Goods Shop	26
Sports Club	4
Sports Bar	12
Soccer Field	3
Tennis Stadium	2
Basketball Court	11
Volleyball Court	1
Baseball Stadium	3
Baseball Field	20
Tennis Court	12
<b>Total</b>	<b>111</b>

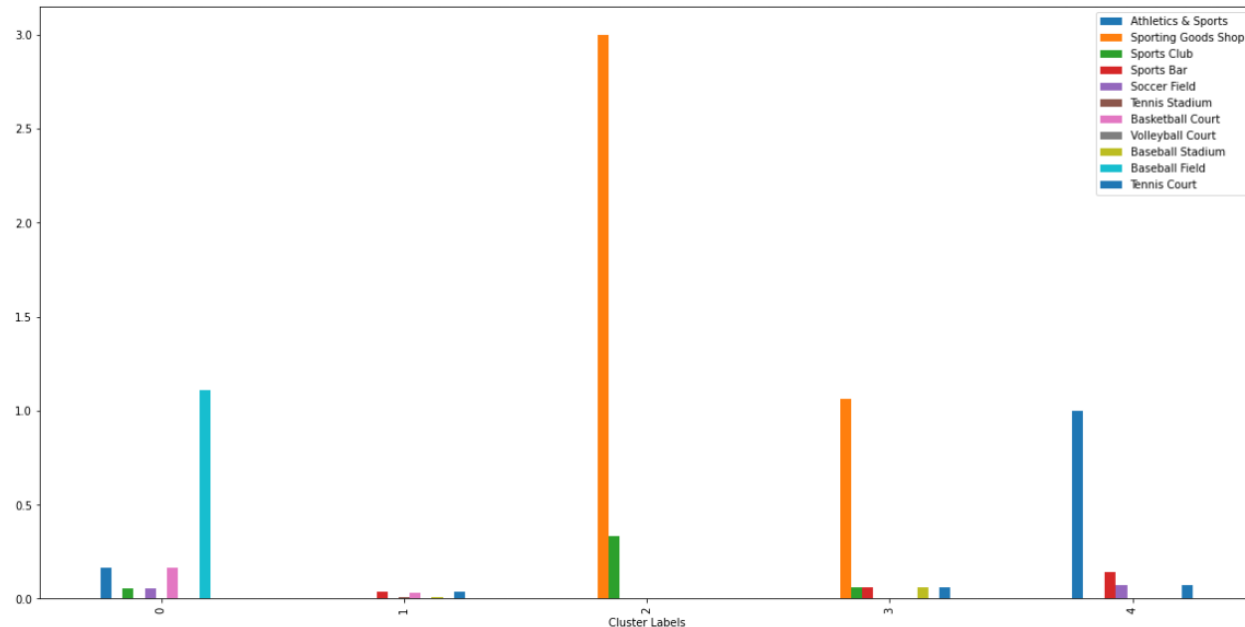
## Neighborhoods clustering

Neighborhoods have been clustered in 5 groups according to the mean number of venues in each category and then mapped.



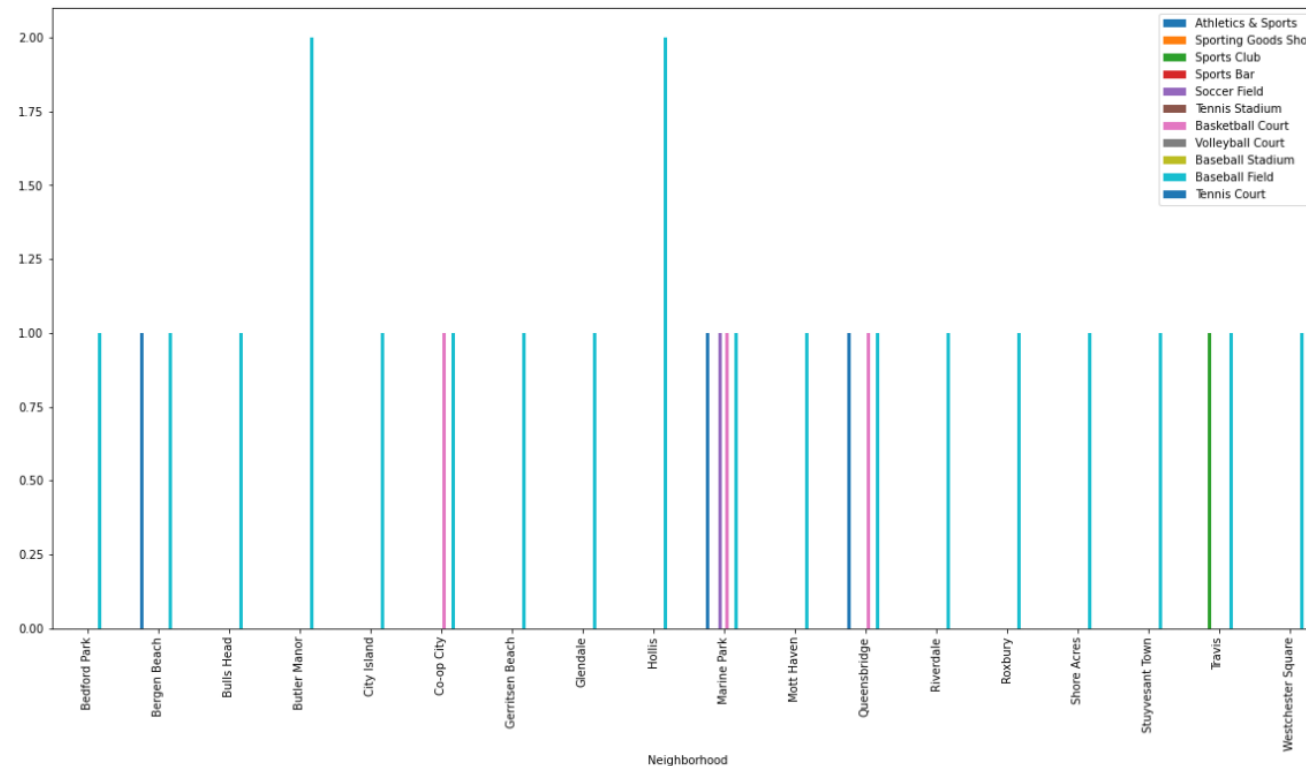
## Cluster venues

A bar chart of the clusters shows that cluster 2 has the highest number of venues, but that they are mainly Sporting Goods Shops, and that cluster 0 has many different kind of venues.



## Cluster 0: neighborhood leve analysis

- In neighborhoods in cluster 0 we can find numerous baseball field.
- Marine Park has also a soccer field, a basketball court and a athletics & sports venue.





## Conclusion

- Cluster 0 neighborhoods, and in particular Marine Park, should be a suitable place to build the new Sport Museum. In fact, people interested in different kind of sports should spend time in those neighborhoods.
- If a neighborhoods in cluster 0 will be chosen, I would recommend to incorporate a sporting goods shop to the museum, since there are no shops in these neighborhoods.