

Yoga In The City

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Prometheus Adventures

In Greek mythology, Prometheus brings the gift of fire or knowledge which propels humanity to civilization.

At **Prometheus Adventures**, we bring our clients knowledge for their business venture and take them to their next level of prosperity.

We do this using the science of data.

NYC or London



\$ \$ \$ \$

Population

8,336,817 (2019)

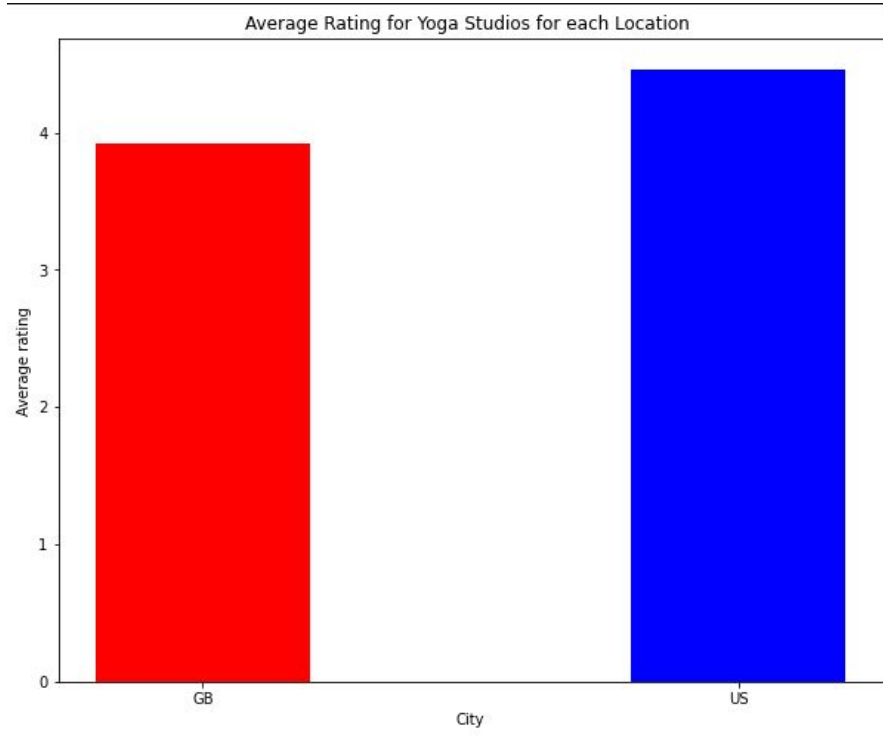


£ £ £ £

Population

8,961,989 (2018)

Reputation is Everything



On a scale from one star to five stars, an average Yoga studio is very, very good, according to people who practiced Yoga in that studio.

Most Yoga Studios in New York City Or London, have excellent reputations.

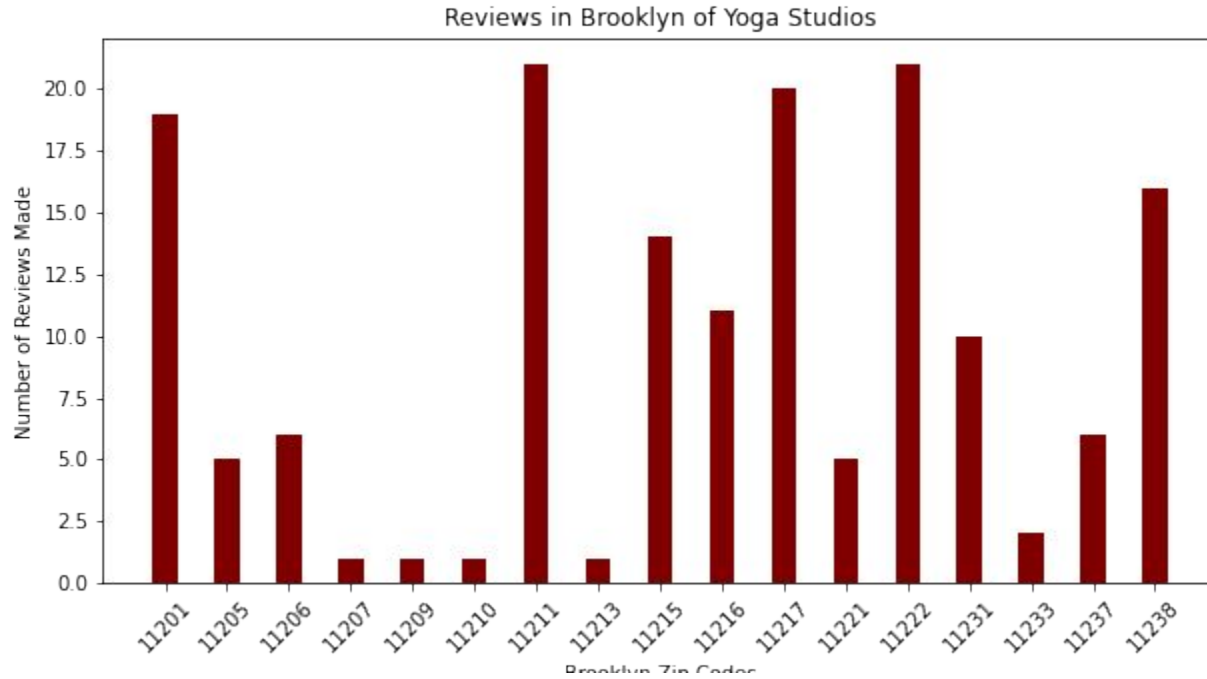
Brooklyn, NYC



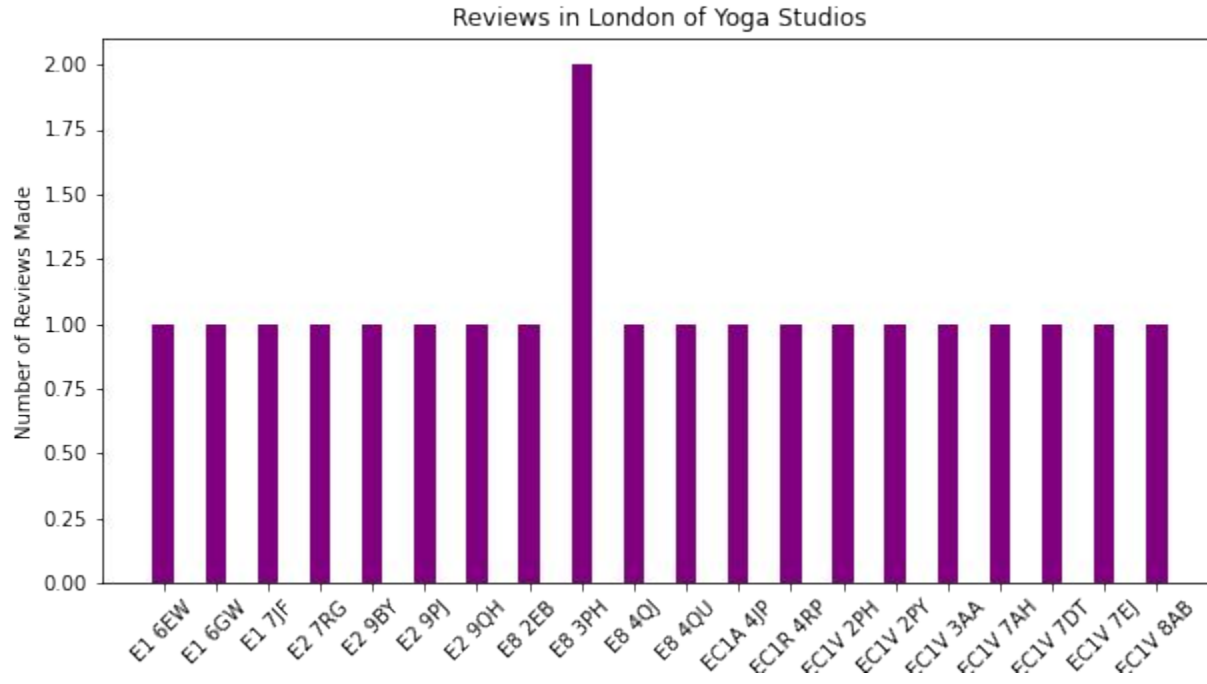
There's no space available to live in Manhattan. Many people are priced out of Manhattan, but work there! They commute from Brooklyn to Manhattan.

These well-heeled Brooklynites have high-paying yet stressful jobs. They seek Yoga for health and relaxation.

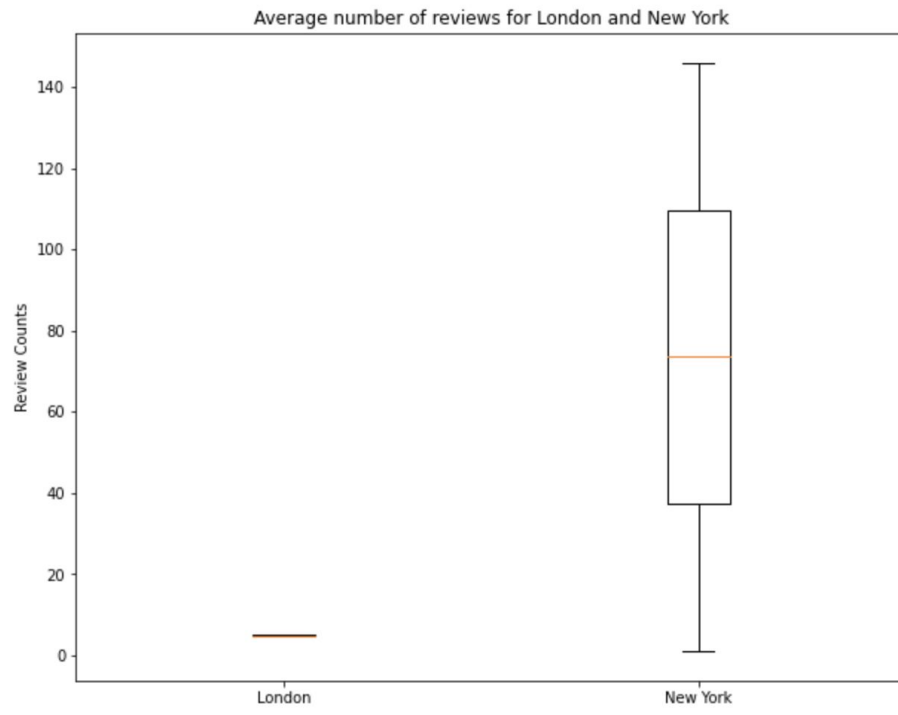
Talk of the Town



Talk of the Town



Talk of The Town



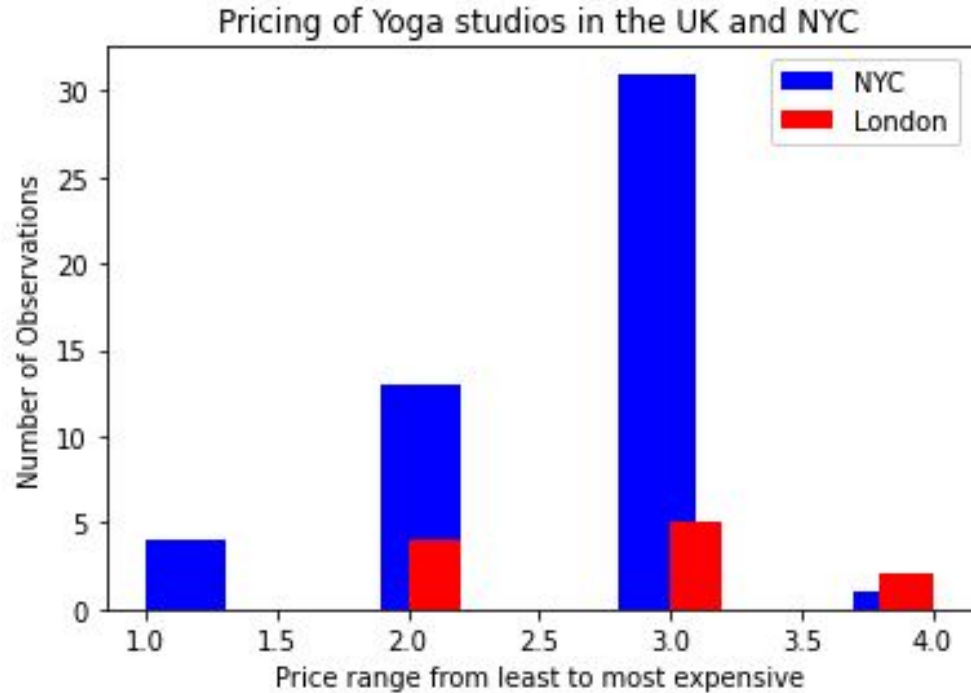
Data Science Puzzle

- There is a yoga studio in Brooklyn, NY with over 20 reviews.
- No yoga studio in London has more than 2 reviews. Most have only one.

Lots of individuals in the New York City area use
Yelp.

Far fewer individuals use Yelp in London.

Show Me The Money



In London, there is no preference for Yoga studios that are priced below over those with above the average pricing. However in New York City there is a clear preference for Yoga studios priced above average.

However Londoners are more willing to patronize very expensive Yoga studios.

Considerations

Option 1

Open an expensive studio in London.

Option 2

Open an above average priced studio in Brooklyn but only the zip codes: 11207 11209 11210 11213 11233, where competition is less.

Conclusion and Business Recommendation

Option 2

- Cheaper to operate in Brooklyn than London.
- Way more reviews for Yoga places in Brooklyn.
- People value their health more in Brooklyn, wanting Yoga as a health option.

Future Research

For future research, we can do a deep dive into what kind of other services the Yoga studios provide besides a mat, a floor, and a place to stretch.

Also, our research was somewhat limited by the uneven popularity of Yelp in the USA and in Great Britain. For future research, we can incorporate data from the business listing and review services that are used more in Great Britain.