



Capstone Project

OPENING A GYM BUSINESS IN VALENCIA

OBJECTIVES

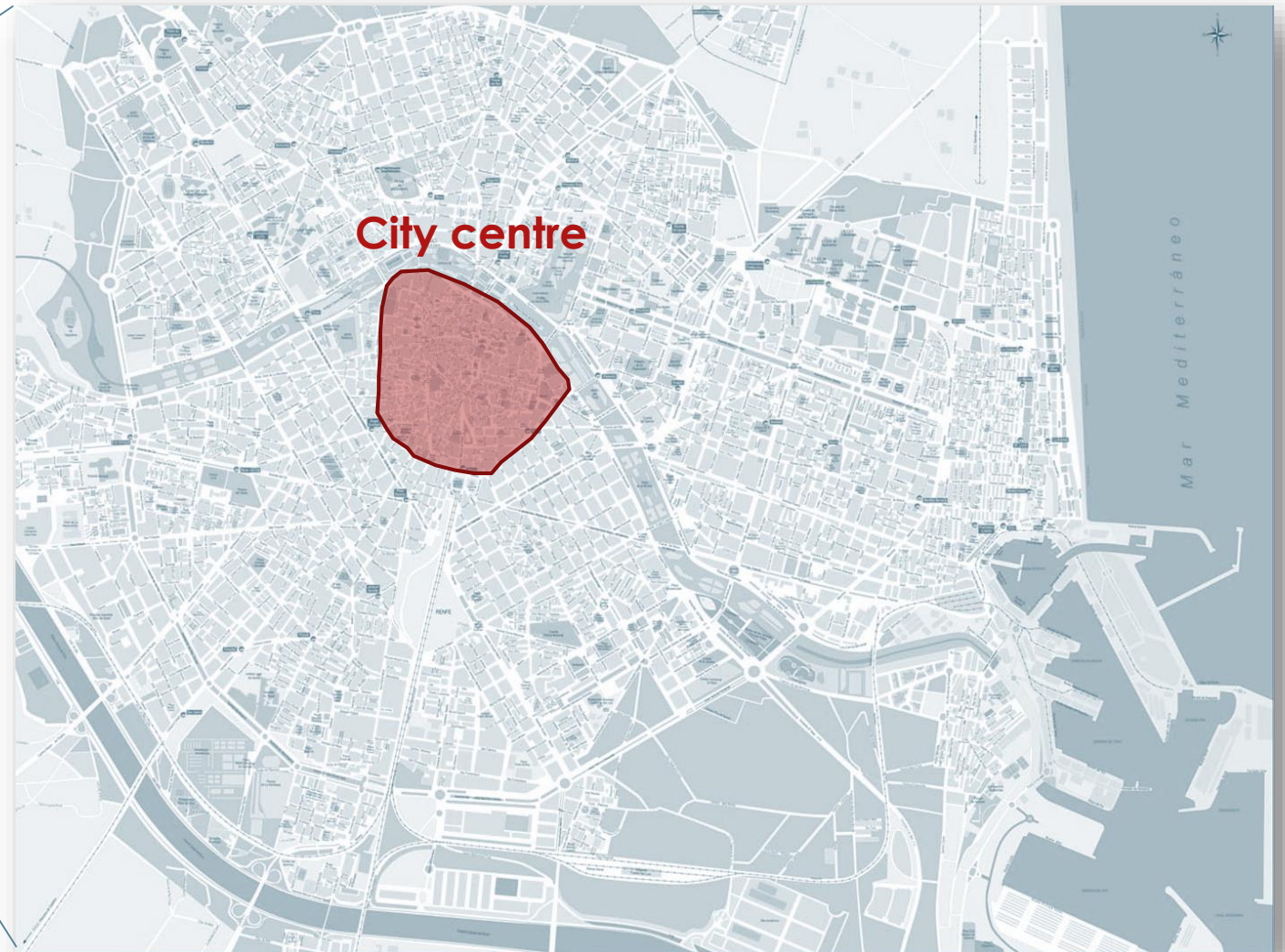
The **problem to be solved** consists of opening of a gym business in the city of Valencia, Spain. More precisely, I look for a good location nearby the city centre of the city.

People usually go to the closest gym of their neighbourhoods so I will try to know if **opening a gym** in the city centre is a **good business opportunity**.

In reference to the **data**, I am going to use **Foursquare location data** to know where are the **gyms located nearby the city centre** of Valencia.

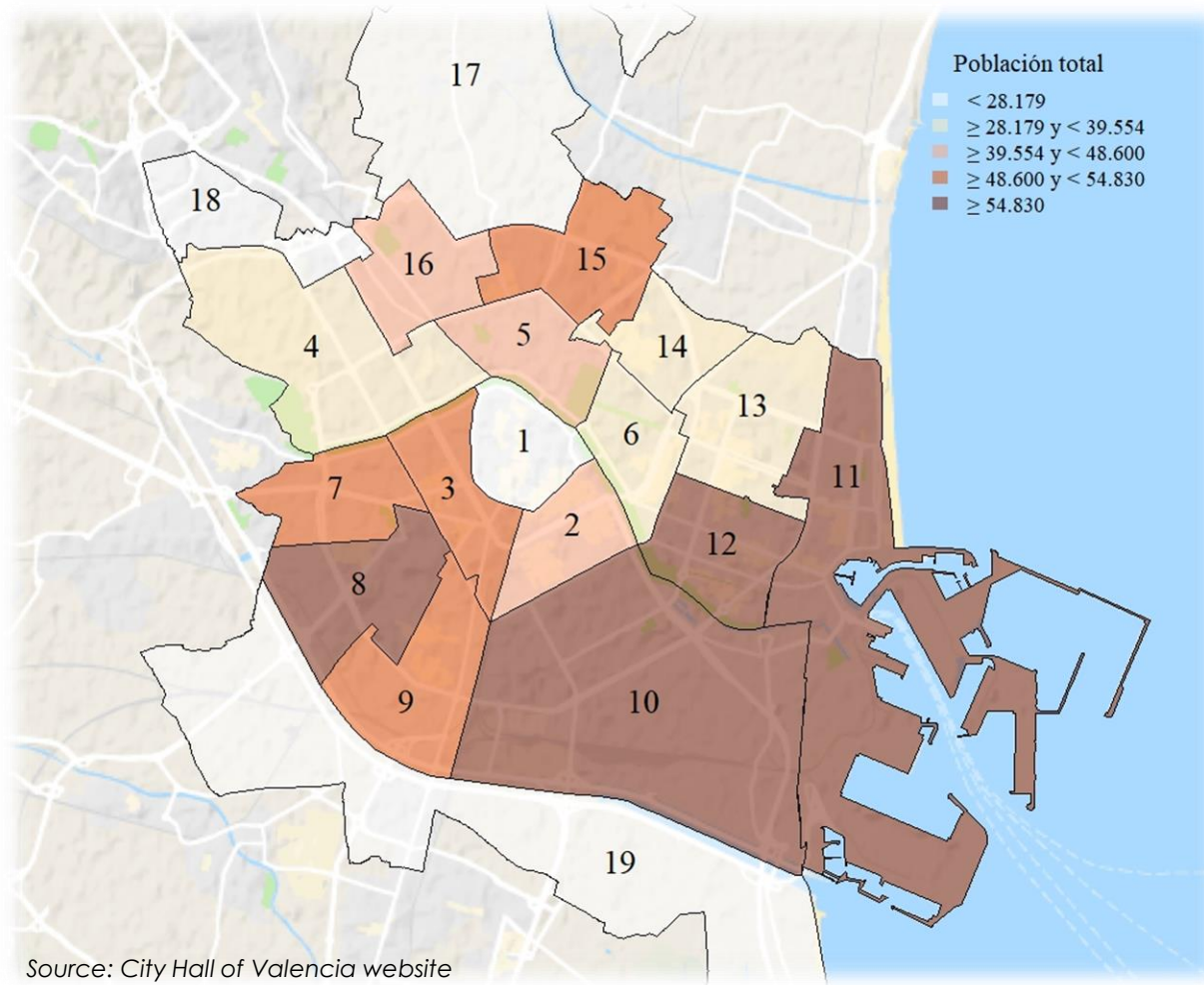
This will allow me to know if the city centre is a good place to start my gym business.

THE CONTEXT: VALENCIA CITY (SPAIN)



Total population: **801.545 inhabitants**

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Population by district in the city of Valencia:

- City centre (district 1) → 28,179 inhabitants

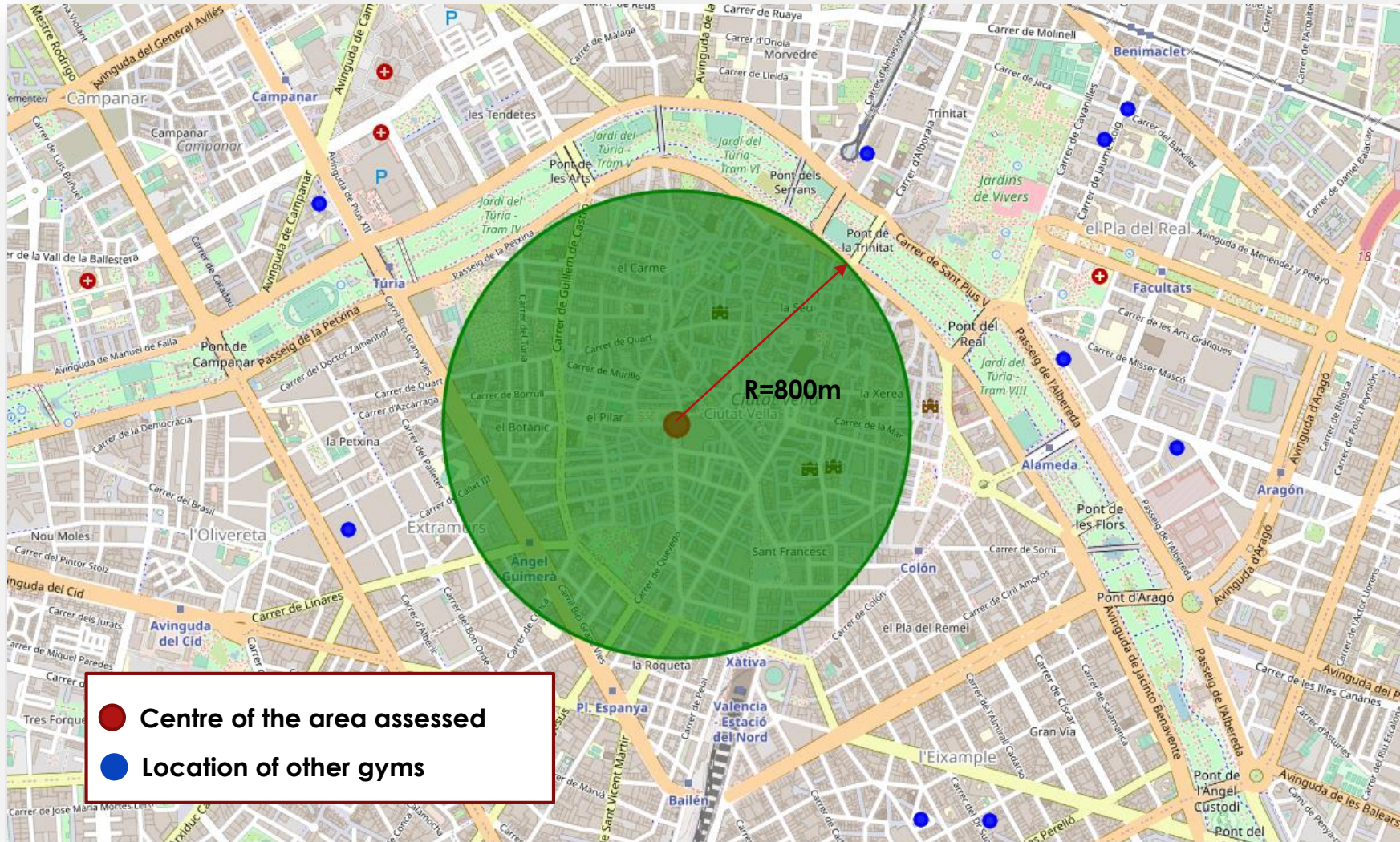
Despite of being one of districts with lower population inside the city, the city centre concentrates a lot of business and, therefore, **workers** that can be **potential clients** of the gym business.

Besides, people from **surrounding districts** (2,3,4,5 & 6) can be also **potential clients**

METHODOLOGY FOLLOWED

1. Define the **initial location** of our potential business area → City centre of Valencia
2. Define the **radius** to identify other gyms inside the area
3. Import the **necessary python libraries** to solve the problem (i.e. requests, pandas, numpy, etc.)
4. Use **Foursquare API** and credentials to identify gyms nearby the area assessed
5. Send the Get request and **examine the results** of the Foursquare API
6. **Transform the data** into pandas and clean the dataset
7. **Visualize** the location of our potential competitors in the selected area
8. **Define an area** to establish our gym business

RESULTS



CONCLUSIONS

The analysis carried out shows that the city centre of Valencia is, potentially, a good place to establish a gym business. There is a **lack of gyms nearby** the area assessed, so that clearly exists a business opportunity. Besides, it is a neighbourhood with a lot of activity, which means potential clients for our business.

However, there are other parameters to be assessed that are out of the scope of this work. The problem should continue by exploring venues for establishing the gym that match with the following characteristics:

- Enough venue size (square meters)
- Good price for the venue (euros per square meter)
- Good accessibility for potential clients, parking places in the surroundings
- Price benchmarking
- Market analysis with a clear client profile definition