

WHICH IS THE BEST
NEIGHBORHOOD
TO OPEN A
CROSSFIT
GYM IN
NEW YORK CITY



WHY NEW YORK?

The City of New York is the most populous city in the United States and also the most densely populated major city in the United States. The New York metropolitan area is estimated to produce a gross metropolitan product (GMP) of US\$1.9 trillion. If greater New York City were a sovereign state, it would have the 12th highest GDP in the world. New York is home to the highest number of billionaires of any city in the world.

WHY CROSSFIT?

CrossFit is a lifestyle characterized by safe, effective exercise and sound nutrition. CrossFit can be used to accomplish any goal, from improved health to weight loss to better performance. The program works for everyone—people who are just starting out and people who have trained for years.

The magic is in the movements. Workouts are different every day and modified to help each athlete achieve his or her goals. CrossFit workouts can be adapted for people at any age and level of fitness

Off the carbs, off the couch. The CrossFit lifestyle—a combination of diet and exercise—is the key to fitness and long-term health.

PROBLEM

First of all, for choosing a place to open a new business, it is necessary to study the best location, according to many criterions, as population, density, per capita... and also if there are similar businesses in the region.

Crossfit is the fastest-growing gym in the world. It is a lifestyle, it is socialization, it is living well and it is also politically and ecologically correct.

Beeing NYC the capital of the World, why don't open a Crossfit gym in New York City?

Choosing the best Neighborhood is the objective of this project.

DATA ACQUISITION

NYC OPEN DATA – Boroughs, neighborhoods and geographical coordinates (<https://data.cityofnewyork.us/>).

GEOPY – Geographical coordinates o any place.

FOURSQUARE API – To search venues by name, category, location, and many others queries.

WIKIPEDIA – Where I can find tons of good and free information about New York City, its Boroughs and Neighborhoods.

ANY DATA REPOSITORY – Where I can find interesting data for the project, to corroborate my analysis.

METHODOLOGY

- 1) Getting Officials Data about Boroughs and Neighborhoods of NYC.
- 2) Using the Foursquare API to search about “Crossfit” in NYC.
 - a) Only venues with “Crossfit” in the name (Officials Crossfit Gyms have this authorization!)
 - b) Deleting duplicates and different Cities, according as criterions stablished.
 - c) Obtaining two files: Neighborhoods/Boroughs with and without Crossfits gyms.
- 3) Getting Statistical Data about NYC, like Population, Density, Area, Per Capita and etc.
 - a) Creating a file with all Statistics Data about Boroughs and quantities of Crossfit gyms.
 - b) Normalizing these data to compare and to obtain the score of each Borough.
- 4) After choosing the Borough, analyze the Neighborhoods, using the same techniques availables.
- 5) Creating a lot of MAPs and Plotting Statisticals Graphics to illustrate the analysis.