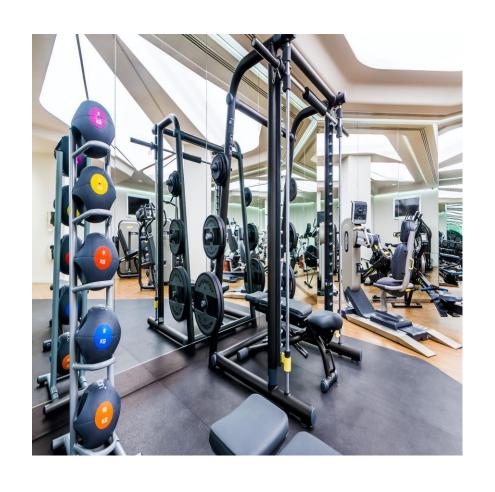Opening GYM business in Toronto

Research Presentation

Introduction

The objective of this study is to help potential gym owners in Toronto who want to open gyms by providing data about the income and population of those neighborhoods and give them information about the competitors on the same area.

Downloading and Preparing Data

To provide gym investors the necessary information I will be combining Toronto's 2016 census data such as population, median income in each area that was given in Python for data analysis Coursera Foursquare API to collect competitors on the same neighborhoods.
*Toronto's Census data: https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#8c732154-5012-9afe-d0cd-ba3ffc813d5a
*Toronto Neighborhoods' shapefile https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#a45bd45a-ede8-730e-1abc-93105b2c439f

Methodology

- In this report maps that could help potential GYM investors to decide the best neighborhood.

- Factors such as population, wealth, and competitors have been compared.

- To do that, I've used the 2016 Census information combined with choropleth maps to visually display the wealthier and more populational neighborhoods and Foursquare data to display the current restaurants in each region.
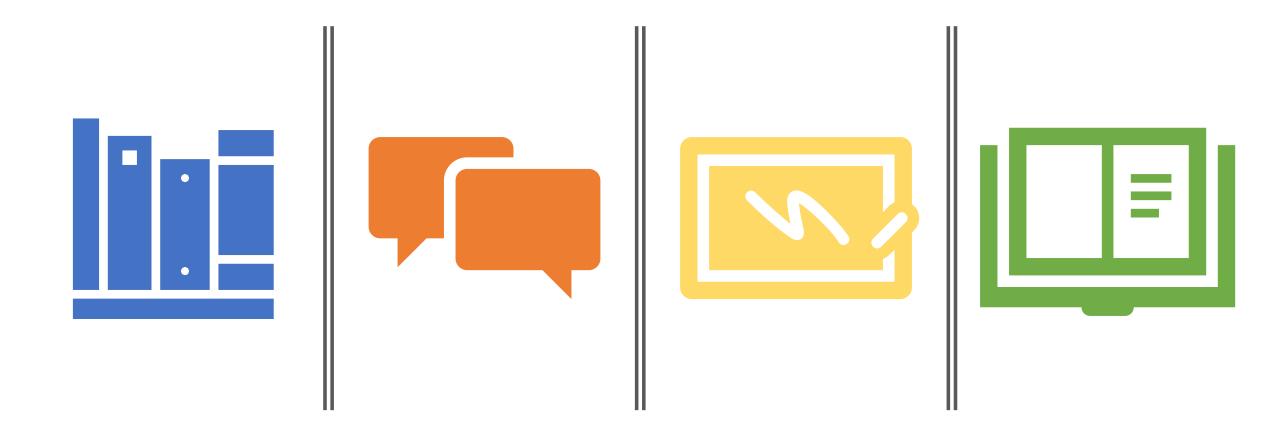
Results

Comparing the maps, we can notice the majority of the gyms grouped on main streets and on the south of the city, although some of the wealthiest neighborhoods are up to the north. Also, the areas with a dense population don't reflect on the number of gyms.

Discussion

When I first decided to create this study, I was expecting to find clusters of gyms in certain regions and the final result didn't meet that expectation.

Conclusion

This report is an introductory for potential investors in a gym business in Toronto, by comparing the current offers and neighborhoods profiles, however it may not cover all variables such as access to public transportation or current gym profiles, so it shall expanded and used more variables for better decision making.

Research Presentation End