Problem Background :

Joining a gym is a popular, and effective way to get your health in check. However, not any neighborhoods of a given city have a gym, and, unfortunately, these are the neighborhoods where physical activity is needed the most. In this project, we focus on the city of Toronto. Highly populated, upper-class areas of the city are in no shortage of places where one could practice a sport or some sort of physical activity. However, there are some neighborhoods where gyms, pools, or parks are rare. This begs the question of finding the optimal location for a gym, taking into account, of course, the supply and demand, but also the need for residents to have some sort of physical activity, by choosing a neighborhood where the residents are sedentary and unhealthy.

Problem Description and Target Audience

This is clearly a problem that a low-cost gym chain (the target audience) should solve in order to avoid being in locations that are too competitive, as well as to have the most societal impact by promoting health and fitness in sedentary neighborhoods. In particular, we will need to find the neighborhoods that have the least amount of locations where one can exercise (gyms, pools, parks) And that are the most likely to be unhealthy. This will require using Foursquare and public health data.

Success Criteria :

The success criteria of this project will be a good recommendation of the neighborhood choice in Toronto for an eventual opening of a new franchise for a low-cost gym chain based on 2 key factors : lack of available gym and other locations where one can exercise a physical activity, and the second factor is the general unhealthiness of the neighborhood.