**Section 1- Introduction/Business Problem**

Creative Org is looking for opening a new segment of business in the fitness domain in Sydney, Australia location where millions of people meet up socially or professionally. Therefore, they intend to do their preliminary research and analysis regarding opening new fitness centers from focusing on the existing gym businesses located in the neighborhoods.

Most traditional Gym businesses are primarily focused on physical exercise. Traditional gyms are not focusing how to treat body and mind together for optimal performance in people’s daily busy life. People who generally are looking for mental relaxation or trying to improve concentration or meeting similar minded people to discuss health or fitness issues as a social gathering, they generally go to different places outside of the city fringe for retreat.

Creative Org’s focus is organizing meet up likeminded people in the city fringe who wants to improve their physical and emotional being staying connected with experts through meeting during lunch time break or after office hours even in the weekend.

Yoga is an art of managing life at highest form and helps to realize the universal meaning for self-realization. This is the highest form of exercise for improving the highest level of intelligence.

Various studies have found recently that Yoga helps to improve health vitality, heal aces, fatigues or pains, improves blood circulation and emotional health while keep sickness away.

People can increase their vital energy into their right upper chest through breathing exercises such as asana, pranayama, meditation, chanting and various kriya (internal cleaning practices) for better performance not only in the muscle development, also improving energy flow in their spine which are very crucial for students, blue collar workers or professionals spend their most time in stress.

Accordingly to department of health (Australia Government), they have found in a survey in 2014/15 that 1 in 2 Australians (50%) suffer from one prominent (i.e. back pain, cancer, cardiovascular disease, diabetes, chronic obstructive pulmonary disease or mental health conditions) chronic diseases. Even though, there are quite few fitness franchises and local gyms available in the Sydney city surroundings.

Creative Org is looking for a new areas either doing partnership with existing gym businesses where additional yoga and meditation retreat facilities will be added to the existing business model or opening few new centers in the city surrounding areas comprised of gym, yoga and meditation combined facilities. Therefore, people can incorporate regular exercise routine any time at their conveniences while meeting people socially.

Therefore, Creative Org has requested me to do research on Sydney city neighborhoods to open few centers where new way of introducing fitness (physical + emotional) in Sydney city (the biggest capital city in Australia with more than five million people).

The director of the Creative Org has asked me to do research on key areas to present a detailed report for location selection including people’s preferences including below initial questions:

* What could be the best places in Sydney city surroundings to open a Gym where lots of offices or residential are available?
* How to identify general and specific characteristics near the gym center?
* What kind of conveniences are generally existing gym providers look into in the nearby areas such as hotels, restaurants, social gathering, transport or distance from business hubs?
* Are there particular neighborhoods will be more preferred than others?
* Are there discriminant factors among Neighborhoods?
* Which locations are currently popular among gym goers in city surrounding? Can we explore which venues are most popular?

There are various key factors need to be researched and doing exploratory business case analysis to identify the particular location being the right fit for the Creative Org of opening new gym/fitness (physical + emotional)!

**Section 2 – Data Extraction & Preliminary Analysis**

As I am requested by the Director of the Creative Org to explore neighborhoods in the city before choosing location for future fitness/gym centers in Sydney city areas, I have decided to explore locations and surrounding venues through third party data source provider FourSquare through their API for fetching data. Foursquare is a technology company that uses location intelligence to build meaningful consumer experiences and business solutions. They have app developers can install and they also provide more than 75 million short tips from local experts around the world.

As part of my preliminary analysis, I have extracted required data such as all gym’s location, venues, longitude and latitude based in 5000 mitres of Sydney central business district which cover more than almost five million people movement throughout the year.

I have used ‘Gym’ key word in Sydney to extract data about the Gym name, location, address, distance from central city, lat & log and all surrounding venues of each gym and tested to see are they populating on the map for clustering visualization purpose which I will be doing in my data exploration visualization exercise. According to my data extraction and preliminary analysis, I have received below 30 Gym’s within 5 km of Sydney CBD.

Sydney Harbour Marriott Gym

Sheraton on the Park Gym

City Gym

The Gym Sydney

Apartment Gym

Fight Gym Sydney

The Office Gym

Park Hyatt Sydney Gym

Gym

iluka spa & gym

Quay Grand Suites Gym

Lane 9 Gym

The Gymnasium

Rooftop Gym

TAL Gym

Gym

Pier 6/7 Gym

Swissotel Gym

Gym

SoFit - Sofitel Gym

Oaks Grand Gym

Dalgety Rd Gym

Iron Grip Gym

Cove Gym

AMP Gym

Gym @ Bayview Boulevard Hotel

FBE Gym

Strazzy's Home Gym

Novotel Sydney On Darling Harbour

menzies hotel gym

I have also found there are 110 distinct venue categories within 500 meters of each Gym location.