

The Battle of Neighborhood- Best location to open GYM/Fitness Centre in Toronto

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Introduction

This project aims to utilize all Data Science Concepts learned in the Data Science Professional Course. We define a Business Problem, the data that will be utilized and using that data, we are able to analyze it using Machine Learning tools. In this project, we will go through all the processes in a step by step manner from problem designing, data preparation to final analysis and finally will provide a conclusion that can be leveraged by the business stakeholders to make their decisions.

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Background & Problem Description

Gone are the days when gyms targeted only a small segment of the population. Nowadays, gyms are attracting more members. Members can choose a low-budget gym and still get a good sweat in or they could opt for a smaller, more specialized boutique studio to meet their specific fitness goals. Plus, there are 24-hour fitness Centre popping up nationwide to make going to the gym is a lot more convenient for today's consumers. Revenue for the Gym, Health and Fitness Clubs industry in Canada has grown over the five years to 2020 as a result of consumer trends and the proliferation of public health campaigns. With an increasing rate of adult obesity expected during the period, the Public Health Agency of Canada (PHAC) has stressed adherence to fitness and healthy lifestyle choices. According to the PHAC and the Canadian Institute for Health Information, obesity is expected to incur more than \$5.0 billion in costs each year, which must be covered by the healthcare system.

The objective of this project is to determine "what might be the 'best' neighborhood in Toronto to open a GYM/Fitness Centre". Will use foursquare location data and regional clustering of venue information to determine the 'best' neighborhood in Toronto to open a GYM/Fitness Centre. We will find the most suitable location for an entrepreneur to open a new GYM/Fitness Centre in Toronto, Canada.

Target Audience

Information provided by this report would be useful for People who wants open GYM/Fitness Centre in Toronto, Canada. The Objective is to locate and recommend to People which neighborhood of Toronto will be the best choice to open GYM/Fitness Centre.