

Where to open a gym

Introduction

An entrepreneur wants to open a gym in his home town. This analysis shall be a guideline in finding a good spot to do so. In this analysis a “good spot” is defined by a low number of competitors and/or bad rated competitors.

Data

I chose to do this analysis for my hometown Nuremberg, Germany. Unlike for other cities the coordinates of the neighborhoods are not readily available from the web. A request for this data at the city planning office is pending.

Data about existing gyms is extracted from the Foursquare database. The location and rating for existing gyms will be queried and visualized using Folium.

Limitations

In reality the recommendation where to open a gym should not only be based on the competition in an area. Factors like rent prices, population density, age and income should also play a role. However, they are out of scope here.

The analysis relies on data from Foursquare. This data is most likely not exhaustive, and it is not clear how current the data is.