
Applied Data Science - Capstone Project

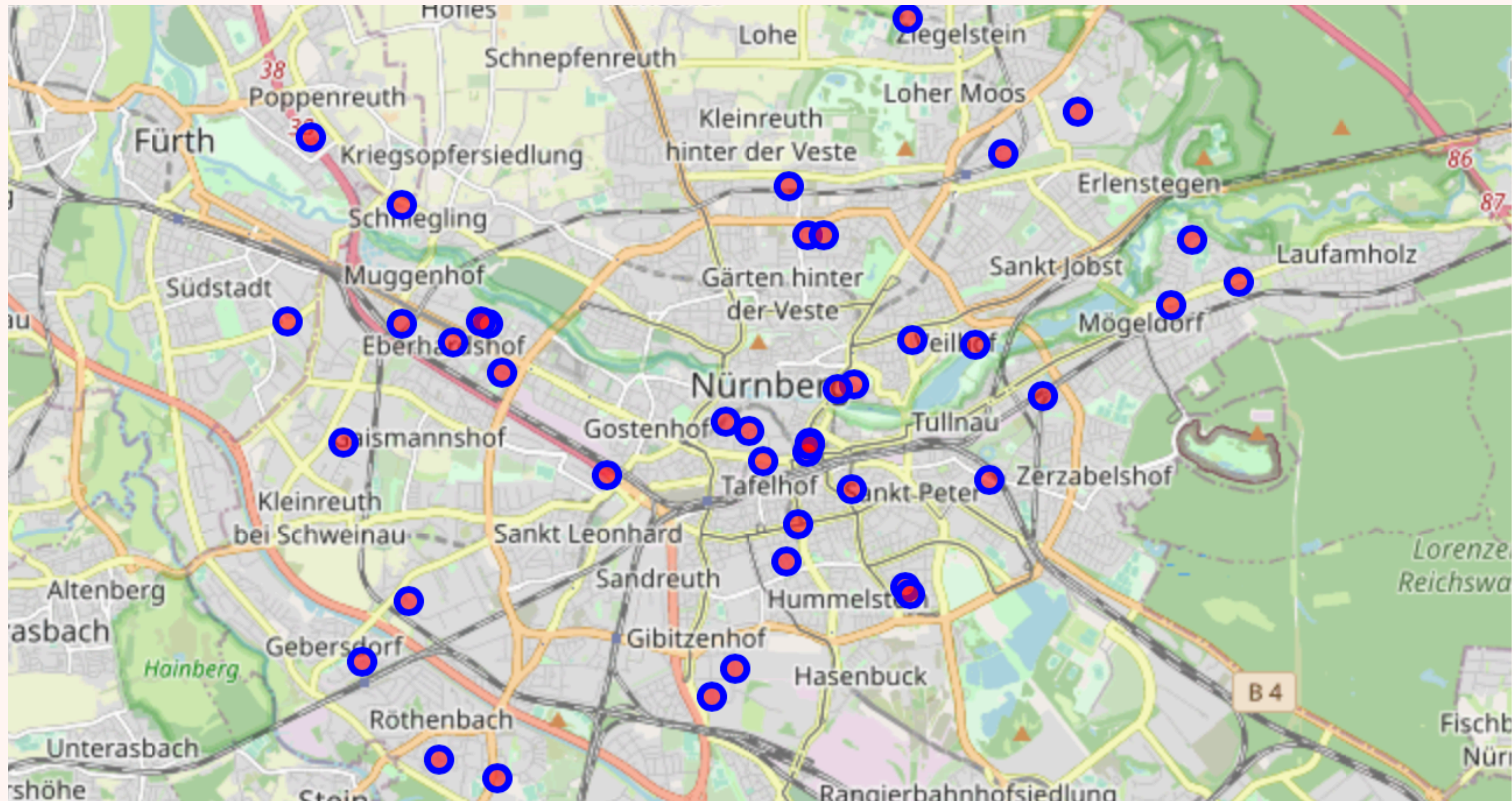
ANALYSIS OF GYMS IN NUREMBERG, GERMANY

Melanie Bierbaum, 20th of Nov 2020

SCOPE

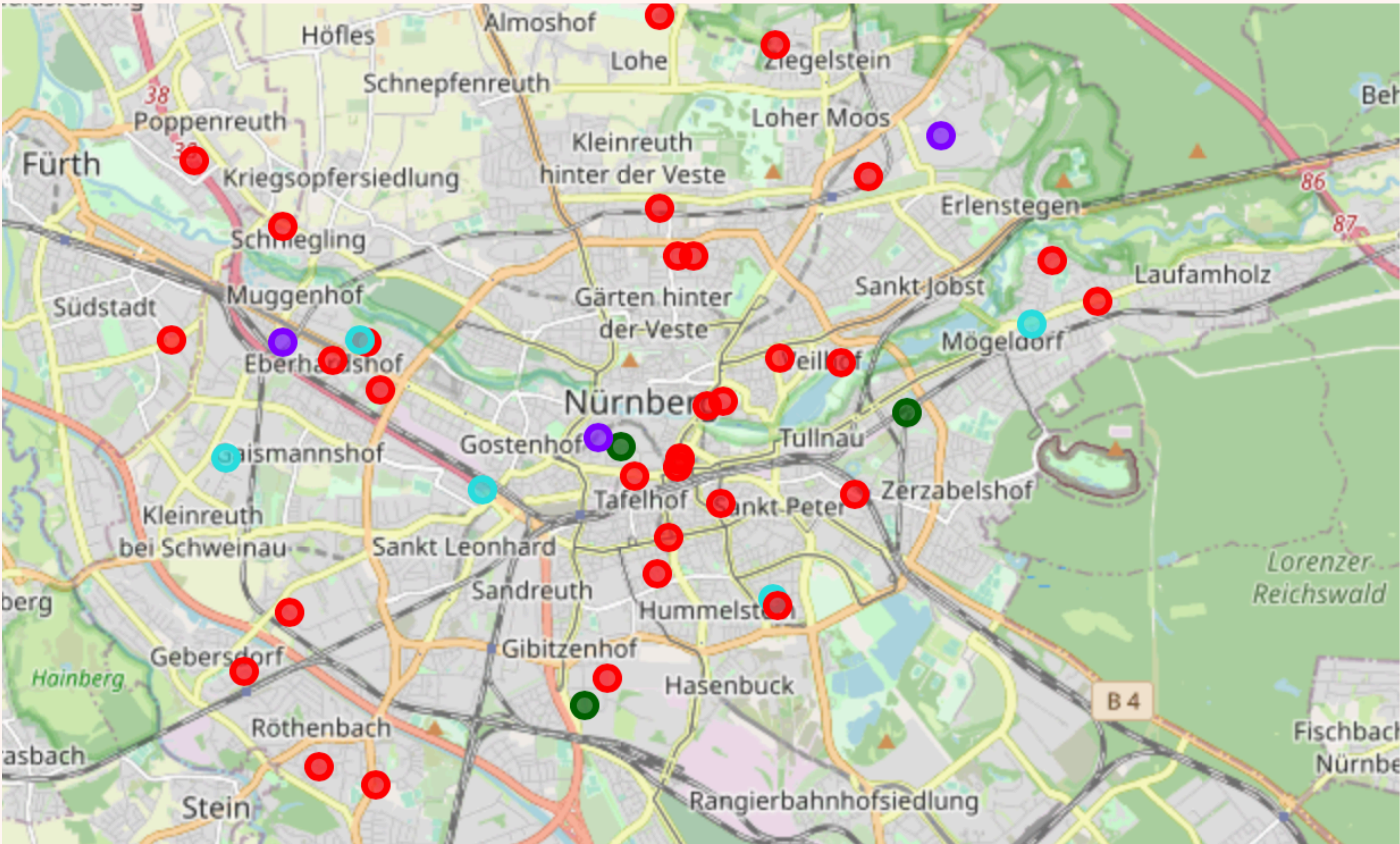
- **Analysis of the gyms in Nuremberg, Germany using data provided by Foursquare**
 - **Extraction of number and location of gyms**
 - **Extraction of popularity data for the gyms**
 - **Relevant for**
 - **entrepreneurs who wish to enter the market and assess the competition**
 - **existing players who want to set themselves apart from the competition**
-

FINDINGS



43 gyms were found within 5km of the city center

FINDINGS



●	Cluster 0	no rating data available
●	Cluster 1	high rating, high number of likes
●	Cluster 2	medium number of likes
●	Cluster 3	medium rating, low number of likes

Gyms clustered based on their popularity

CONCLUSIONS

- **There are areas in Nuremberg where no gym is nearby. Those areas are a good starting point for a new entrant to dig deeper. Like checking population data and rent prices.**
 - **Often popularity data is not available on Foursquare. This could be leveraged by both, existing players and new entrants. By providing popularity data the venue owners can set themselves apart from the competition and create more appeal to digital natives.**
-