



RECOMMENDATION

The darker colours (Blue, Purple, Green) represent the gyms within the three areas for SOHO, Shoreditch and Canary Wharf respectively. If we can assume this is correlated to the demand of sports, there is a similar volume of gyms across the three areas.

On the otherhand, the brighter colours (red, yellow and orange) represents the competition within the three respective regions SOHO, Shoreditch and Canary Wharf. we can see that there is a significant opportunity within the Canary Wharf region as there is a lack of squash courts near this area despite the consistently high volume of gyms in this area.

Conclusion - As Canary wharf is one of the most densely populated areas by employees, the above insight poses a strong opportunity to be quite successful to open up a squash centre when only considering location as a factor.