



# Product launching into the Fitness Industry

Okuilli Protein product positioning in Mexico City

# Objective

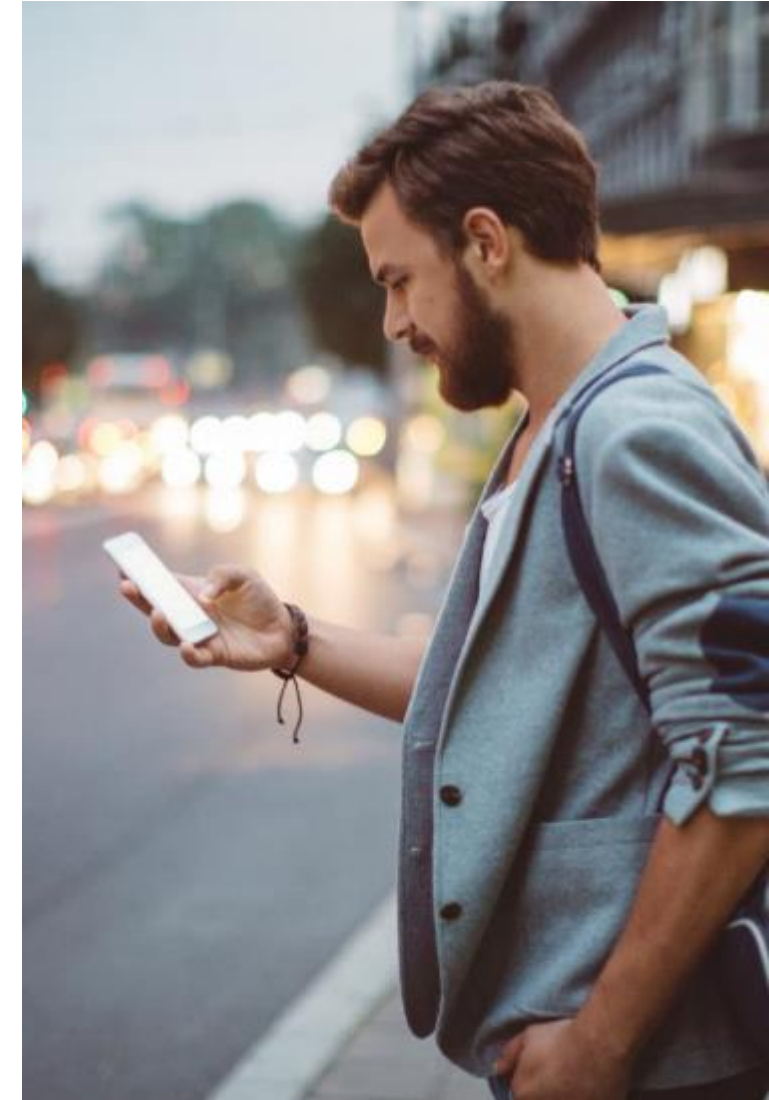
---

The importance of creating innovative & sustainable products and introducing them to the market is growing in Mexico City and falling in the hands of small group of private entrepreneurs.

"Okuilli" is a new innovative product that substitutes your regular protein shake by a sustainable made ,organic, high-protein that is made from "tenebromolitor" a type of insect. This protein is 100% natural.

This product is made outside of Mexico City, but the entrepreneur wants to introduce into the city's market. So, some of the questions to be solved will be:

1. Where in the city is best to introduce the product?
2. What neighborhoods are most likely to buy the product?
3. Which places that sell this type of products should he call to sell his products?



# Data

## Okuilli Protein

---

The data that will be used to solve this problem will be of two sources.

1. First, for the list of boroughs which in Spanish they are called "Alcaldías" and neighborhoods which are called "Colonias" were found in the **government's open data**

2. To fulfill our objectives for positioning the product we will use the **Foursquare Location Data**.



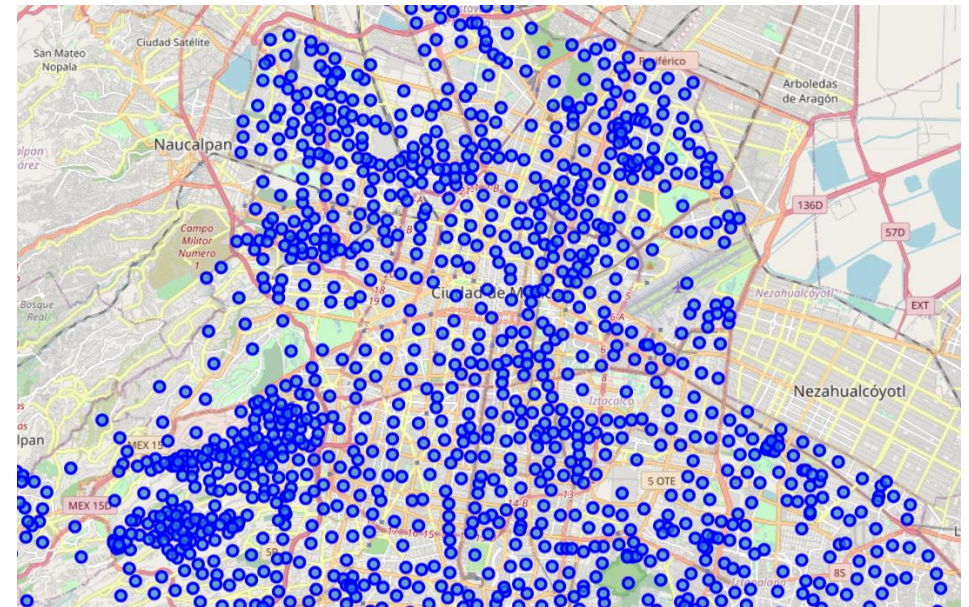
The dataset contains 16 "Alcaldías" & 1807 "colonias".



A subset was taken with only health, well ness & fitness related categories. (3051 Venues & 7 Categories)



The subset data set contains 3051 Venues & 7 Categories.





# Top Boroughs & Neighborhoods

Okuilli Protein

This Boroughs & Neighborhoods have the top Venues related with health, fitness & wellness.

So the boroughs of Coyoacan, Iztapalapa, Alvaro Obregon, Gustavo Madero, Benito Juarez, Tlalpan & Miguel Hidalgo make more than 60% of the Venues.

Alcaldia	#
COYOACAN	479
IZTAPALAPA	314
ALVARO OBREGON	304
GUSTAVO A. MADERO	302
BENITO JUAREZ	290
TLALPAN	271
MIGUEL HIDALGO	261

Alcaldias	Colonias	Venue Categor
MIGUEL HIDALGO	RINCON DEL BOSQUE	16
BENITO JUAREZ	CENTRO URBANO PRESIDENTE ALEMAN (U HAB)	14
MIGUEL HIDALGO	BOSQUES DE CHAPULTEPEC (POLANCO)	13
ALVARO OBREGON	MIGUEL HIDALGO	13
CUAUHTEMOC	ROMA NORTE	13
TLALPAN	FLORESTA-PRADO-VERGEL COAPA	12
BENITO JUAREZ	DEL VALLE II	12
ALVARO OBREGON	MERCED GOMEZ	12
COYOACAN	LOS SAUCES (FRACC)	12
COYOACAN	LOS GIRASOLES II	11
CUAJIMALPA DE MORELOS	BOSQUES DE LAS LOMAS	11
BENITO JUAREZ	ZACAHUITZCO	10
COYOACAN	LOS GIRASOLES III	10
COYOACAN	HACIENDAS DE COYOACAN (FRACC)	10
COYOACAN	LOS GIRASOLES I	10
BENITO JUAREZ	ACTIPAN	10
CUAUHTEMOC	HIPODROMO I	10
MIGUEL HIDALGO	BOSQUE DE CHAPULTEPEC I, II Y III SECCIONES	10

# Top Neighborhoods with only Supplement Shops

Okuilli Protein

This Neighborhoods have the top Venues with only Wealth & Supplement Shops, we se that there is not many supplement shops in each “Colonia”:

Supplement Shops
GNC
Granja la Noria
Super Naturista
Estado Natural
Ojo De Agua
GNC
Recaudería Orgánica
Botánica Granel
Zero Market México
The Protein Co.
BELEVEN (rellenado de garrafón)
De GRANJA
Ecobutik

Colonia	Count
BOSQUES DE CHAPULTEPEC (POLANCO)	2
CHAPULTEPEC MORALES (POLANCO)	2
AMPLIACION SAN FRANCISCO CULHUACAN (EJ)	1
CENTRO URBANO PRESIDENTE ALEMAN (U HAB)	1
CHIMALISTAC	1
CONDESA	1
DEL VALLE VII	1
EDUCACION	1
EX EJIDO DE CHURUBUSCO	1
FERROCARRILERA INSURGENTES	1
HEROES DE PADIERNA I	1
INDUSTRIAL I	1
INSURGENTES MIXCOAC	1
JOSE MARIA MORELOS Y PAVON I (U HAB)	1
JOSE MARIA MORELOS Y PAVON II (U HAB)	1
LA NORIA TEPEPAN	1
NARVARTE V	1
PETROLERA TAXQUEA	1
RINCON DEL BOSQUE	1
ROMA NORTE	1
ROMERO DE TERREROS (COND)	1
SAN ANGEL	1
SAN JUAN	1
SANTA CATARINA (BARR)	1
SANTA MARTHA DEL SUR	1
TETENCO (PJE)	1
TORRES DE SAN JUAN 1B (U HAB)	1
VILLA XOCHIMILCO (U HAB)	1

# Clustering the “Colonias”

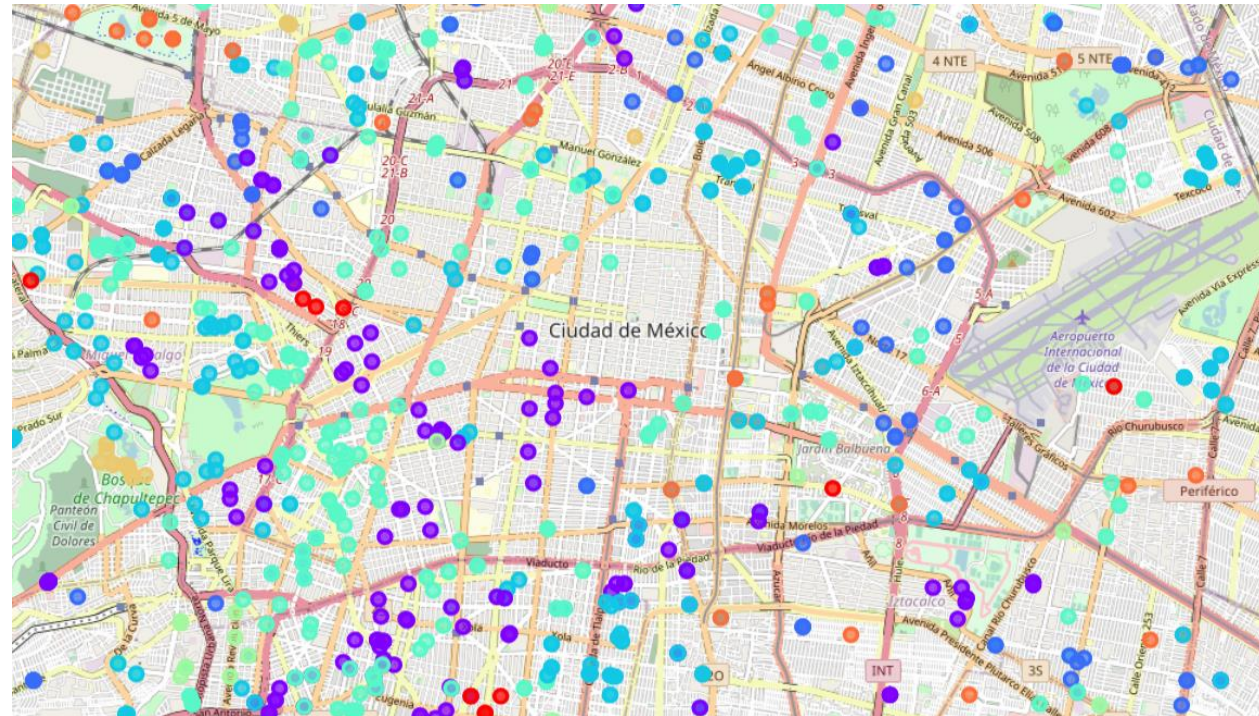
Okuilli Protein

We used k-means, an unsupervised model to try to find clusters of data to find patterns and the best places that have the opportunity for the product to be positioned.

We should choose clusters where there are many gyms, fitness centers & health-supplement stores.



8 Clusters of Data were made.



# Clustering results

## Okuilli Protein

We used k-means, an unsupervised model to try to find clusters of data to find patterns and the best places that have the opportunity for the product to be positioned.

We should choose clusters where there are many gyms, fitness centers & health-supplement stores.

### Results:

- Best cluster to call & sell product: Cluster 4 & 5
- Best cluster that have opportunity to open a store: Cluster 3 & 6

### Cluster 1

Has only 3 wellness type of shops were Health & Beauty Venues are the most common type.

### Cluster 2

Has 4 wellness type of shops were there is a variety of common venues.

### Cluster 3

Has non wellness type of shops were the common venues are gyms.

### Cluster 5

Has 12 wellness type of shops were there is a variety of common venues

### Cluster 4

Has 10 wellness type of shops were the most common Venues are Gyms.

### Cluster 6

Has non wellness type of shops but the most common venues are Gym/Fitness venues that are considered boutique type of gyms.

### Cluster 8

Has de charateristic of having all the parks.

### Cluster 7

Characterizes of having non wellness shops and only Athletic & Sport venues.

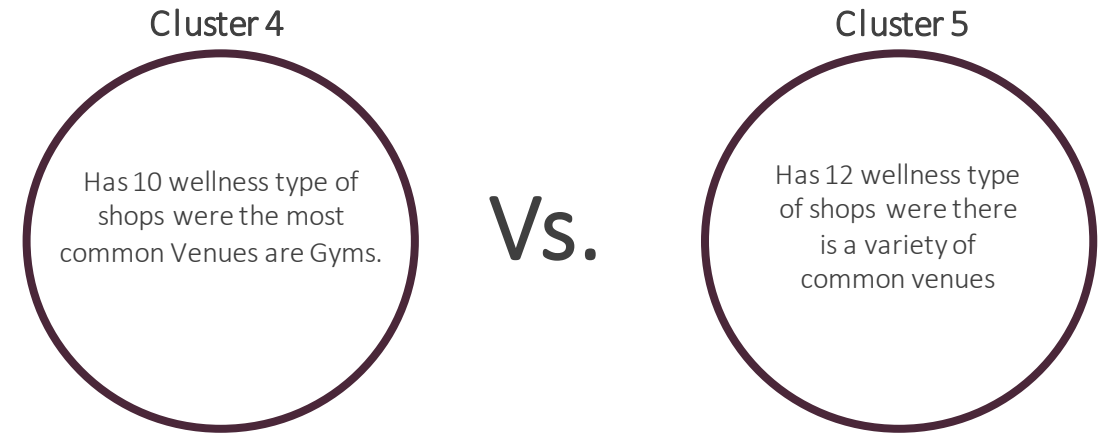
# Selling the Product to established stores

Okuilli Protein

Results:

Recommendation: Choose to sell in stores in the top neighborhoods of the Alcadías of Cluster number 5, where wellness shops represent only 0.87% of the venues.

This is an opportunity because there is probably more market share in a place where there is a lot of venues and not so many products offered.



## Cluster 4

- Has 653 Venues
- 300 Parks
- 12 Wellness Shops (represent 6.45% of total venues)
- Should sell in Coyoacan.

## Cluster 5

- Has 1138 Venues
- 10 Wellness Shops ( represent only 0.87% of total venues)
- 61 % of the Venues are Gyms
- 434 are Boutique kind of gyms.
- Should sell in Coyoacan, Benito Juarez & Tlalpan.



# The opportunity of opening a store.

Okuilli Protein

---

Results:

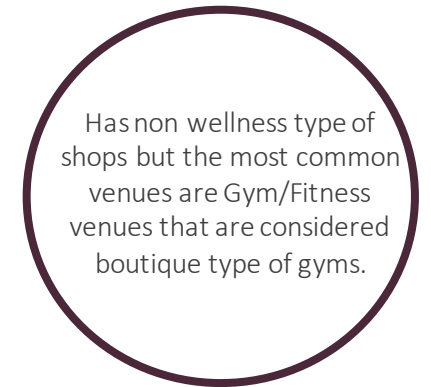
Recommendation: Choose to open store in Alvaro Obregon or Iztapalapa, were the boutique gyms are the trend.

Cluster 3



Vs.

Cluster 6



Cluster 3

- Has 343 Venues
- 313 Gyms
- Should open store in Miguel Hidalgo.

Cluster 6

- Has 186 Venues
- 173 Boutique kind of gyms
- Should sell in Alvaro Obregon & Iztapalapa.

# Conclusions

Okuilli Protein

---



The product has a good opportunity to be received by consumers were found out there are little wellness shops compared to the total other fitness venues there are in the city



The clusters effectively reflect opportunities for selling the product or maybe opening a new store.



We found out effectively were we should sell the product or open a new store.



Next steps may be to choose if to sell product to a store or open one. This analysis requires a more accurate decision with cost and capital variables.