# Introduction

## Background

The hypothetical client “ZZZ Fitness Studios” is a multi-national chain of fitness centres across the globe. However their presence in the USA is limited. The client has narrowed their search to five major cities in the USA and wishes to find the best amongst these to start a new Fitness studio. These cities are amongst the most populated and commercially amongst the highest ranking US cities. The client wants to make a decision that will be beneficial economically.

## Business Problem

The client is unable to decide which city amongst New York (NY), Chicago (IL), San Francisco (CA), Jersey City (NJ), Boston (MA) of USA would be the best for opening a new Fitness Studio. The objective of this project is to analyse the current presence of Gyms/ Fitness Centres within these cities, to decide which city within US could be economically best for opening a new Fitness Studio. The client would like to leverage Machine Learning techniques to address this problem.

Thus simply put, applying Machine Learning techniques, can we recommend a city amongst the above five where “ZZZ Fitness Studios” could consider setting up a new Fitness studio?

## Target Audience

The target audience are mainly those interested in opening a gym or a fitness studio in these cities. The methodology implemented in this project can also be a guide to analyse cities other business setups.