

Introduction/Business understanding

Background

A healthy lifestyle is one of the most important trends for a modern person. It involves a balanced diet and physical exercise aimed at strengthening health. A modern person wishes to be energized in order to achieve their goals, and a healthy lifestyle contributes to this. The aim of this project is to open 2 yoga& gym studios in Downtown Toronto.

Why exactly in Downtown Toronto? Downtown Toronto is a dynamically developing area with a huge potential, due to the fact that a large number of people who monitor their health and wish to live a healthy lifestyle live, work, and study there.

Brief description of Down Toronto.

Downtown Toronto is the main central business district of Toronto, Ontario, Canada. Located entirely within the district of Old Toronto, it is approximately 17 square kilometres in area.

In recent years the area has been experiencing a renaissance as the Business Improvement Area (BIA) has brought in new retail and improved the cleanliness. The area has also seen the opening of the Dundas Square public square, a public space for holding performances and art displays. The area includes several live theatres, a movie complex at Dundas Square and the historic Massey Hall. Historical sites and landmarks include the Arts & Letter Club, the Church of the Holy Trinity, Mackenzie House, Maple Leaf Gardens, Old City Hall, and the Toronto Police Museum and Discovery Centre.

The Financial District, centred on the intersection of Bay Street and King Street is the centre of Canada's financial industry. It contains the Toronto Stock Exchange, which is the largest in Canada and seventh in the world by market capitalization. The construction of skyscrapers in downtown Toronto had started to rapidly increase since the 1960s.

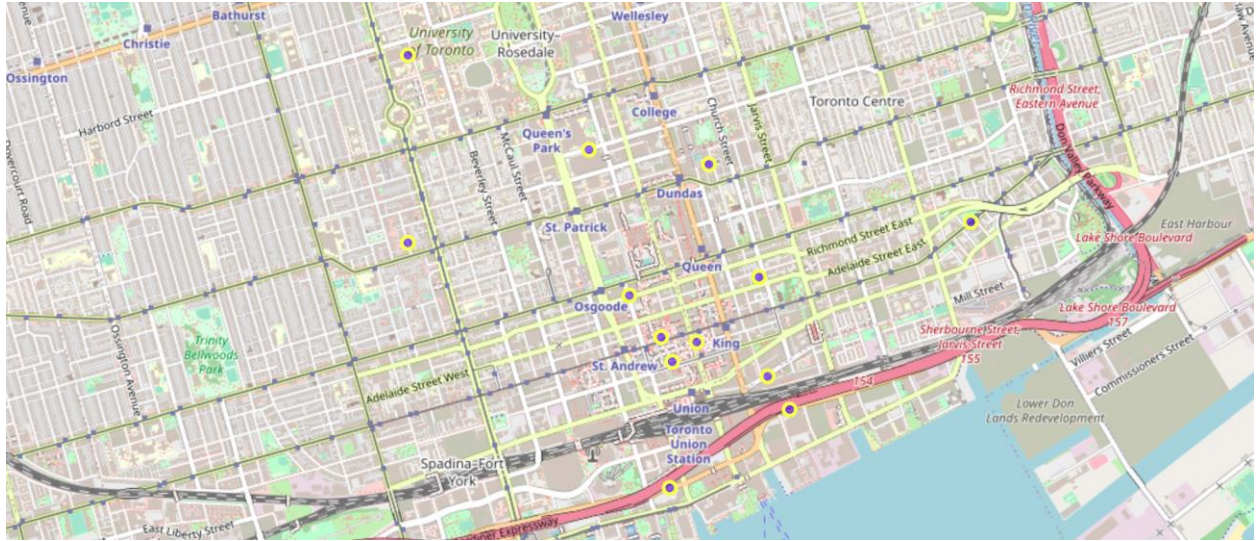
Downtown Toronto is home to three public universities, OCAD University, Ryerson University, and the University of Toronto.

In this part of the project we need to

- 1. Understand which neighborhood is the best for opening a yoga studios**
- 2. Which neighborhood venues can affect decision making.**

1. We will make an analysis of the neighborhoods of Downtown Toronto and carry out clustering. And define how many sport venues already exist in downtown Toronto.

(More detailed analysis in Data section)



2. As it is known, a majority of people practicing yoga are vegetarian, as this is one of the principles of yoga (Principle of ethical attitude to the world and of avoiding violence). Additionally, an increase of plant-based food in the diet leads to a high flexibility, as magnesium (which is found in rice, nuts, and beans) makes tendons more elastic.

That is, placing a yoga studio next to a vegetarian restaurant will allow us to attract this target audience. As a result we will also research the locations of vegetarian restaurants in neighborhoods of downtown Toronto.