



# BATTLE OF THE NEIGHBORHOODS

Optimal Location for a Zumba Center  
In New York City

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# CONTEXT



## MAIN OBJECTIVE

Where to open a **Zumba center** in New York City?



## CONDITION 1

Not crowded with gymnasium or other sports venues.

NO Zumba Fitness Club in vicinity



## CONDITION 2

High percentage of Hispanic/Latino population



## CONDITION 3

Medium to Low Unemployment rate

Medium to high average income

Medium to Low average rent price

# DATA



Data was collected from  
**Foursquare,**  
**CoreData.nyc,**  
**Infoshare Online,**  
**UC Berkeley Library**

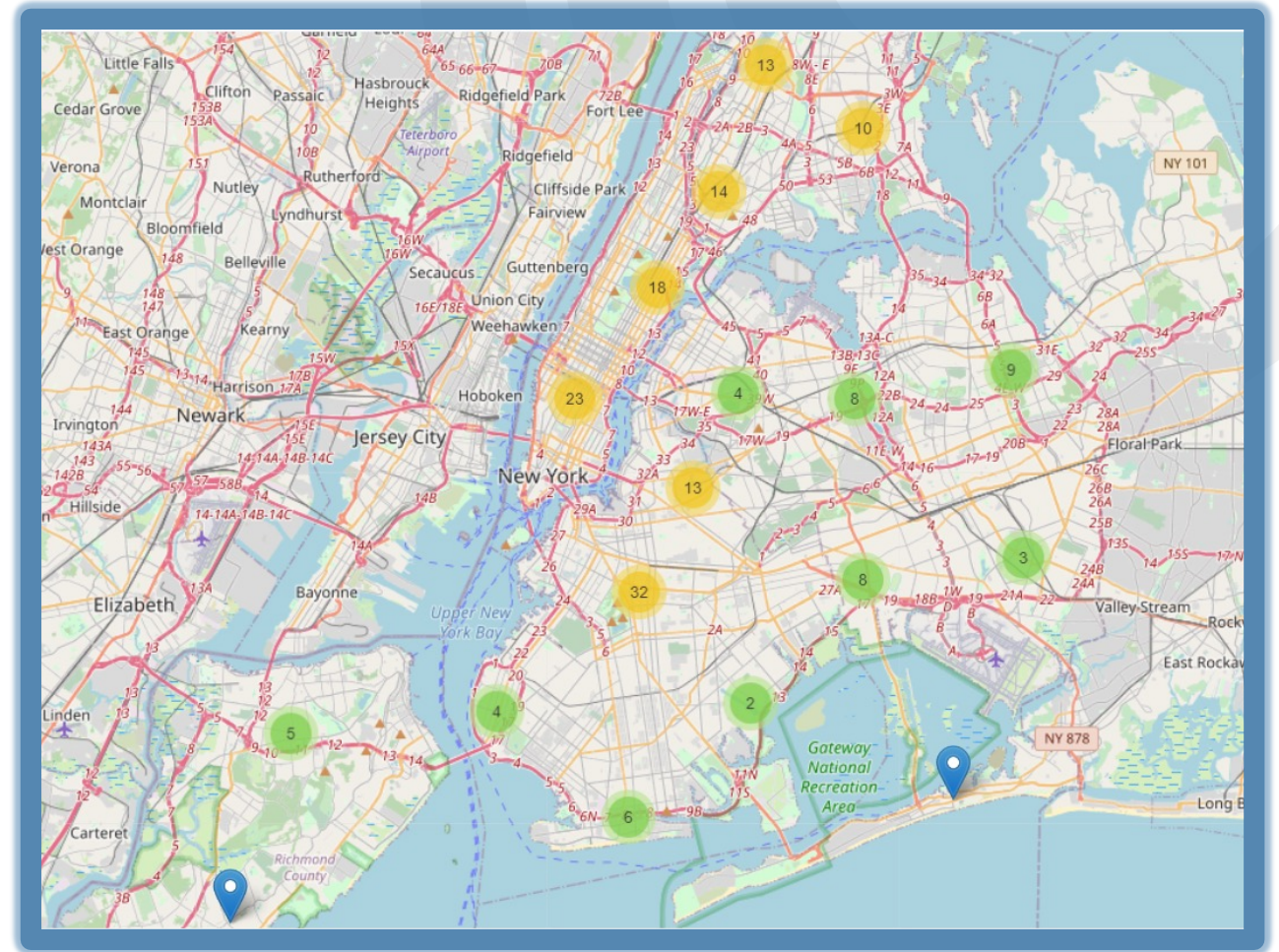


Data consists of:  
**Geospatial data**  
**Sports related venues,**  
**Hispanic/Latino population,**  
**Unemployment rate,**  
**Average Income,**  
**Average price of rent**



# LOCATIONS OF VENUES

- Athletics & Sports
  - Dance Studio
  - Gym
  - Gym / Fitness Center
  - Yoga Studio
- 
- **TOTAL: 199 venues**



# DISTRIBUTION OF VENUES

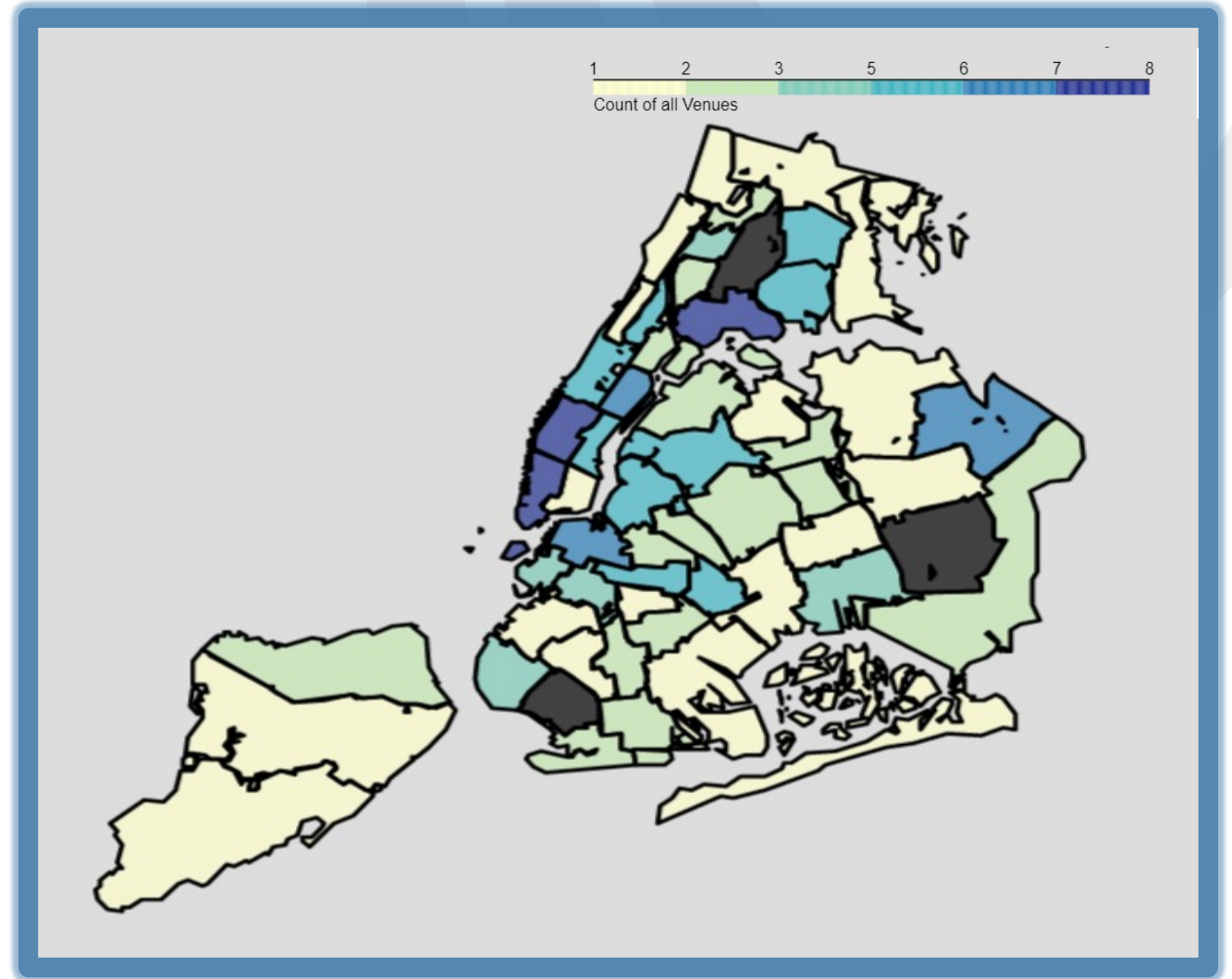
This shows the areas of New York City with the number of sports venues for each area.

Yellow = Low (of our interest)

Green = Mid

Purple = High

- **Total Area of Interests: 18**



# DISTRIBUTION OF HISPANIC POPULATION

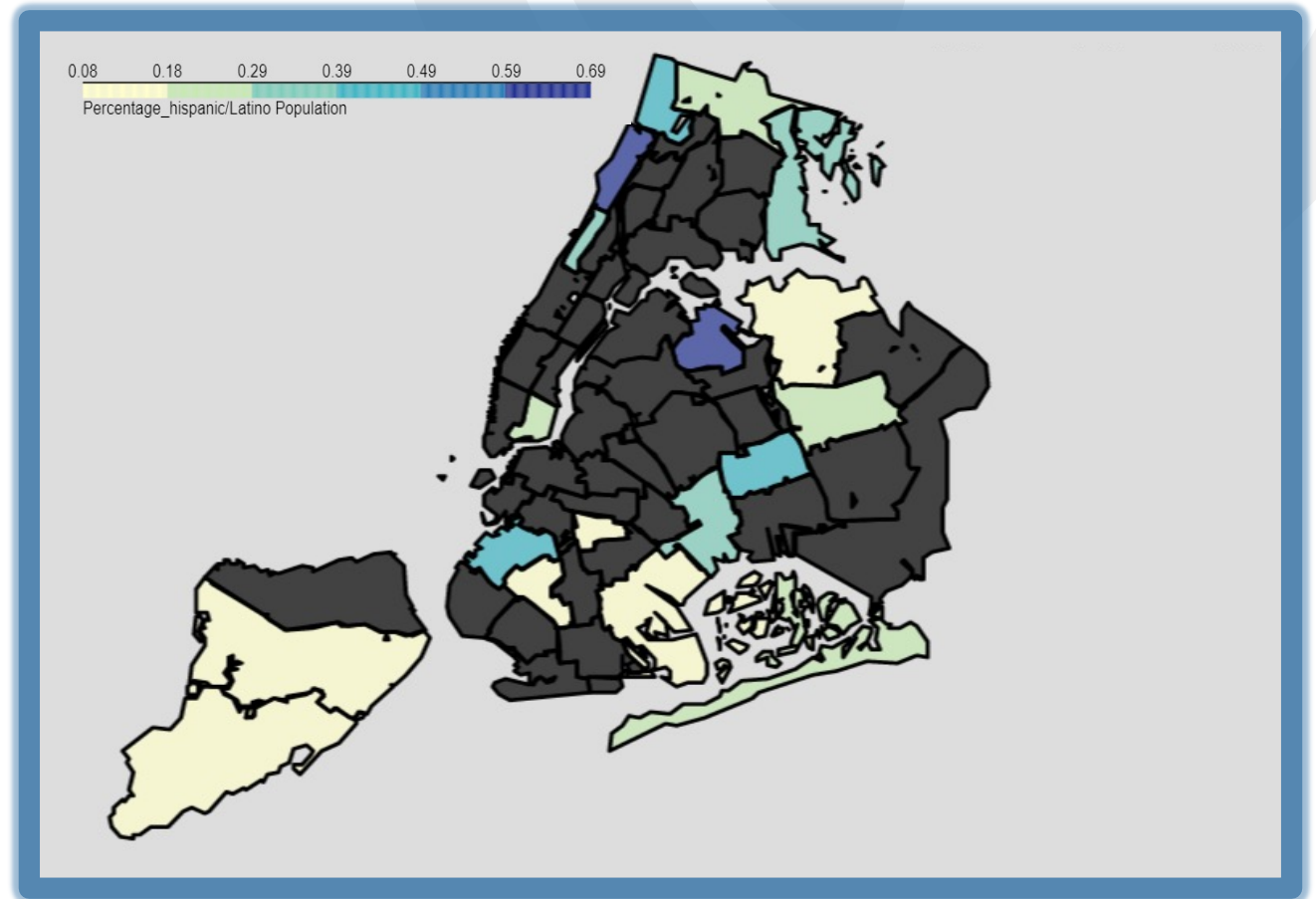
This shows the percentage of Hispanic/Latino population for each area.

Yellow = Low

Green = Mid

Purple = High (of our interest)

- **Total Area of Interests: 3**





# CLUSTERING BASED ON SOCIO-ECONOMIC DATA

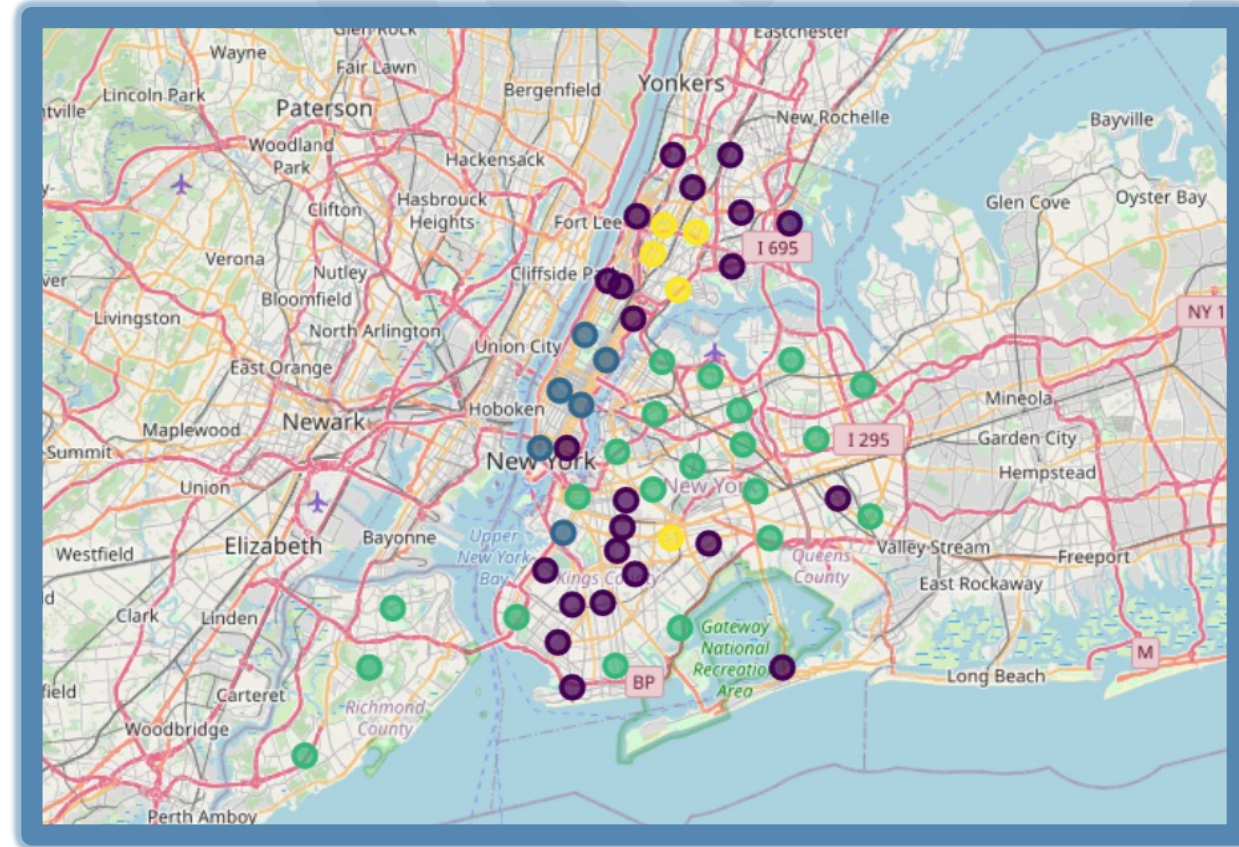
	Labor force participation rate	Unemployment rate	Median household income	Median rent, all
Clus_km				
0	0.618321	0.074625	50544.425321	1266.927045
1	0.727545	0.037209	127262.970867	2310.913803
2	0.644337	0.047801	71417.577654	1564.953681
3	0.576035	0.154471	26140.806926	1052.292926

**Group1:** Medium to High unemployment rate, Medium to Low income, medium to Low rent price (Color wine)

**Group2:** Low unemployment rate, High income, High rent price (Yellow)

**Group3:** Medium to Low unemployment rate, Medium to High income, medium rent price (Green)

**Group4:** Low unemployment rate, High income, High rent price (Blue)



# RESULTS

The optimal area from the data analysis is **Jackson Heights** . This sub-borough has:

- only **one** sports venue in its vicinity
- **67%** of its population are of Hispanic/Latino origin
- **4%** unemployment rate 4%,
- **65%** Labor force participation rate
- **\$57680.44** of median household income
- **\$1533.702** Median rent price

In general, New York City has few sports related venues: many areas present opportunities for creating business related to those activities.

