

London Gym Search

IBM Data Science Professional Certificate Capstone Project

Introduction

On behalf of stakeholders in a prospective venture to open and gym in the city of London, Ontario, Canada we are undertaking the service of performing a survey of gyms in the city. The stakeholders are interested in finding an area not currently served by a gym to minimize their competition. Opening in a location with a surplus of gyms would require a more significant investment in start-up marketing and require reducing costs to be able to undercut nearby competition. The stakeholders wish to avoid this.

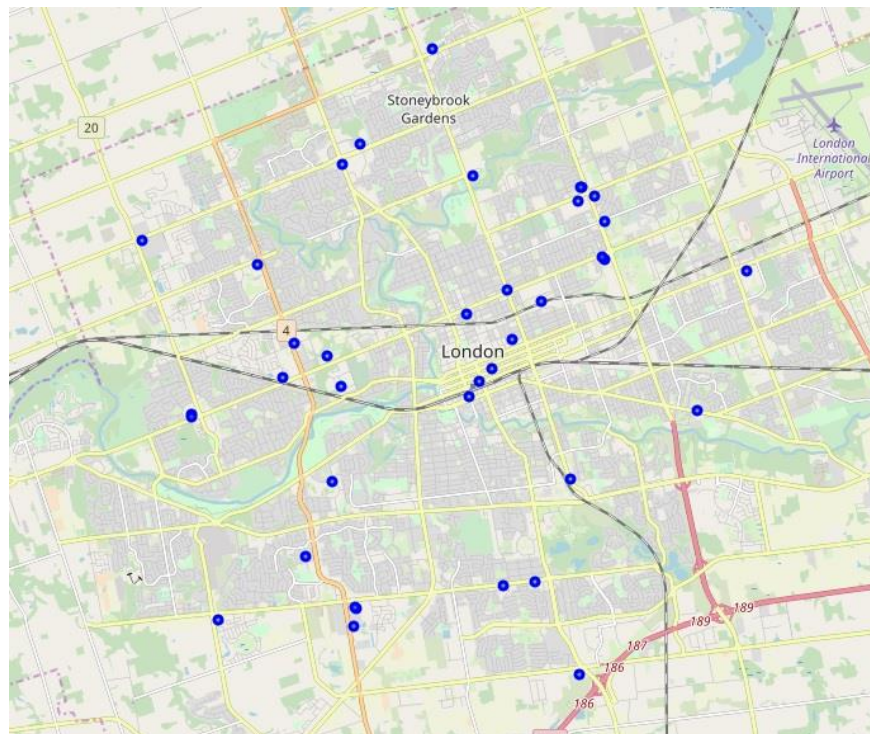
Business Problem

Using Foursquare data for the city of London, Ontario, Canada, where could a prospective gym owner find an area not currently being served by an existing fitness business. Fitness is a booming industry and prospective real estate will be moving fast. Does London have the space for another gym. If so, where?

Data & Methodology

Data will be pulled from the Foursquare API, specifically querying for fitness related businesses within a fifteen-kilometer radius of the city centre of London, Ontario, Canada. Searched data will be stored and filtered for applicability and then location data will be plotted on a map to visualize the current state of the fitness industry in London.

Results & Discussion



Our analysis shows that although there are a great number of gyms in London, Ontario, Canada (37 for a city of total population below 400K). While much of the city does seem to be saturated, there are a few areas of interest where one might find space to locate a gym. First is a significantly large open area north-west of the city center without a gym marked for significant radius. Unfortunately, Western University lies within this area and it does have a significantly large gym for student and staff use. Many people living in this area are likely students or university staff so they would likely be served by the school. Potential areas in the far west and east also look like possible candidates but may not have enough through traffic in their area to drive great interest and many people from these areas may also be driving through to the city center for work.

One area that does seem central and is not currently over served is south-west of the city centre. It is central enough to have significant thru-traffic on a major route straight through to downtown and the neighbourhood residences would already have to drive several kilometers to the nearest gym.

Conclusion

Despite the few possibilities that were found, it is the recommendation of the researchers that a prospective gym owner rethink London, Ontario, Canada as a location to open their gym as it appears to be currently over served. Of the possibilities, a location in the immediate south-west of the city centre may be the best choice but would not be recommended unless the owners are prepared for significant financial investment to compete for customers.