

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.