**Introduction**

The retail industry is one of the business fields that can easily and effectively be evolved with the aid of data science and analytics. Information about customer needs, historical sales figures, competitor and market analysis and other relevant data can assist in the development of a certain business, by allowing investors to take optimal decisions. One of the specific retails sectors that is of great interest to the author is the sports and fitness field. There is an extremely wide range of sports and activities that are being exercised daily by numerous people.

**Business problem/ Shareholder Interest**

The current social distancing measures worldwide have maybe urged a wider audience to actively engage with sports exercised by less than two people at a time. At the same time, it might be expected that after the lockdown measures are lifted, there will be a massive interest in participating in group sports again, or simply participate in athletic activities using shared space and equipment, such as gyms, pools and basketball courts. For these reasons, investing in supplying sports equipment appears like a reasonable consideration. This report aims to develop a statistical methodology of deciding in which neighborhood of New York it would be best for a group of shareholders to invest in a brand-new sports equipment retail store.