I. INTRODUCTION

Madrid is the capital and most populous city of Spain with more than 3 million inhabitants.

Also, it is the political, economic and cultural center of the country with many opportunities and advantages. In addition, it is the second-largest city of the European Union.

All these facts make Madrid attractive to investments and a very interesting place for launching new business

PROBLEM DEFINITION

Group of investors is interested in launching a new chain of sport food stores. For this purpose they would like to get the following information:
● what districts (hence neighborhoods) of Madrid are most populous (with the most quantity of inhabitants per square kilometer)
● how many gym, fitness, athletic (and all other related) venues are concentrated in most populous districts (hence neighborhoods) of Madrid*
● visualization of location all these venues on the map of Madrid
● list of these venues with name and location

All this information would be helpful in choosing the best locations for launching sport food stores. Because main targeting auditory − people who visit gyms, fitness and other sports clubs. List of such venues would be useful in case of cooperation and building partnership relationships with them to promote sport food products

So the main goal is:
» to determine neighborhoods of Madrid with the highest density of target venues (gym, fitness direction) along with the list of these venues and then visualize this information

*Analysis takes into account only the most populous districts of Madrid