

**Applied Data Science Capstone Project - The Battle of
Neighborhoods (Week 1)**

Purpose of project:

**Identify the most appropriate location to open a Gym within the
area of PATH in Toronto City, Ontario - Canada**

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INTRODUCTION:

Having a gym within a busy business area will be very beneficial, especially around the PATH area in Toronto City, Ontario, Canada. It's a busy business and educational area, a lot of employees, students, faculty, health care sector employees, individuals, ... etc can get the benefit of having a gym close by their area, where they can just drop in during their breaks, before or after working hours / classes, to have a good boost of energy and fitness.

A Canadian study, by McMaster University, shows that "Just 60 seconds of intense exercise can boost your fitness level".

"A lot of people think, if I don't have 45 minutes in my day, I can't get a quality workout in," says senior author Martin Gibala, professor and chair of McMaster's department of kinesiology. "But this is a reminder that even if you have 10 minutes in your day — on your lunch hour — you can get in a quality workout with intense exercise."

That indicates how important a gym close to your office / University / College is important, where you can drop by anytime you are free.

That will open an opportunity of opening a Gym around the PATH area that can support the need for people to boost their energy during their busy day.

PATH is network of underground pedestrian tunnels, elevated walkways, and at-grade walkways connecting the office towers of Downtown Toronto, Ontario, Canada. It connects more than 70 buildings via 30 kilometres of tunnels, walkways, and shopping areas, it was opened in 1987, has around 1,200 stores and services, and has around 20 parking garages, and connected with TTC subways, where it's very accessible to anyone, and make it the best location for opening a Gym.

BUSINESS PROBLEM:

Searching for the best location and spot definitely no an easy thing, it's needs a lot of search, generating useful information and facts, money involved as it's an easy investment. Therefore, a need for an intense study make a big difference, choosing the right location is one of the key factors of any business's success, and play a very effective role in the decision making, easy access, ...etc.

This study will help any business owner to have a clear vision, and would assist in the decision-making process, by finding the number of gyms within the PATH area, would really help business owner/s on choosing the most appropriate location with a high return over investment.

Therefore, the main problem, which we need to find solutions for with this study, is by answering the following inquiries:

- a. Which building has the most focus / less focus of Gym/s, within the PATH area?
- b. What would be the most appropriate location (based on this study) to open a Gym?