

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

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# Executive Summery

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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.

Finding the most appropriate location for the Gym is not easy to identify.

# Business Problem:

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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.

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

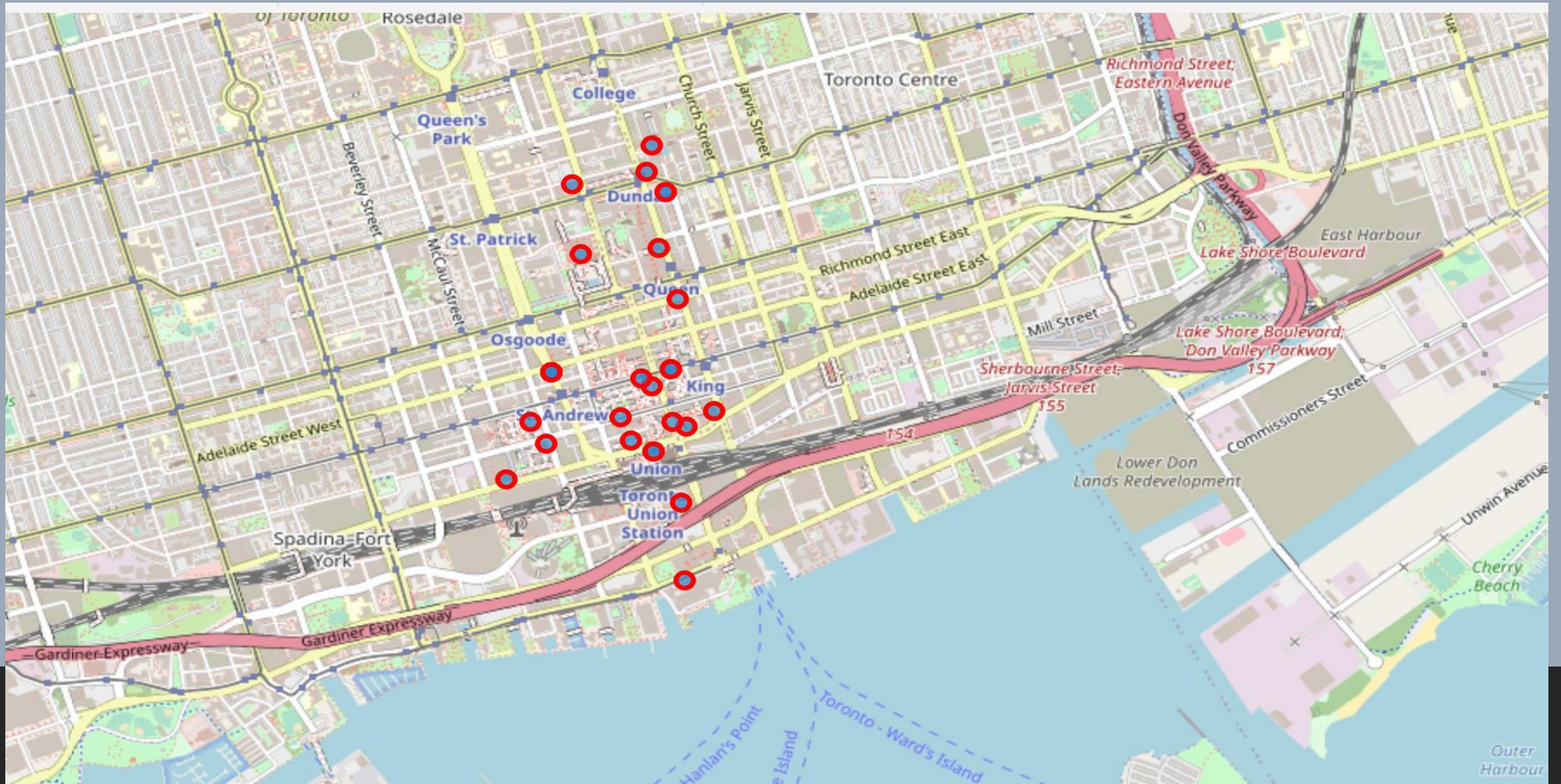
# Data source:

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In order to identify and answer the problem inquires / questions, the following data sources will be used in this study:

1. Directory of PATH buildings, Toronto, Ontario – Canada. Purpose of doing that: listing down the major PATH buildings.
2. Location coordinates “Latitude and Longitude” to each of the PATH buildings. Purpose of doing that: Plotting Gyms linked to PATH buildings.
3. List of Gyms, by category of each PATH buildings from Foursquare. Purpose of doing that: identifying gyms and services they offer.
4. Data of PATH buildings. Purpose of doing that: clustering on the neighbourhood.





PATH TORONTO, ONTARIO – CANADA BUILDING LOCATIONS MAP:

# Results of Cluster # 0:

No.	Path_Building	Gym	Cluster Labels	Latitude	Longitude
3	Brookfield Place (Toronto)	0.01	0	43.65163	-79.3792
5	Commerce Court	0.01	0	43.64442	-79.3877
6	Design Exchange	0.01	0	43.64879	-79.3795
8	EY Tower	0.02	0	43.65589	-79.3797
10	Fairmont Royal York	0.01	0	43.75228	-79.3016
12	First Canadian Place	0.01	0	54.66968	-1.69084
13	Hockey Hall of Fame	0.01	0	43.64847	-79.381
19	Queen station	0.01	0	43.61468	-79.4941
22	Royal Bank Plaza	0.01	0	43.64667	-79.3794
24	Scotia Plaza	0.01	0	43.76055	-79.2527
25	Scotiabank Arena	0.01	0	43.64879	-79.3795
35	Toronto-Dominion Centre	0.01	0	43.64686	-79.3819
36	Union Station (Toronto)	0.01	0	43.64552	-79.3803
37	Union station (TTC)	0.01	0	43.64552	-79.3803

# Results of Cluster # 1:

No.	Path_Building	Gym	Cluster Labels	Latitude	Longitude
4	Canadian Broadcasting Centre	0.03	1	43.64652	-79.3787
14	Hudson's Bay Queen Street	0.03	1	43.64711	-79.3773
18	PATH (Toronto)	0.03	1	43.80983	-79.2623
20	RBC Centre	0.03	1	43.64584	-79.3857
21	Roy Thomson Hall	0.03	1	43.6467	-79.3864
26	SkyWalk	0.03	1	43.64344	-79.379
27	South Core, Toronto	0.03	1	43.64869	-79.3854
28	Southcore Financial Centre	0.03	1	43.64869	-79.3854
29	St. Andrew station	0.03	1	43.64869	-79.3854
30	Sun Life Centre	0.030303	1	43.74444	-79.2212
31	Telus Harbour	0.04	1	43.64038	-79.3788

# Results of Cluster # 2:

No.	Path_Building	Gym	Cluster Labels	Latitude	Longitude
0	10 Dundas East	0	2	43.64869	-79.3854
1	Atrium on Bay	0	2	43.65668	-79.3807
2	Bay Adelaide Centre	0	2	43.80128	-79.1503
7	Dundas station (Toronto)	0	2	43.64814	-79.3804
9	Exchange Tower	0	2	43.66473	-79.3983
11	Financial District, Toronto	0	2	43.64595	-79.3814
15	King station (Toronto)	0	2	43.64869	-79.3854
16	Maple Leaf Square	0	2	43.77202	-79.1864
17	Metro Hall	0	2	43.71225	-79.4906
23	Ryerson University	0	2	43.65777	-79.3804
32	Toronto City Hall	0	2	43.65341	-79.3839
33	Toronto Coach Terminal	0	2	43.65617	-79.3844
34	Toronto Eaton Centre	0	2	43.65367	-79.3801
38	Yonge–Dundas Square	0	2	43.65589	-79.3797



# OBSERVATIONS AND RECOMMENDATIONS

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After identifying a total of 3690 venues in the PATH within a radius of 3000 meters, and analysing the data and findings, the highest number of Gyms are located in cluster # 1, We can see that Cluster # 2 has almost no number of Gyms offered than Cluster # 1.

Suggested buildings as the most appropriate for opening a Gym:

- *10 Dundas East*
- *Atrium on Bay*
- *Bay Adelaide Centre*
- *Exchange Tower*
- *Metro Hall*
- *Maple Leaf Square*
- *Ryerson University*
- *Toronto City Hall*
- *Toronto Coach Terminal*
- *Toronto Eaton Centre*
- *Yonge–Dundas Square*

## CONCLUSION:

In conclusion, given the above data, facts, findings and results, we conclude that PATH Toronto, Ontario – Canada, is a very unique spot to establish a lot of businesses, given the numbers of gyms offered in the PATH buildings and area, and the importance impact of the gym, establishing a gym within the given building might be a good opportunity and a competitive advantage for any investor.



Thank you

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