**Data**

The request from the Fitness Company Manager was basically related to Exploring the city. After some investigation I decided to use the FourSquare data. They are a good data source because they provide access to over 75 million short tips from local experts all around the world and they offer lots of API to run queries against their data.

In order to validate the quality of Foursquare data as main data source, as first, I ran preliminary analysis.

Starting point is: do we have enough data about existing Gyms in Bari? To answer to this question I ran Search queries using FourSquare APIs to find data about Gyms in Bari. Bari is in Italy and some Gyms are named in Italian “Palestra”. Then I had to run queries by using more than one search term (Gyms/Palestra/Fitness) in Italian and in English, merge results and remove some duplicates. I decided to consider the city without around district. The area that I explored is a circle having radius=3Km (Bari is a medium city having a population of 350,000 people).

As result of my preliminary analysis I found that in the Bari City Area there are 23 distinct Gyms distributed in different Neighborhoods of the city.



I’ve also ran some exploratory queries to get evidence of venues around each Gym and verify that there are enough location data to create a map of the territory and match it with Gym positions.

After searching for top 50 venues around each gym within a radius of 500 meters I was able to find 210 distinct Venues divided in 69 different venue categories.

I have also run some queries to search for some specific venues that seem to be missed in the Foursquare API result: an example is “Offices”. I understand that nobody write tips about offices but, an ad-hoc query returned 9 results. It will be interesting to add them to the location data as an additional information.

It definitely seems that I have all the ingredients for my analysis!!! Let’s move to the next step!