**Introduction/Business Problem**

Health and Fitness never goes out of style. Over the past few years people have discovered the importance of Physical Fitness at all ages: young guys can grow stronger, working mature men can take advantage to fight effects of sedentariness/stress and aged people can benefit and have a better quality of life.

A person who is fit is capable of living life to its fullest extent and is less prone to medical conditions as well. Lots of studies prove that Fitness is important to maintain optimal weight, to reduce the risk of cardiac and other health problems.

With this idea in mind, you can understand the importance to incorporate a regular exercise routine in everyone life and…. the Business around Gyms!

Recently we have seen the birth of lots of new Gyms and of a new growing trend: the low cost fitness sector. Gyms are managed in the form a franchising activity and are centrally opened by people that doesn’t know the city, it’s neighborhoods, population and venues in each neighborhood!

This brings us to the Business problem I was asked to solve. A big Fitness Company (the stakeholder) wants to open a new Gym in my city (Bari – South of Italy) but it needs to choose where to open it. I was reached out from a Manager in the Company that asked to work on complete report answering to the questions here:

* What is the best place to open a Gym?
* Should the place have some specific characteristics?
* Are there some appropriate tenants that it is better to have around it?
* Are there some neighborhoods preferred than others?
* Are there discriminant factors among Neighborhoods?
* Where are current Gyms located in Bari? Are they closed to some preferred venues? Do they follow a logic?

There is a combination of factors that will result in one particular location being the right fit for the new Gym!