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The Battle of Neighborhoods (Week 1)

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Problem Definition / Introduction:

Most professionals today care about their health and wellbeing just as much as their careers. New gym and fitness studio memberships have seen an increasing trend in the recent years. Due to having busy schedules, people tend to fit in their daily workouts in their work hours. As a result, many people seek access to a gym near their workplace. This project attempts to leverage Foursquare location data along with other publicly available data to find the most attractive locations in the Bay Area to open a new gym. This analysis will be useful for prospective entrepreneurs in the fitness space who wish to understand the competitive landscape in the Bay Area fitness industry.

Description of Data Used in the Project:

The data used in this analysis includes:

1. A list of tech companies in the Bay Area; this list is publicly available on Github and is maintained by connor11528 (connor11528/tech-companies-and-startups). I forked a version of this list to populate the leading tech companies in the Bay Area to understand where which areas of the Bay Area do tech professional work in.
2. Based on the list mentioned above, I will pull Foursquare location around the company office locations and populate a list of current gym/fitness studios. Using this data, I plan on finding out locations where setting up a new gym might be a lucrative prospect for a potential entrepreneur.