**Background**

People are constantly looking to be in shape with their body and demanding gym services or beauty services. A company would like to decide where to invest their new store and the best place to invest, Toronto or New York City.

**Problem**

To open the business requires a series of investments of something of value such as space leasing, equipment purchase, hiring of labor, marketing. How to decide the best place?

**Applying data science to solve the problem**

To solve this problem the company would like a data analysis performed by a data scientist analyzing the data of the two cities, collocating the information of foursquare and comparing the two locations, providing a report with the suggestion of choice.