Coursera: Capstone Project

Recife Gyms

Diego F. de Souza

About the project

The SmartFit, the largest network of gyms in Latin America, specializing in fitness gym, planning to open a new unity in Recife, Brazil.

They want to do a market analysis to know where are the best neighborhoods to put the new unity of SmartFit

Business Problem

- Identify and analyze of venues so that we can decide the best neighborhoods
- Find neighborhoods that have gym demands but don't have 'gym fitness', type gym that the SmartFit is expert

Data acquisition and cleaning

- The data with name and geoposition of the neighborhoods from Recife can be found in dados.recife.pe.gov.br
- The venues of each neighborhood were got by the Foursquare API
- Only venues with the term "gym" and "fitness" in the category was used in the analysis
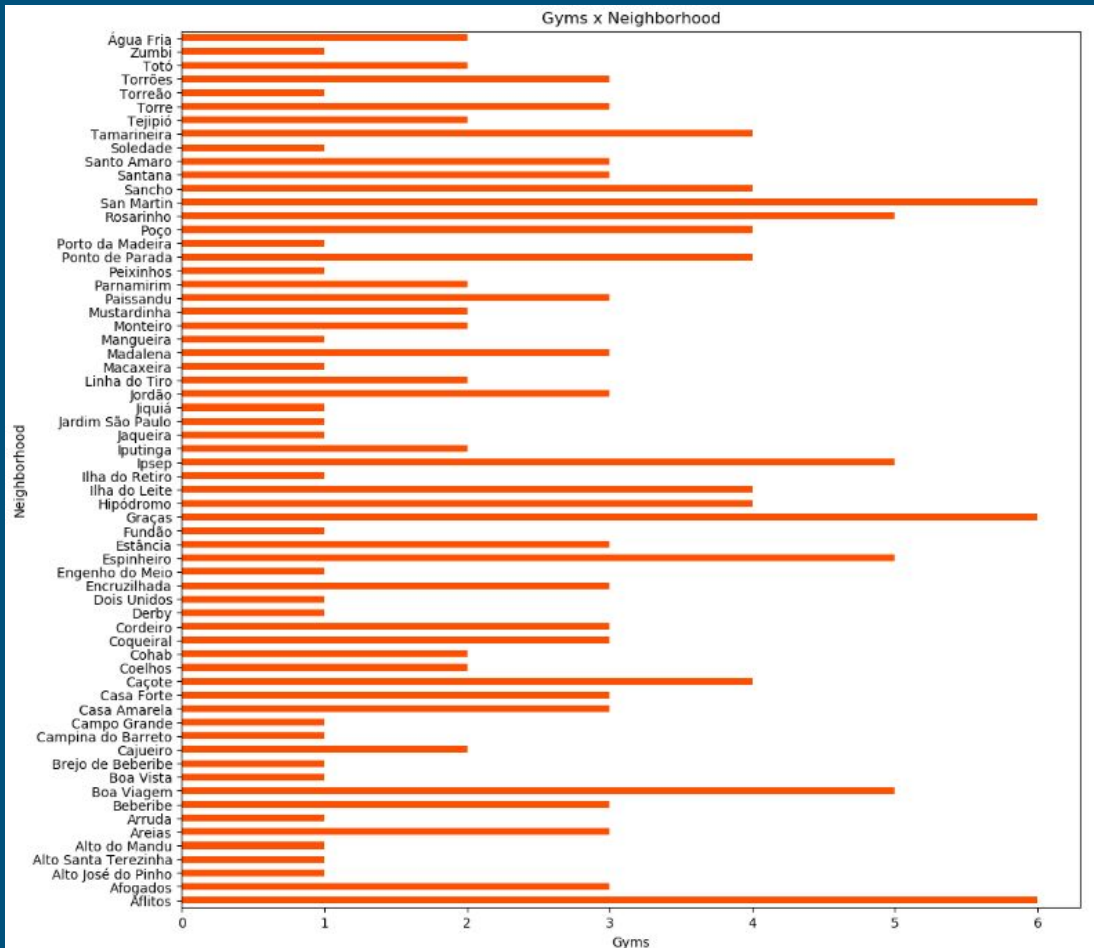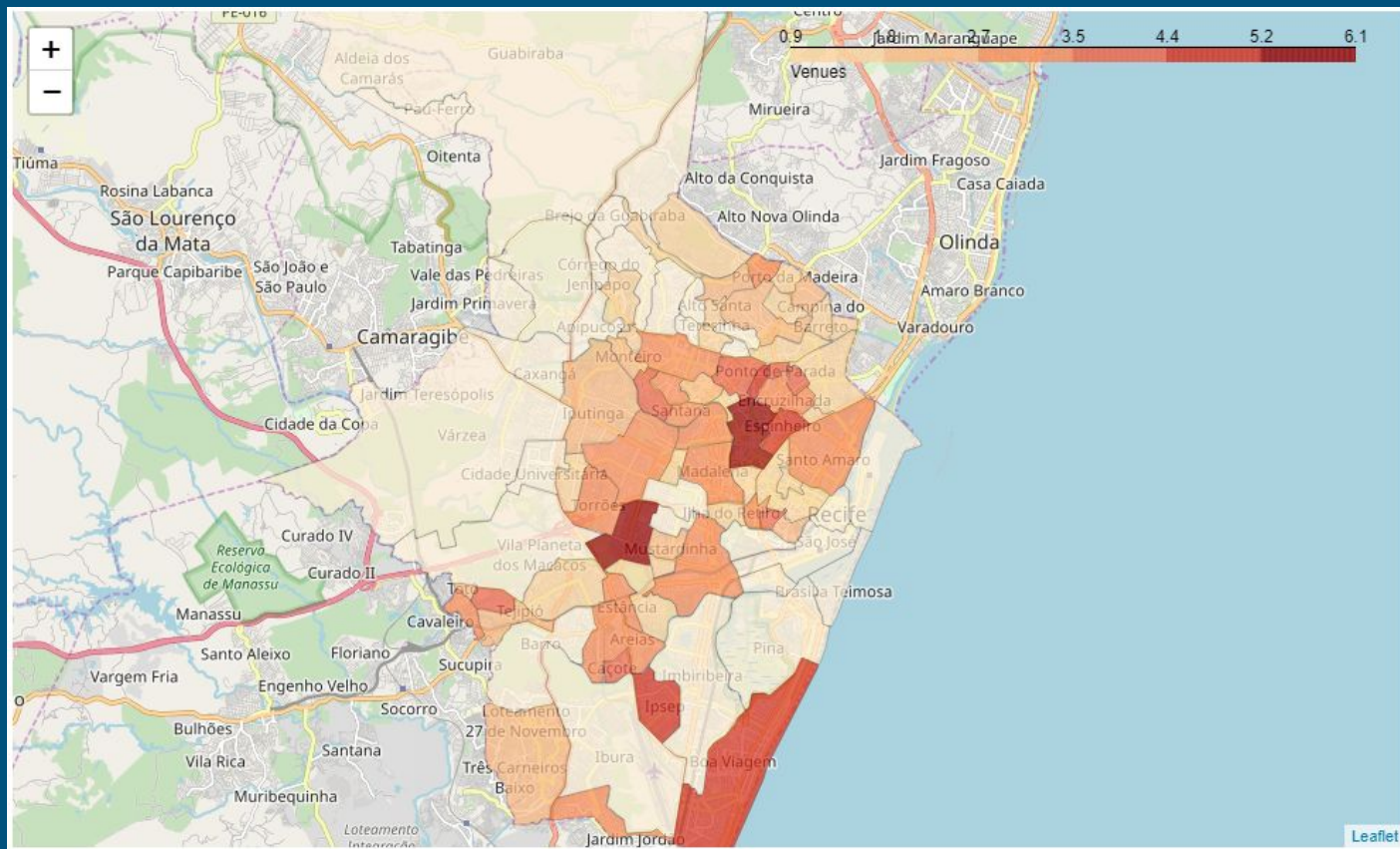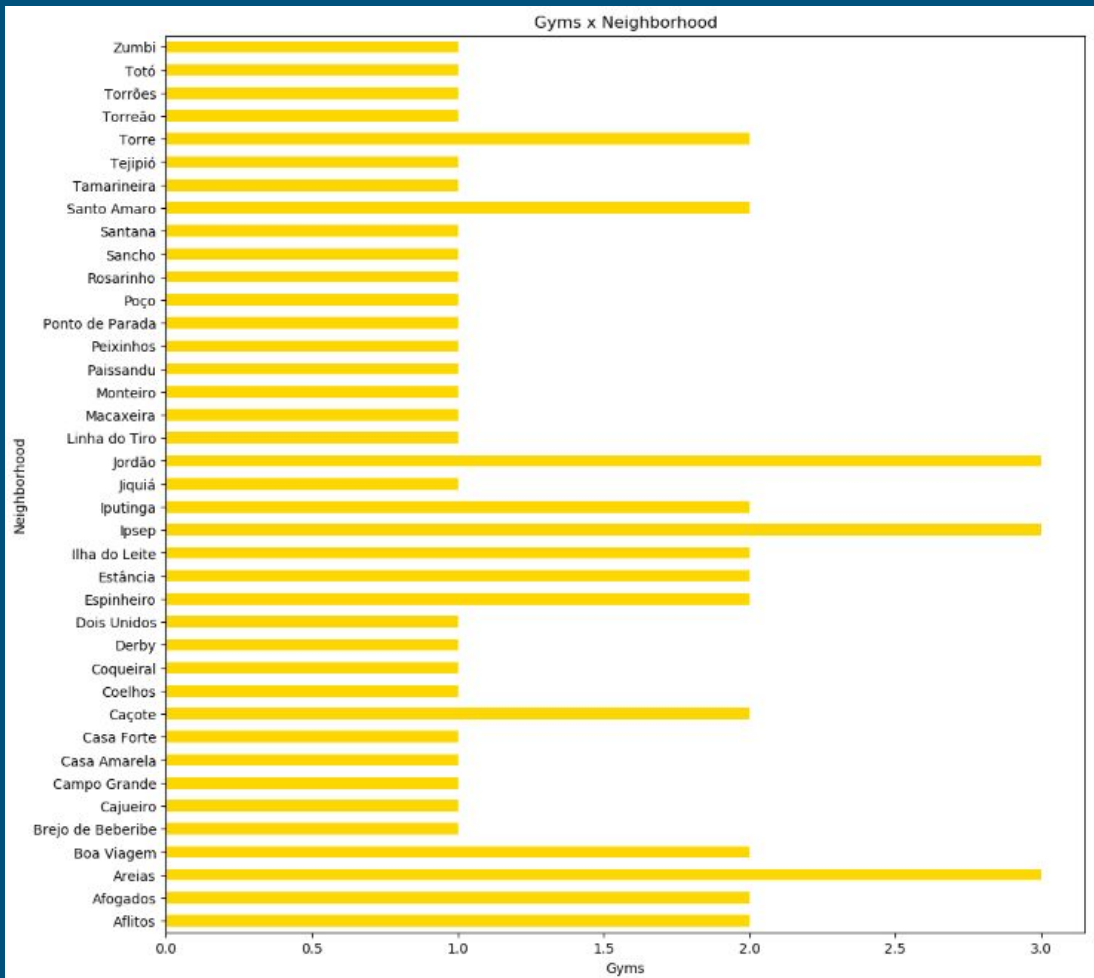
Gyms x Neighborhoods.

- Gyms: 159
- Neighborhoods: 94
- Median value: 2.484375

Nearly 2 gyms per neighborhood, these gyms can be fitness or not
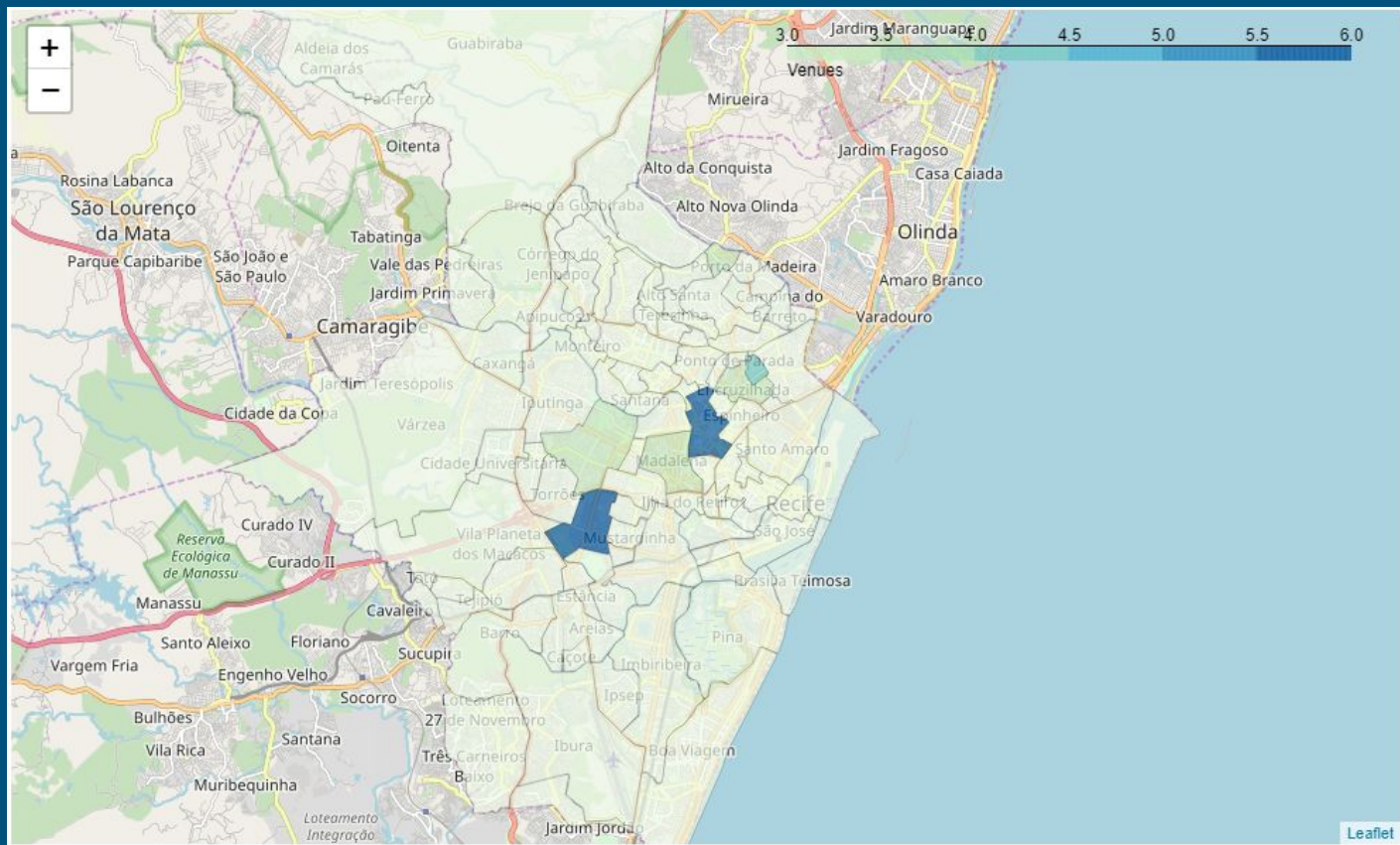
Gyms by neighborhoods

Gyms x Neighborhood

Gyms (Fitness) x Neighborhoods.

- Gyms: 55
- Neighborhoods: 38

38 neighborhoods that has Gyms focus on Fitness

Fitness by neighborhoods

Conclusion and result

- The map "Gyms by neighborhoods" show that the gyms are grouped in the center of the city.
- In the map "Fitness by neighborhoods" show that the 'gym fitness' are distributed.
- The grouped gyms can be interpreted as an opportunity to offer a new type of Gym and conquer the people.
- Another opportunity is to place the new gym in the south of the city where the large area will avoid concurrence.

Neighborhoods target

Future work

- Using more data like, per capita income and the number of people by region is possible to refine the research.
- Other types of information are important are know if other company tried to install a gym in the neighborhoods and the profile of the residents of each region

Thank you

Diego F. de Souza, dfds@outlook.com