



Coursera: Capstone Project



Recife Gyms

Diego F. de Souza



About the project

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

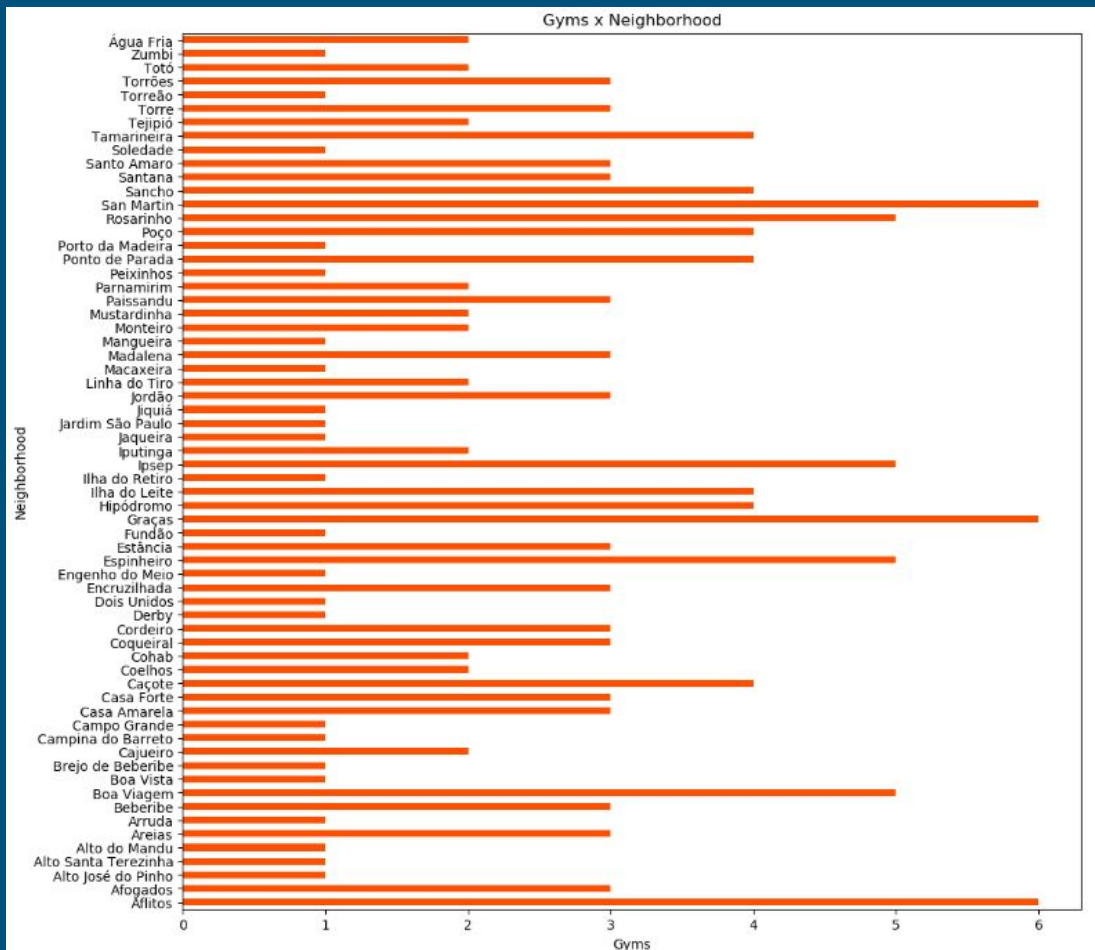
They want to do a market analysis to know where are the best neighborhoods to put the new unity of SmartFit

Business Problem

- Identify and analyse 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
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Data acquisition and cleaning

- The neighborhoods and geojson from Recife can be found in dados.recife.pe.gov.br
 - The venues of each neighborhood was get by the Foursquare API
 - Only venues with the term "gym" and "fitness" in the category was used in the analysis
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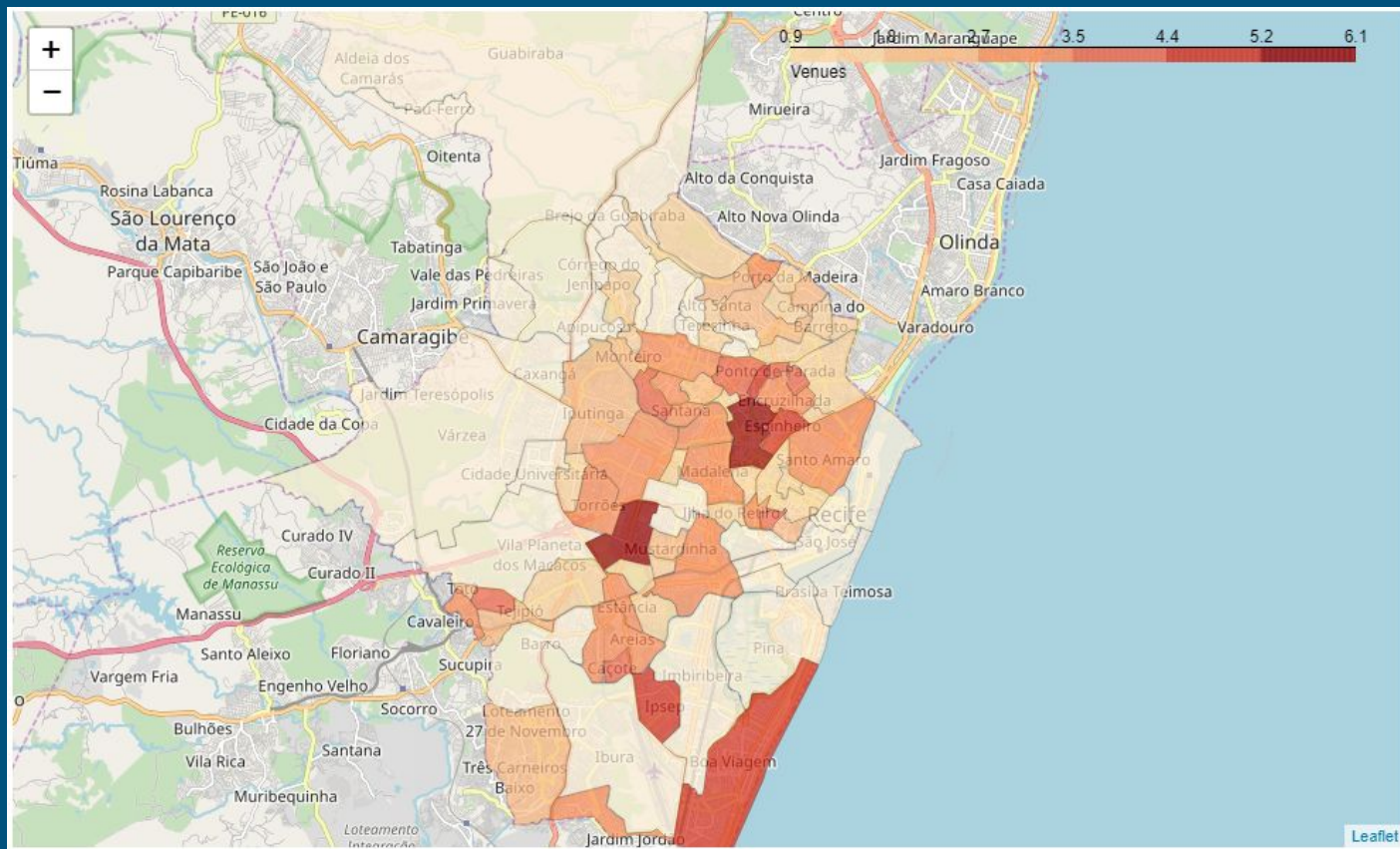


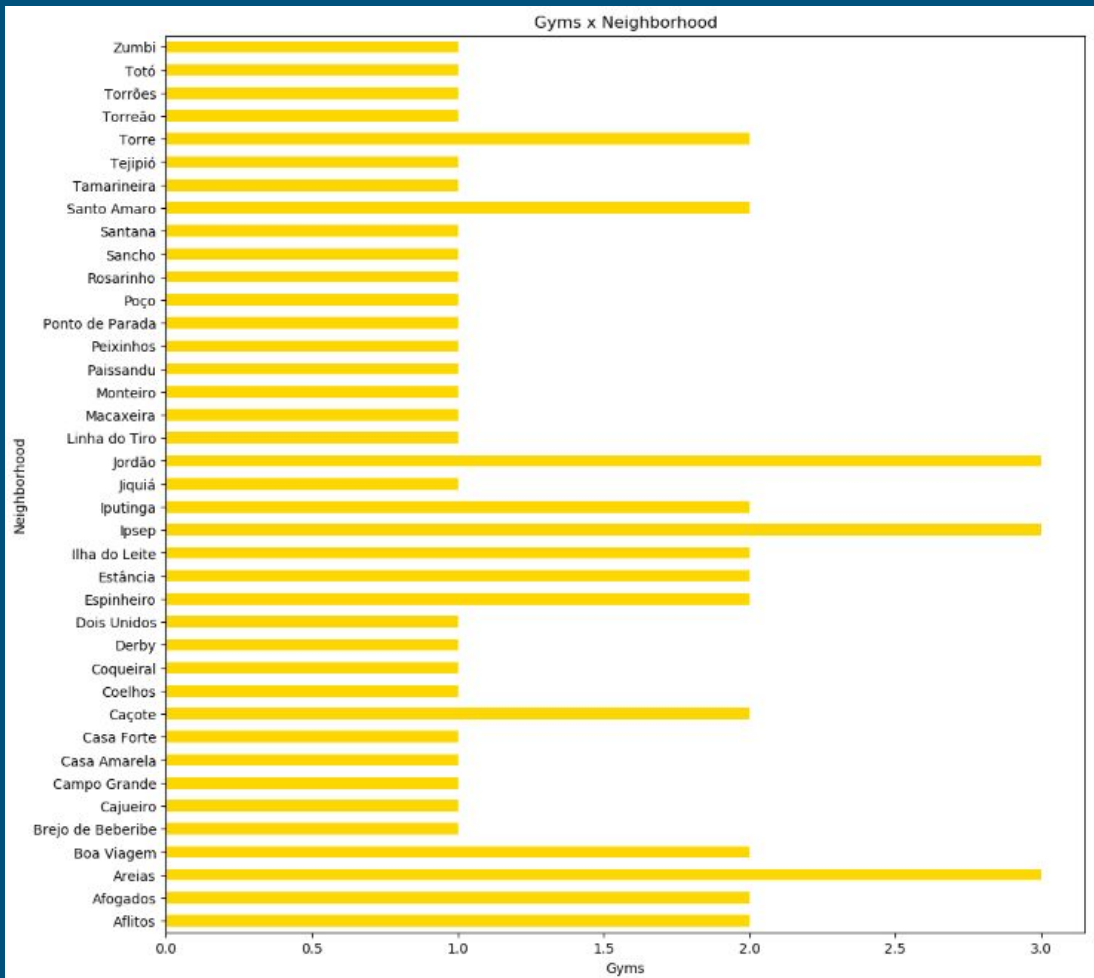
Gyms x Neighborhoods.

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

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

Gyms by neighborhoods



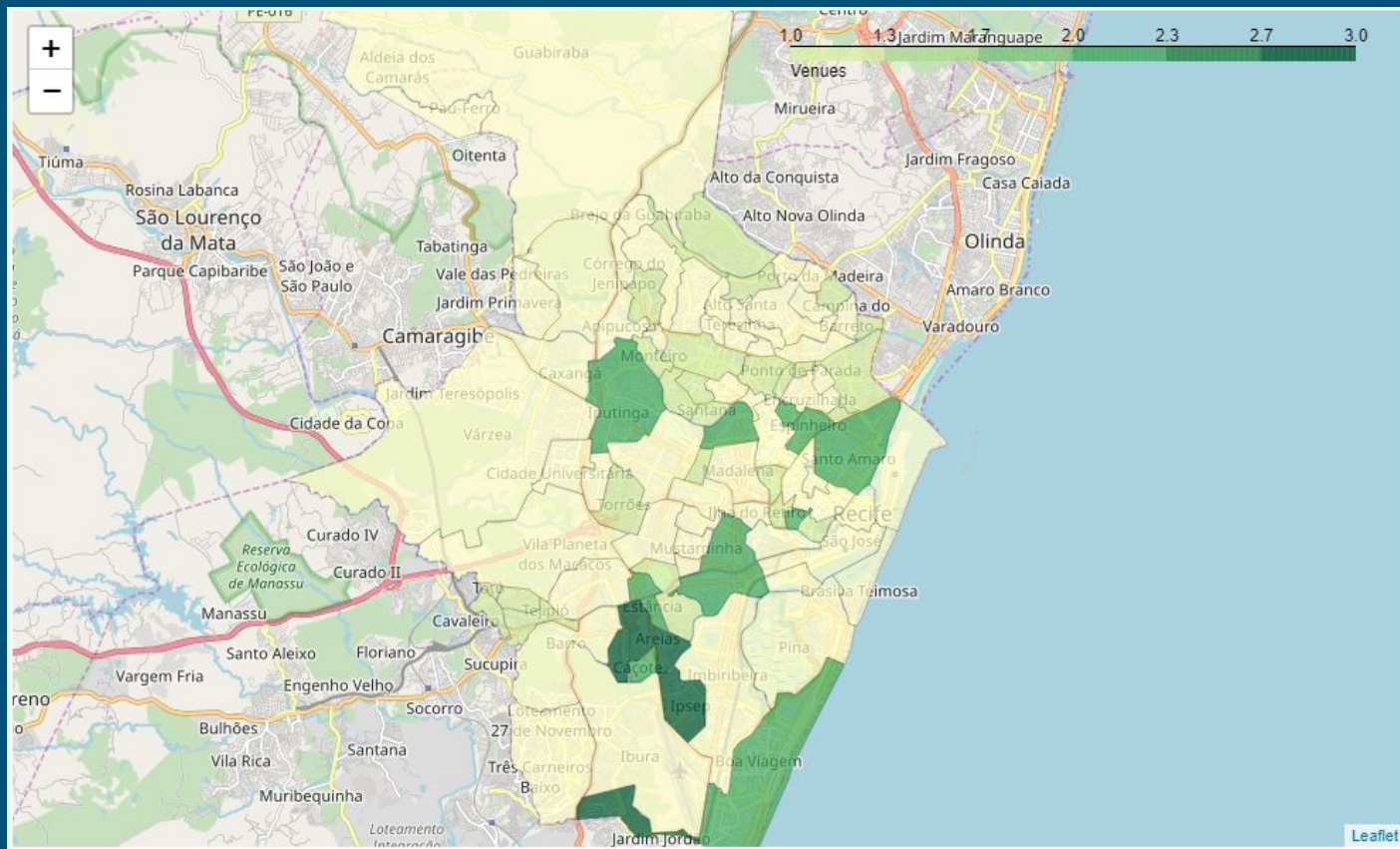


Gyms (Fitness) x Neighborhoods.

- Gyms: 55
- Neighborhoods: 38

*38 neighborhoods that has
Gyms focus on Fitness*

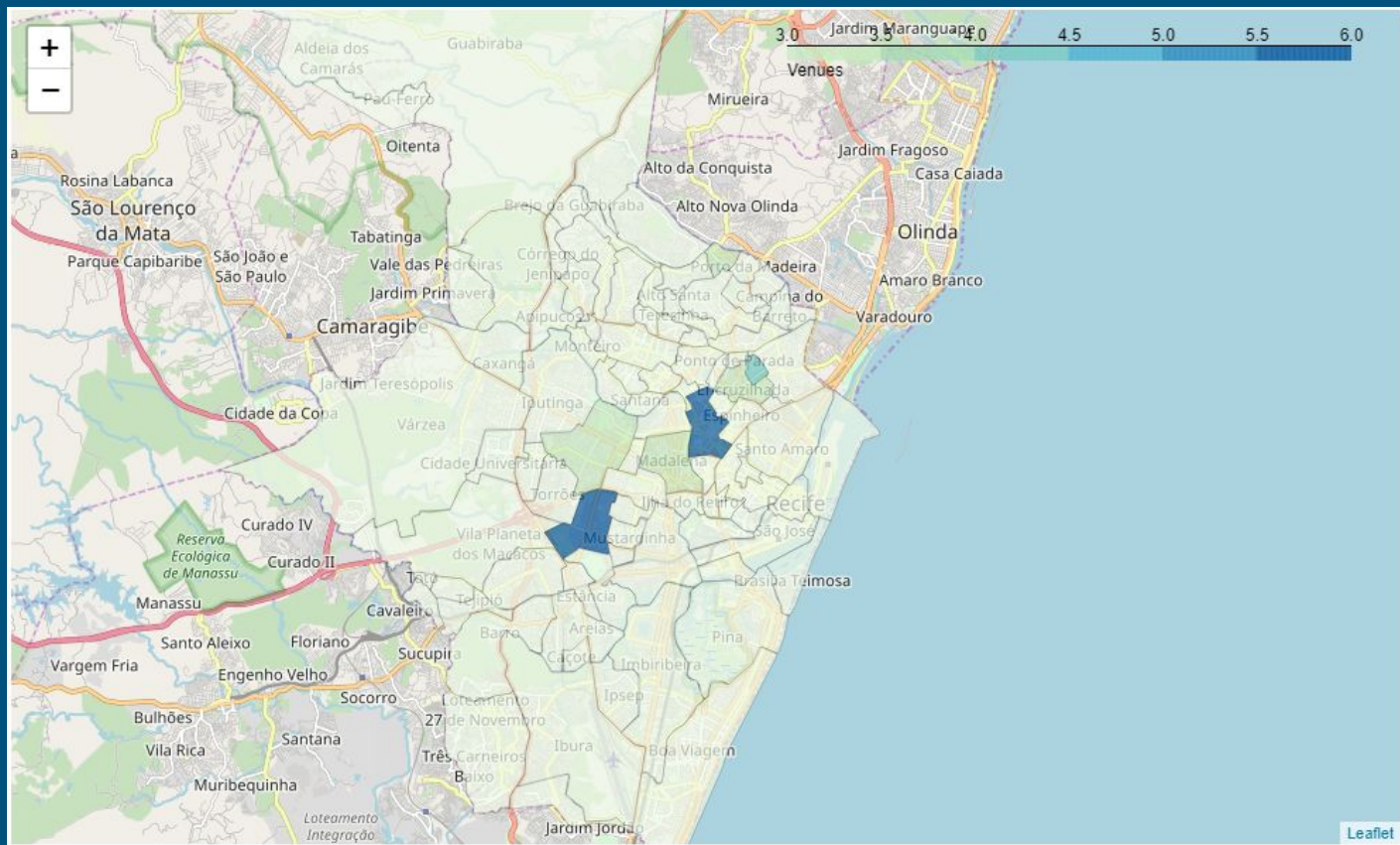
Fitness by neighborhoods



Conclusion and result

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

Neighborhoods target



Future work

- Using more data like, renta per capita and number of people by region is possible to refine the research
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- Other type of informations important is know if other company tried to install gym in the neighborhoods and the profile of the residents of each region

Thank you

Diego F. de Souza, dfds@outlook.com