Introduction

Moscow is the capital of the Russian Federation, the most populous city in Russia. In a given variety of business opportunities with a favorable business environment. Data attracts many investors to the financial market. In fact, the city of Moscow is a global center of business and trade. He is also major in banking and finance, retail, world trade, transport, tourism, sports, media, advertising, legal services, accounting, insurance, culture, fashion and art in the Russian Federation. This also means that the market is highly competitive. The city of Moscow is actually a megalopolis; the cost of business in it is one of the highest. Thus, any new business venture or expansion needs to be analyzed. The conclusions drawn from the analysis will provide a good understanding of the business environment, which will help in strategic market orientation. This will help reduce risk and the return on investment will be successful.

Business problem

Many people live and work in the city of Moscow. Most people work in an office environment (financial institutions, government agencies, educational institutions, and so on). It is this part of the people that the project is aimed at. People who work in offices simply need to maintain their health with physical education. Office work is associated with a sedentary way of working. And such people need to visit fitness centers for sports. Fitness centers have become popular in the cities of Russia, which seems to be on every corner, not only in large, but also in small cities. Opening a fitness center can be a great business opportunity, but we need to understand how our fitness center should be different from others in order to enjoy long-term success.

Find a suitable location.

If you are planning to open a successful and expensive fitness center, then you need to focus on areas that already attract sophisticated clients. If you are planning a cheap fitness center, you may need to pay attention to places with high traffic, for example, near large shopping centers or in large sleeping areas. Therefore, it is obvious that for the success of a project in such a competitive market it is very important to start planning. Various factors must be examined in order to decide on the location of a fitness center.

Methodology.

For this project, I will use the methodology described in the third week "Neighborhood Segmentation and Clustering" of the IBM Applied Data Science Capstone course, which can help a new investor choose the best area to open a fitness center in Moscow. To do this, I used geolocation-linked city district data, combined with folium maps to visually display clusters within the county, and Foursquare data to display the current fitness centers in Central administrative borough.

The Target Audience.

My client wants to open his business in the Central administrative boroughs of Moscow, so I focus my attention during my analysis only on this area. The Central administrative boroughs of the city of Moscow is one of the twelve districts of the capital. It was formed in 1991 to administer the territory. The Central administrative boroughs includes 10 neighborhoods: Arbat, Basmanny, Zamoskvorechye, Krasnoselsky, Meshchansky, Presnensky, Tagansky, Tverskoy, Khamovniki and Yakimanka.

The goal is to find and recommend to management which area of Moscow would be the best choice for opening a fitness center. The client's management also expects to understand the rationale behind the recommendation to open a new fitness center in the downtown area.