

# NEW SOULCYCLE STUDIO

## Introduction (business problem & target audience)

We will be looking for the best place to open a SoulCycle class in Bratislava, Slovakia. Since we don't have this type of fitness class in Slovakia yet, I want to bring this idea from abroad to Slovakia.

What is SoulCycle? "SoulCycle is a New York City-based fitness company that offers indoor cycling workout classes in 15 U.S. states and 2 Canadian provinces. Since its initial founding in 2006, the company has gone on to open nearly 100 studios in the United States, Canada, and the United Kingdom. SoulCycle operates on stationary bicycles, but different from typical stationary bicycles. The firm designed the SoulCycle bike seat as a "split seat" to relieve discomfort found in conventional bike seats. It has an aluminum frame, a carbon-belt rather than chain, and electromagnetic retardation. It's not a typical spin class, it's a full-body movement class. Each studio is filled with a grid of special SoulCycle bikes designed specifically for their elevated way of cycling. You'll do push-ups on your bike handles, all while bouncing in time to the music in a pulsing, dance-like set of motions. Each class contains a weights portion where you get a little arm strength in, doing bicep curls with hand weights as your feet continue to cycle."

Bratislava is a very modern and vibrant city with a majority of young population and people wanting to live very healthy. The idea of having SoulCycle in Bratislava thrills me as I believe it will be very successful here. I also believe that this will be very popular among women who like to take care of their body and workout on regular basis. Fitness classes have started growing in popularity over the past few years and I firmly believe that bringing an American phenomenon into Slovakia will be a success due to young population being influenced by the Western culture. Anybody who wants to try this type of workout and take a little break from everyday problems can come and try SoulCycle class.

## Data (used to solve the problem & source)

We will use Foursquare to see the density of fitness classes/gyms in Bratislava and to find the most suitable place to position our business. The source of our data is Foursquare API. The executed code is showing how many fitness centers are located near a hotel located in the city center of Bratislava, so we will deduct which location is the best to position a SoulCycle studio. Our used data is just retrieved Fitness studios/ Gym in the city center of Bratislava. We used the center of old town as our center point because it is the most convenient location for people living in any other parts of Bratislava. The old city center is no wonder called city center, it is the center of Bratislava, so we assume it will be a good compromise in terms of location.

## Methodology section (discuss & describe data analysis)

Business understanding: As it has been already defined, we are looking for the best location to position our brand new SoulCycle studio. Since this will be a completely new fitness program coming to Slovakia, we want to position it in the most convenient place as possible. We want to make it approachable for people living in all parts of Bratislava, so that it will be no problem accessing the studio.

Analytic approach: The data that we will use will help us determine how dense fitness studios and gyms are in the center of Bratislava, to avoid people having too many decisions to make. By choosing the best place based on the data we have, we will be able to benefit from the position.

Data requirements: Our primary data requirements will be names of the studios and its category, exact location (latitude, longitude), address and their distance from a selected point in the city center. The rest of the data will not be needed. We will be mostly looking for already structured data, so Foursquare will be of a good help.

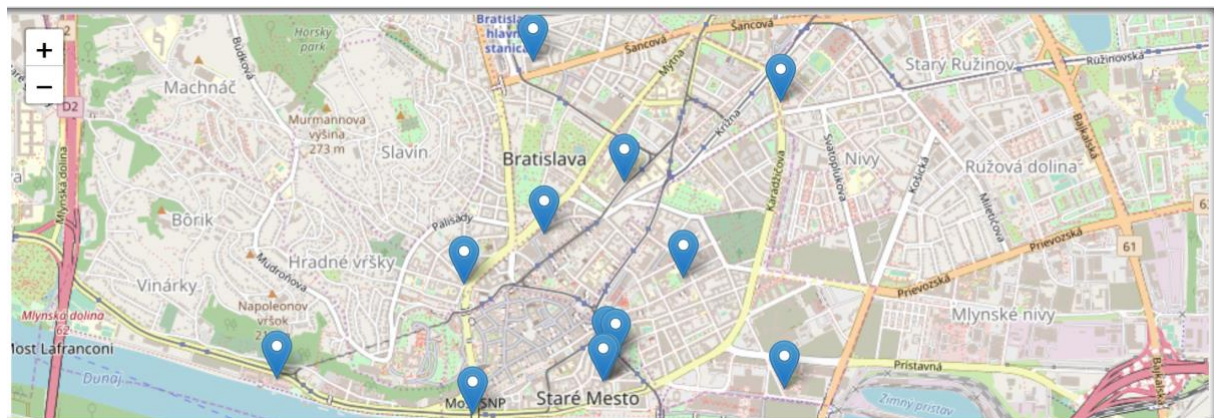
Data collection: We will collect structured data from Foursquare.

Data understanding: We will use visualization in the form of a map to see the clusters of fitness studios in the center of Bratislava. This will help us understand the density of gyms and where it would be considerable to open a new studio.

Data preparation: <https://github.com/dorotas13/Coursera-Capstone/blob/master/FinalProject-2.ipynb>

Modelling: The modelling of our data will be provided on a map to see the best results. Since we are looking for a “location-based” recommendation it will be the best solution to plot it on a map.

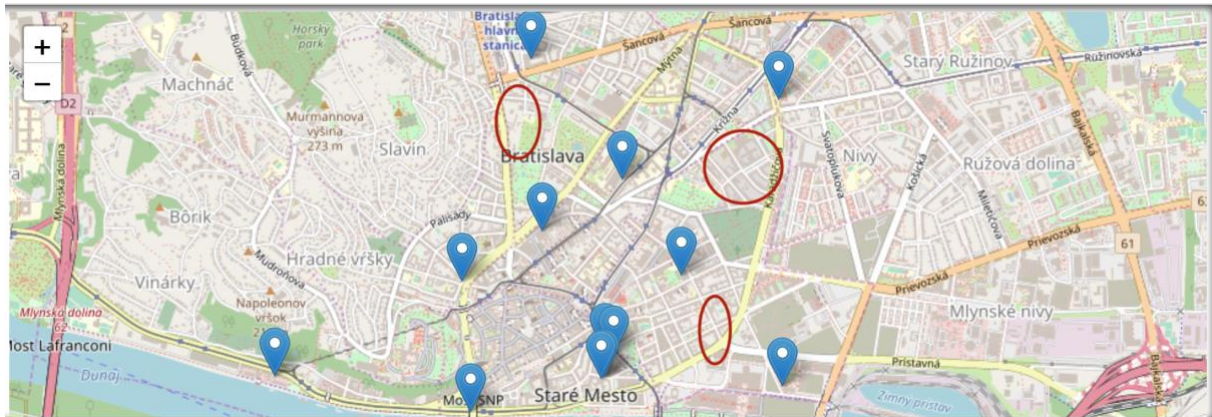
## Evaluation/Results section



We can see on the map above the distribution and density of fitness centers and gyms in Bratislava old city center. We did not perform clustering because there are not many locations so we would need to cluster them. It is evident that there are many fitness opportunities in this area; but concluding that we are coming with a **brand new idea** that will be **one of its kind in Bratislava**, we can take this as a huge competitive advantage.

Also, to note, many of the fitness centers shown above are actually hotel gyms. This I believe should not really be taken into consideration. A person living in Slovakia will most likely not visit a hotel gym, whereas a foreigner staying in a hotel will prefer to use a hotel gym. The reason why I kept hotel gyms on the map was to preserve an objective look at the map from a foreigner's point of view. He also has the choice to leave the hotel and take a fitness class somewhere else than in a hotel.

The recommendation to locate a brand-new studio can be either of the following locations:



### Discussion section (observations & recommendations)

One of the things I came across when cleaning the data, was that I removed all fitness centers that did not have any “address” in Foursquare database. This of course, eliminated a lot of fitness centers in the area but again, we are coming with an idea that is one of its kind in Bratislava. Recommendation I would make here is to manually enter the missing data into the raw data because it has a big impact on our results- especially in this case. Of course, this can be only done by someone who knows the area really well and knows that there are more fitness activities than the ones shown above.

### Conclusion

To conclude, we can say that Bratislava city center has potential locations where we can open a new studio of SoulCycle. As SoulCycle operates mainly in the USA and Canada, this year they opened one new studio for the first time in Europe, more specifically in London, UK. This Western phenomenon has lots of potential to be successful in Bratislava. The average wages are still growing, and more people are starting to workout. This growing phenomenon of increased well-being and taking care of your body is advantageous for this kind of business.