



What is the best location to open a CrossFit Box in Paris?

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COURSERA CAPSTONE PROJECT

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Business Problem

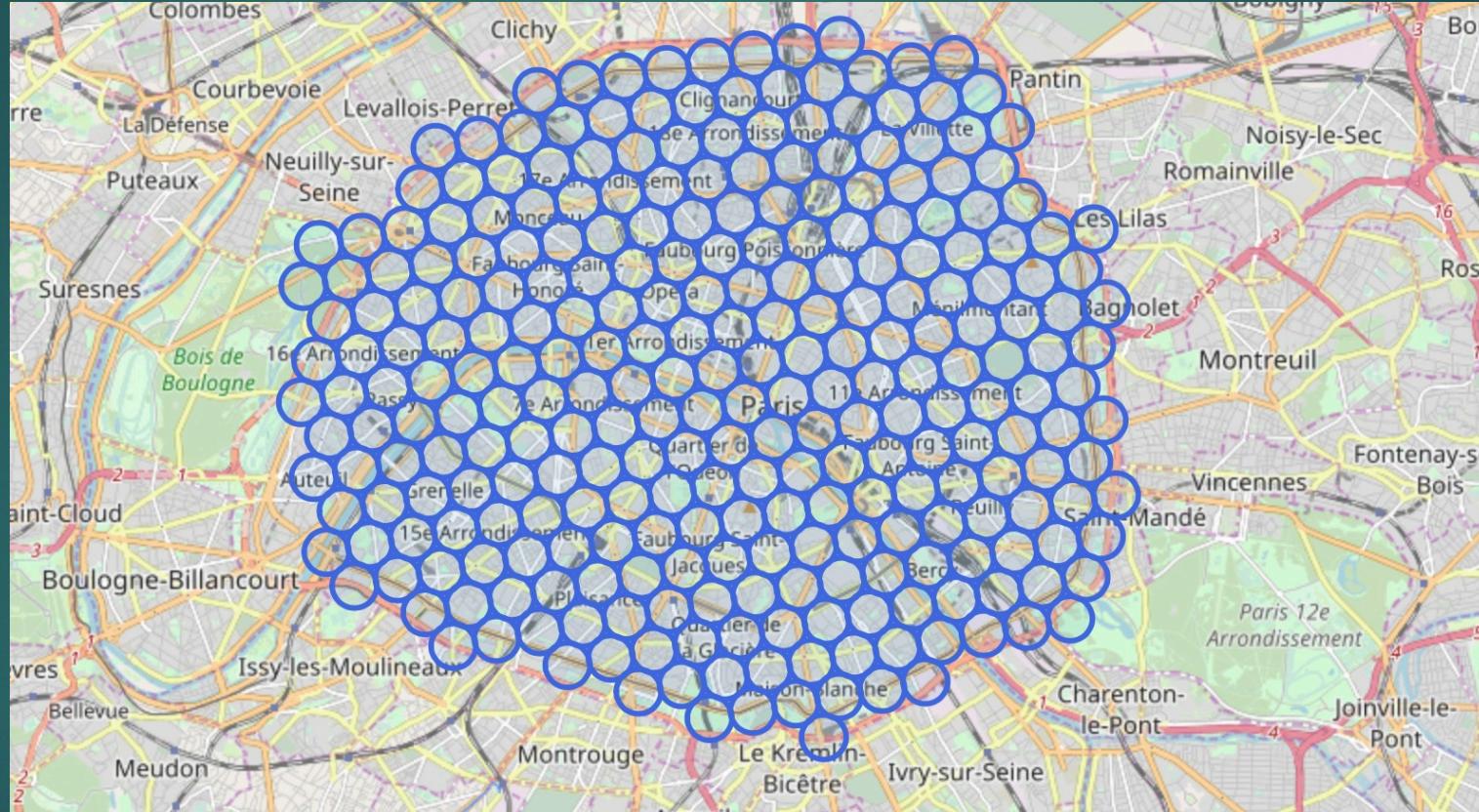
- ▶ Find an optimal location for a CrossFit Box in Paris
- ▶ Detect **locations that are not already crowded with gyms or fitness centers**
- ▶ Target **residential areas**
- ▶ **Locations as close to city center as possible**

Data acquisition & cleaning

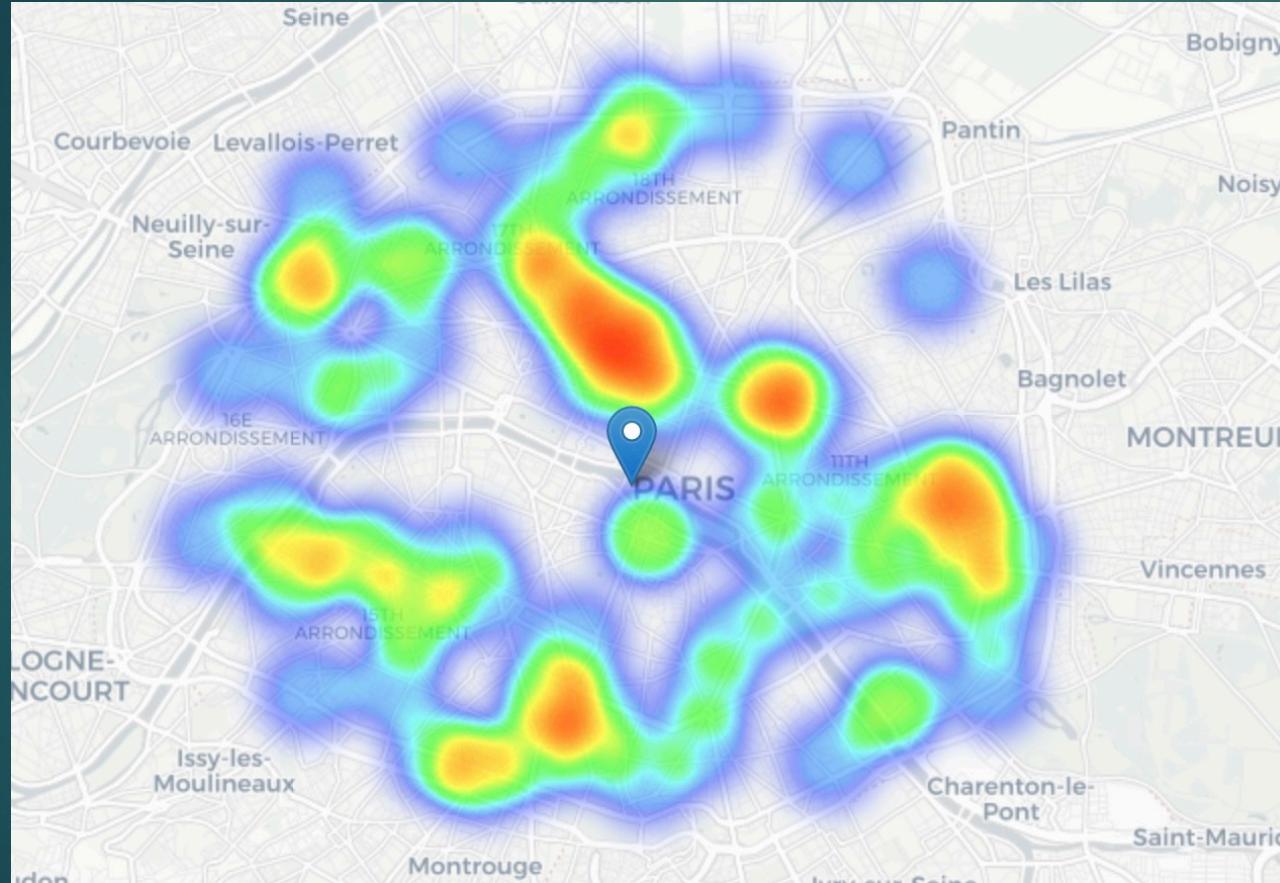
- ▶ number and distance to existing gyms (any type of gym/fitness center)
- ▶ number of sporting facilities nearby (football pitch, tennis court, ...)
- ▶ number and distance to existing crossfit boxes
- ▶ distance of neighborhood from city center

FOURSQUARE API

Paris = 281 neighborhoods



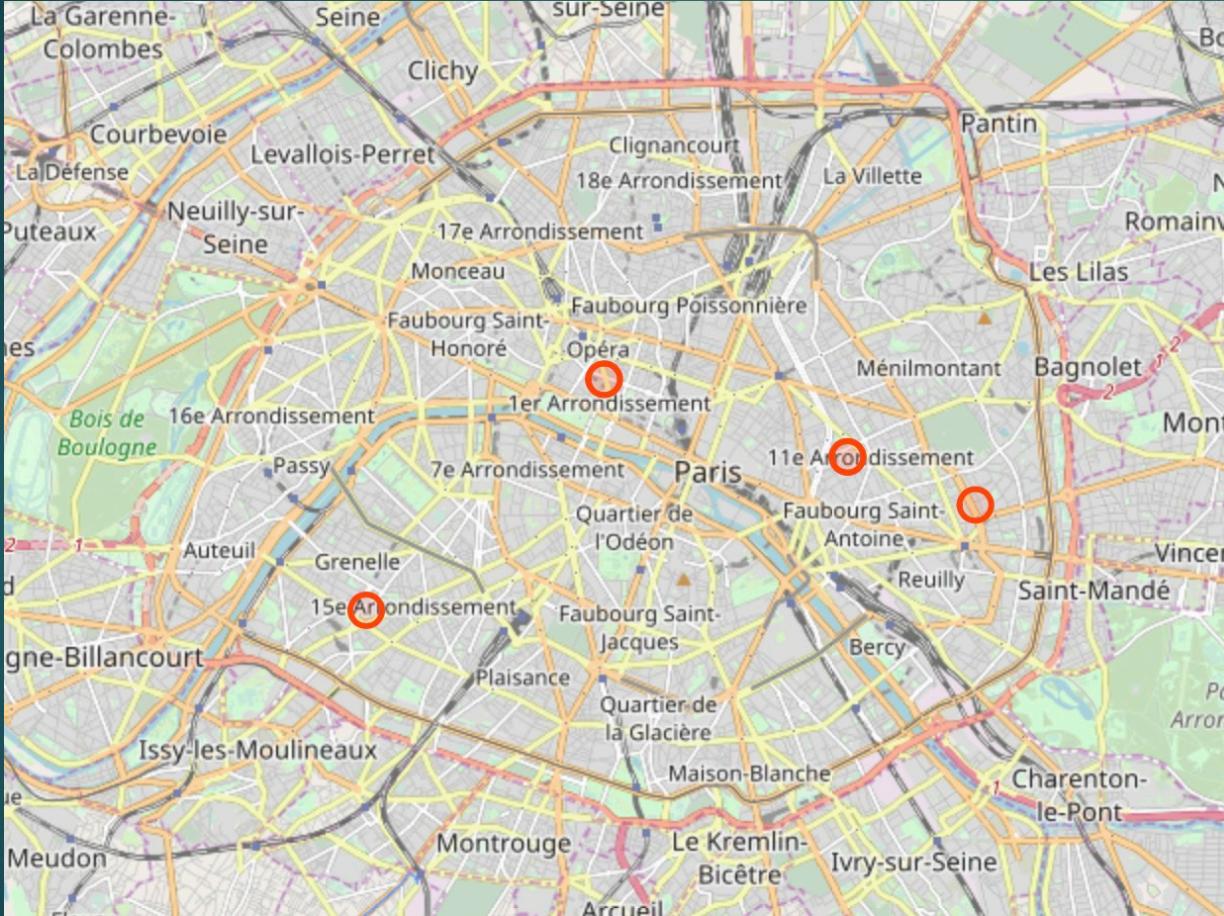
HeatMap of Sporting Venues



Interesting Areas:

- ▶ North East
- ▶ Center
- ▶ West
- ▶ South East

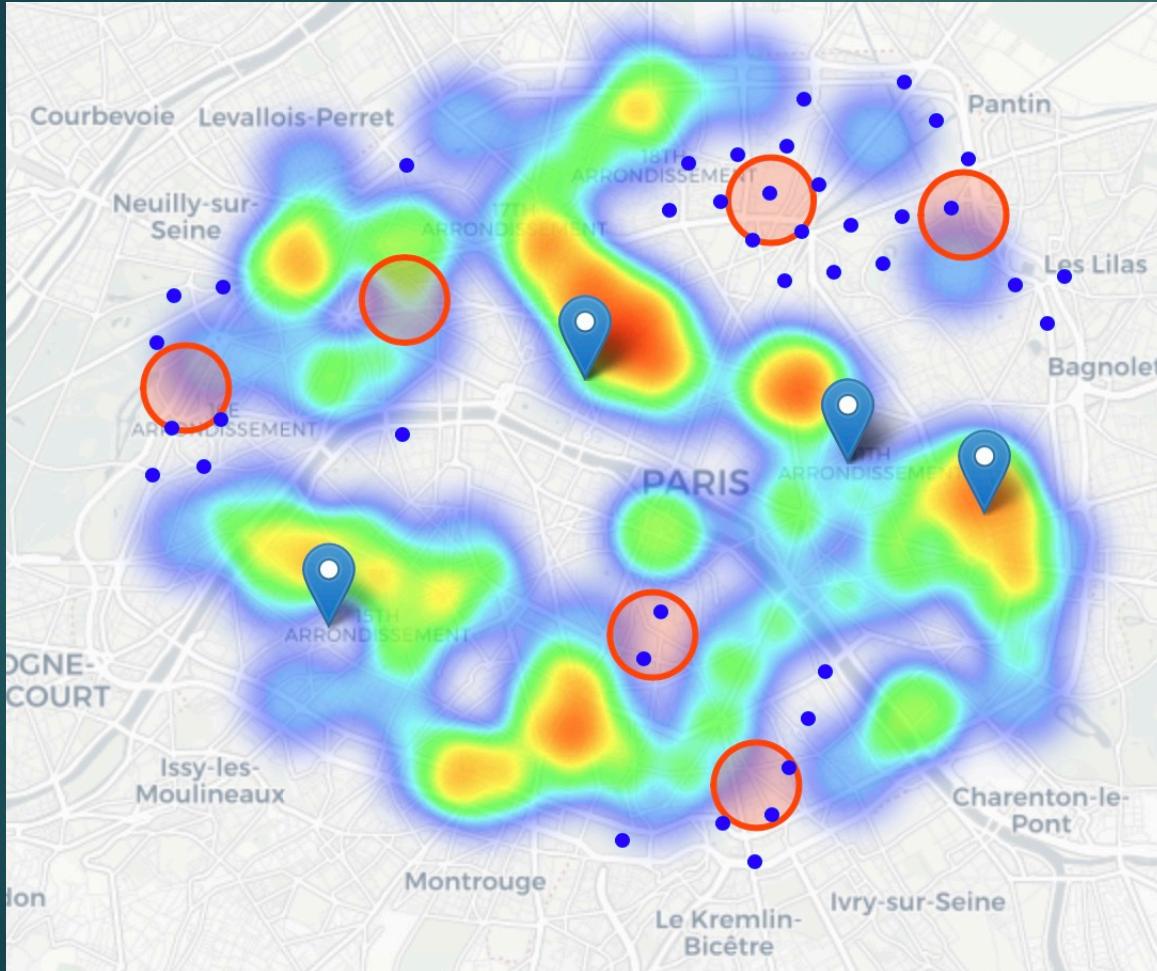
4 CrossFit Boxes in Paris



Interesting Areas:

- ▶ North East
- ▶ West
- ▶ South East

Selected Clusters



6 Clusters:

- ▶ 33 Rue du Département
- ▶ 61 Rue Claude Bernard
- ▶ 63 Avenue du Maréchal Fayolle
- ▶ 89 Avenue de Choisy
- ▶ 108 Bd Sérurier
- ▶ 24 Rue Laure Diebold

Differences

Cluster 1: 33 Rue du Département, 75018 Paris

- ▶ located in the popular area. **If our CrossFit Box aims at lower economic status this residential area could be considered.**

Cluster 2: 61 Rue Claude Bernard, 75005 Paris

- ▶ **Best location if we target younger people (students), and also if we want to be in a very centric place. It is very close to the center.**

Cluster 3: 63 Avenue du Maréchal Fayolle, 75116 Paris

- ▶ **Best location if we target younger people (students), and also if we want to be in a very centric place. It is very close to the center.**

Differences

Cluster 4: 89 Avenue de Choisy, 75013 Paris

- ▶ located in the Asian district. **Too specific.**

Cluster 5: 108 Bd Sérurier, 75019 Paris

- ▶ **Trendy neighborhood. Quite far from center.**

Cluster 6: 24 Rue Laure Diebold, 75008 Paris

- ▶ **Very good location if we were to open a restaurant, but not a CrossFit Box (tourists are not our target). Close to center, but surely expensive.**

Discussion

3 interesting options:

- ▶ **CLUSTER 1:** Located in a popular and residential area in the North of the city. Perfect if we want to make a low investment and apply a **LOW-COST STRATEGY** for our CrossFit Box.
- ▶ **CLUSTER 2:** Located in a very famous and centric place. Particularly interesting if we are targeting **students** (a very good profile for a CrossFit gym). Investment would be higher as it is considered as a historical district.
- ▶ **CLUSTER 3:** Located in the most "bourgeois" district. Residential area. Very interesting if we target the upper-middle-class with a **DIFFERENTIATION STRATEGY** (Higher investment).