BATTLE OF THE NEIGHBOURHOODS

IDENTIFYING A SUITABLE LOCATION TO OPEN A YOGA STUDIO IN TORONTO CITY

BUSINESS PROBLEM

- Yoga is an increasingly popular activity with a number of health benefits
- Asked by client to recommend a suitable location for a new Yoga Studio in Toronto
- New York City to be used as a similar city to base the analysis on
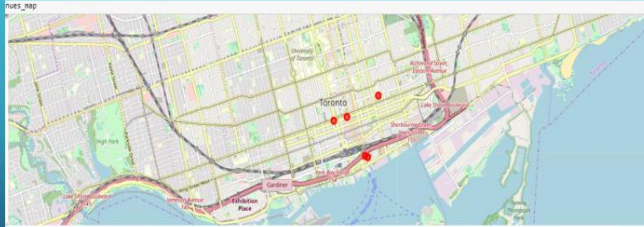
METHODOLOGY

- New York City and Toronto City data imported and converted to Pandas dataframe
- Foursquare API used to locate existing Yoga Studios in New York City
- Studios located on map using Folium
- Rating of a chosen Yoga Studio determined by using Foursquare API
- K-means clustering used to identify most common venues in New York City neighbourhoods

FINDINGS FROM NEW YORK CITY ANALYSIS

- New York City search narrowed down to one neighbourhood, Marble Hill, with a Yoga Studio there identified as having an 8.9 rating
- K-means clustering showed Yoga Studio as 3rd most common venue in this neighbourhood. Tennis Court appeared as number 5
- Decided to locate an area in Toronto with existing an Tennis Court but currently no Yoga Studio
- Likely that Yoga members will engage in other recreational activities such as tennis
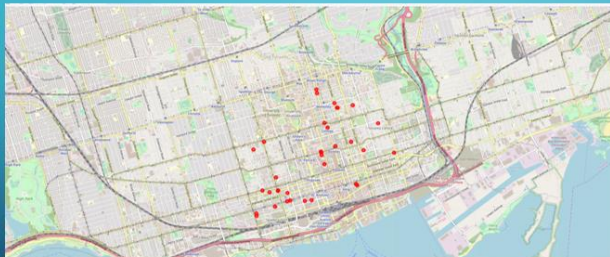
RESULTS – TORONTO CITY

- The following Tennis Courts were found in Toronto using Foursquare API:

RESULTS – TORONTO CITY (CONT)

- The following Yoga Studios were found in Toronto using Foursquare API:

CONCLUSION

- Recommendation made to open the new studio here:

- There are 2 Tennis Courts located there but currently no Yoga Studio. It is also close to transport links – main road and railway station.