



A New Gym In Town

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Finding The Best Location

- Finding the most suitable location in Denver to open a business is vital to its feasibility
- Generally, the location has to be in a lot of foot traffic and close to popular venues
- The selected location has to be in an area with low gym representation in order to take the market

Data Acquisition and Cleaning

- The data was in an unstructured format and had to be scrapped from Wikipedia and Google then organized
- Some areas were dropped because recreational gyms were not allowed to operate
- In total, there were 76 neighborhoods in Denver

The Most Popular Areas

- Generally speaking, the most popular areas are areas with the most venues

Neighborhood	Number of Venues
Union Station	69
Cherry Creek	64
Capitol Hill	54
Central Business District	47
North Capitol Hill	47

Finding Most Common Venues

- Gaining insight on the popular neighborhoods to gauge the suitability of the location

Neighborhood	Most Common	2 nd most common	3 rd most common	4 th most common	5 th most common
Union Station	American Resturant	Mexican Resturant	Sports Bar	Coffee Shop	Resturant
Cherry Creek	Cosmetics Shop	Coffee Shop	Mexcian Resturant	Home Store	Asian Resuturant
Capitol Hill	Pizza Place	Nightclub	Coffee Shop	Sandwich Place	Gym
Central Business District	Hotel	Art Gallery	Pub	Exhibit	Gym
North Capitol Hill	Gym	Zoo	Dog Run	Food	Flower Shop

Neighboring Neighborhoods

- Finding the closest popular neighborhoods for the suitability of the location

Neighborhood	Number of Venues	Number of Closest Popular Neighborhoods
Congress Park	8	2
Lincon Park	14	3
Highland	44	2

Recommendation

- It is recommended that the most suitable location for a new gym is Hilltop
- Hilltop combines both a popular destination and proximity to other popular neighborhoods
- In the future, data can be explored more to gain better insight on the problem