



Opening a gym in Rome

A territory analysis



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Introduction/Business problem

- We live in a time when physical well-being and health care is highly developed
- For this reason there is a strong demand for structures where to practice physical activity
- Finding the right place to open an activity is one of the key factors that make the difference between being successful or lose a lot of money
- Using data science methodology and machine learning techniques this project aims to help decision making for investors to find the optimal location where to open a new gym in Rome



Introduction/Business problem

- During the daytime, specially early in the morning and during lunch break, office areas provide an excellent opportunity for gyms
- Our study, leveraging demographics, Foursquare and economical data tries to understand which is the best location to open a new gym in Rome



Data

- List of Neighborhoods of Rome from Wikipedia
- Latitude and longitude coordinates of Neighborhoods from Google
- Rent location prices to inform investors about the investment required
- Foursquare data to explore boroughs
- Opendata databases to complement Foursquare information