

Finding the best spot to open a gym

IN TREVISO PROVINCE, ITALY

A STUDY BY FILIPPO MICHIELON

Can data help us choose an area to open a new gym in our area?

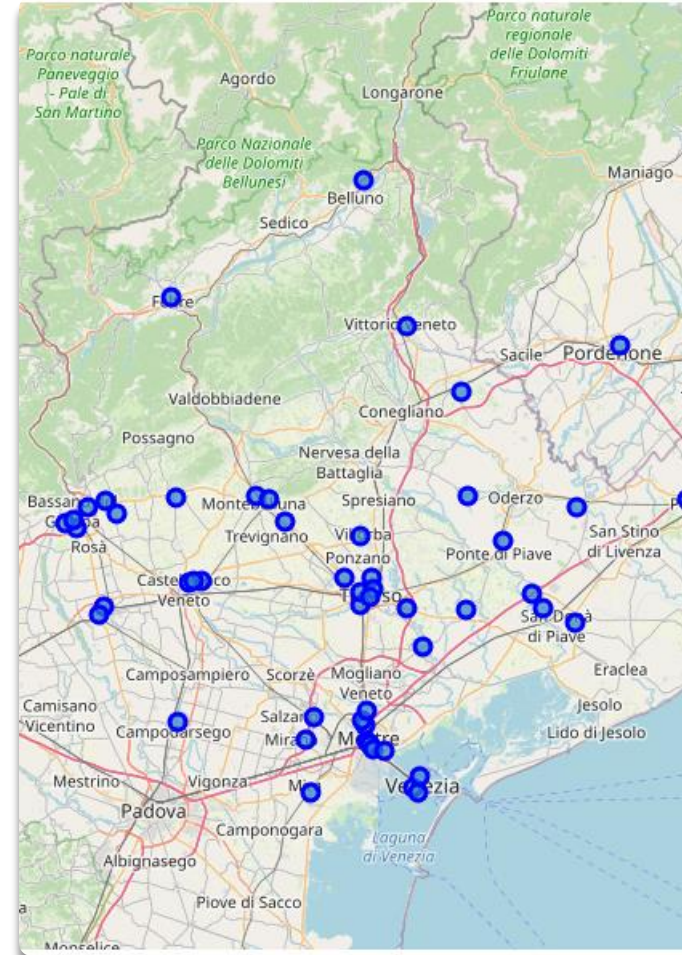
- ▶ A friend wants to open a new gym in our Italian province, Treviso
- ▶ I want to help him analyze the current offer of gyms in the area, without having to manually search and check all existing gyms
- ▶ He is looking for areas where there are no gyms already, because it is usually difficult to open a new activity and 'steal' pre-existing activities customers
- ▶ We want to include municipalities population data to better analyze where he could have more potential customers

Data acquisition

- ▶ Three datasets have been used for the analysis:
 - ▶ Treviso province population data, divided by municipalities, available through Istat (Italian statistics institute) portal in Excel format
 - ▶ Existing gyms data, available via request to Foursquare APIs, specifying the gym category as we are looking specifically for this type of venue
 - ▶ Treviso province geospatial data in order to be able to generate a choropleth map of how the population is divided in the various municipalities in our province, available through Openpolis GitHub in geojson format

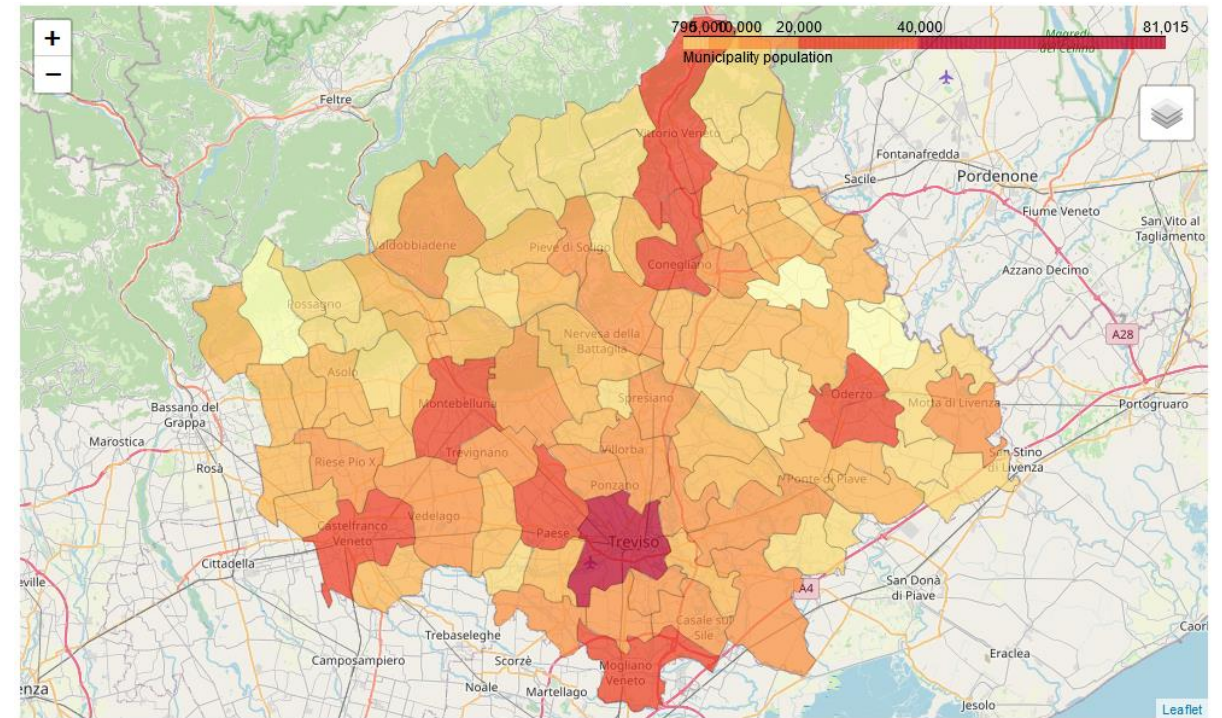
Data analysis I

Distribution of the existing gyms in the province of Treviso and nearby territories



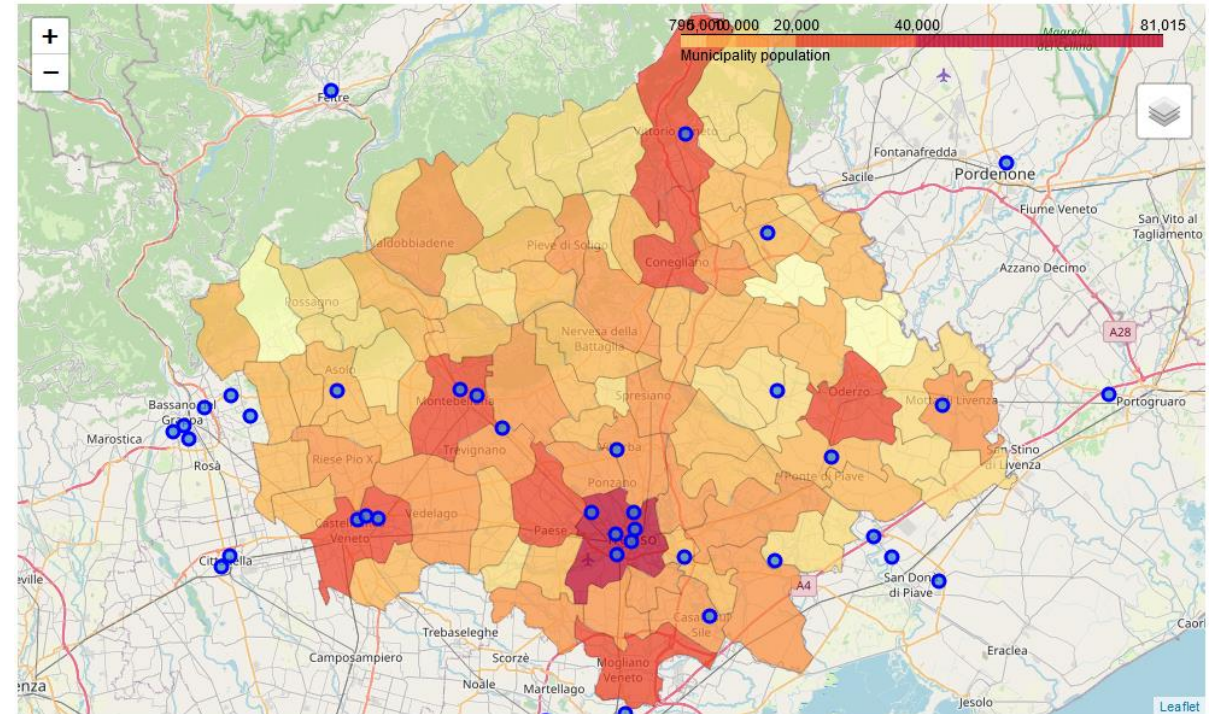
Data analysis II

Distribution of population in Treviso province municipalities



Data analysis III

Comparing population distribution and
gyms availability in the territory



Results

- ▶ Two areas have been identified as possible good spots to open a new gym
- ▶ Areas were chosen respectively because there were no active gyms in that zone (green circle in upper left) or the zone was particularly populated without having direct access to gyms within (green circle in central part of the map)

