

Choose Where to Open a New Fitness Center in Chicago

Part I: Introduction

According to National Center for Health Statistics (note), 39.7% of adults aged 20 and over in the US have obesity. As the obesity issue becomes worse over the last decade among Americans, there is a strong demand for gym and fitness facilities, especially in the cities with large number of population.

Chicago is the third largest city in the US and well-known for its beautiful downtown skyline as well as its long windy winter. Its cold weather starts in December and stretches all the way to March or even April. In cold and windy days, people are more likely to stay indoors when doing exercise, and gym and fitness facility is a popular business in Chicago. This report will try to analyze and compare different datasets and help business owners find the best possible location for opening a new fitness center in the city of Chicago.