# Toronto neighborhoods exploration for Gym opening

Gym location

- During and after the pandemic crisis it is more important that sports facilities like Gyms or Fitness Centers are located closer to people homes

- Research aim was to find neighborhoods with least Gyms and most population

- Population size shows possible nearby market size

- Number of existing Gyms show number of Competitors

Data

- Toronto Neighborhood&Postal code data was scraped from Wikipedia

- Toronto Neighborhood geospatial data was scraped

- Toronto Neighborhoods population data was scraped from StatCan

- Toronto Venue data by Gym category was fetched from Foursquare

- 102 Neighborhoods were in the final set with population from 0 to 76k

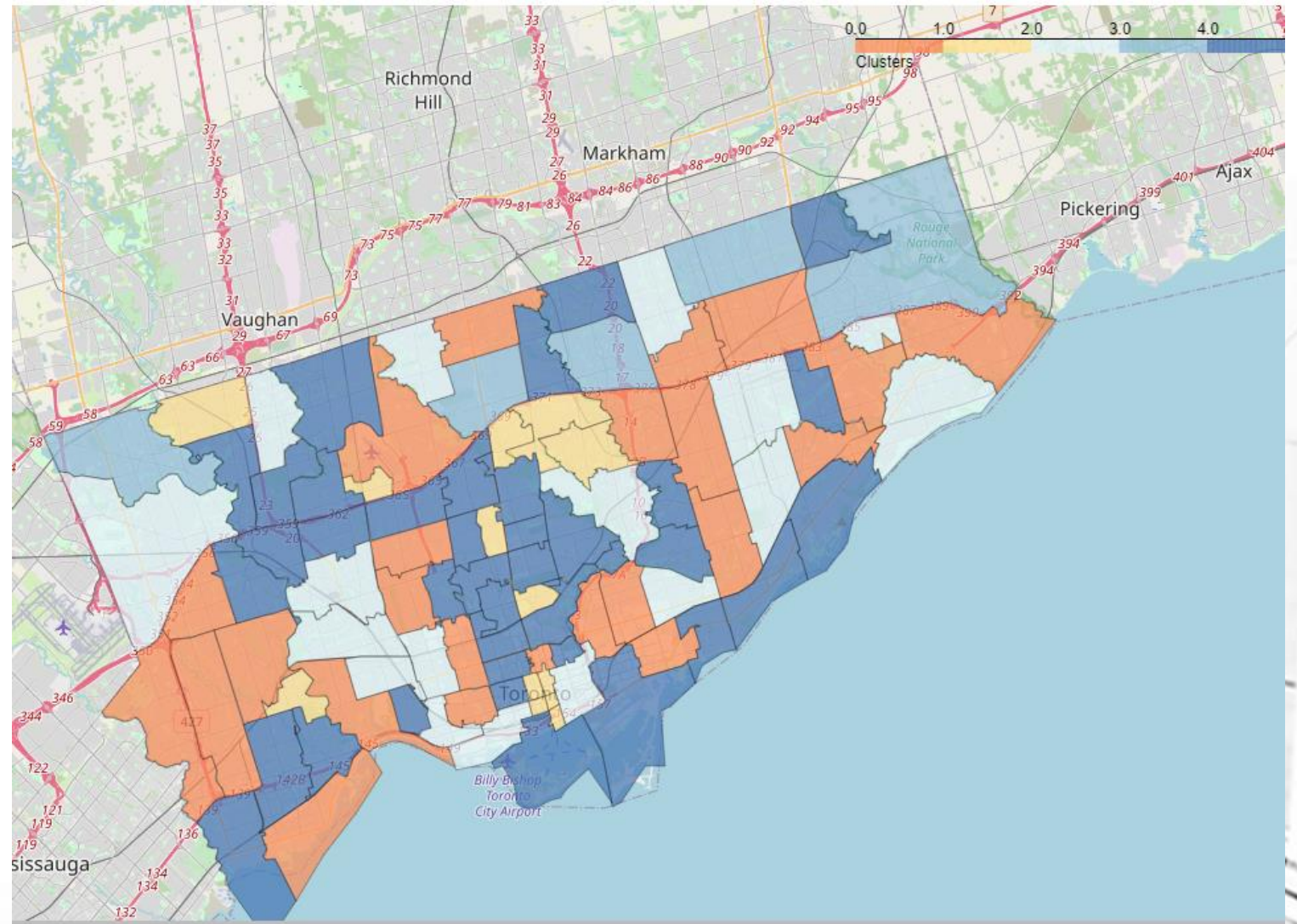- Toronto's 649 existing Gyms were in the final set

Cluster scatterplot
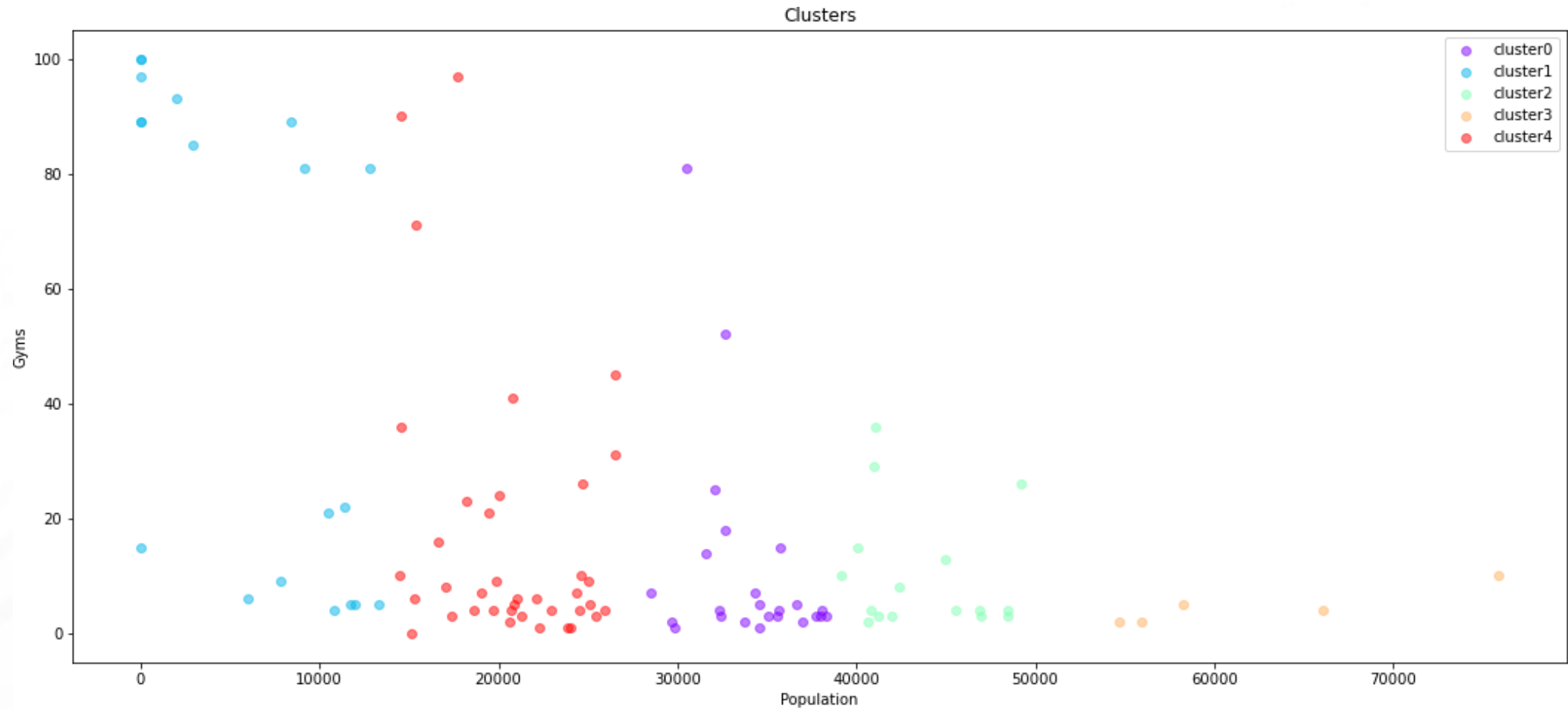
Clustering neighborhoods as methodology

Cluster 3 (medium blue) is with least gyms and maximum population

Conclusion and recommendation for future

- Cluster 3 is the best for opening a gym - 5 Neighborhoods with 55k-76k population and 2 to 10 Gyms

- Next step in analysing suitable location should be socioeconomic analysis and people habits