



Yoga in Toronto

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Introduction

If you have ever dived into the space of personal care, chances are, you will most likely come across the recommendation of taking up Yoga.

It's not only "hip", but it has a lot of health benefits such as :

- Increased Flexibility
- Increased Muscle Tone
- Better Cardiovascular Health

And, it's great for mental health too!



Business Problem

It is no surprise that Toronto is a lively and young city - a lot of young professionals live and work there.

And, it is no surprise that the target market for yoga studios are the millennials and generation Z's ; the frequent gym-goers.

Hence, it's time to investigate what the Yoga Studio scene in Toronto is like - and where to open a Yoga Studio.

This depends primarily on the number of yoga studios in a given neighbourhood - we wouldn't want to be opening a studio in a place where there are 10 other studios to easily switch to!

01 | Data Used



FOURSQUARE

FourSquare's API has always been the go-to for location data. The data from Foursquare contains venue data of yoga centres in neighbourhoods.

All you need is a developer account and you can make quite a sizeable amount of API calls - for free!



WIKIPEDIA

Data was also scraped from Wikipedia using lxml package on Python. Further coordinate data were further extracted from the Geocoder package.

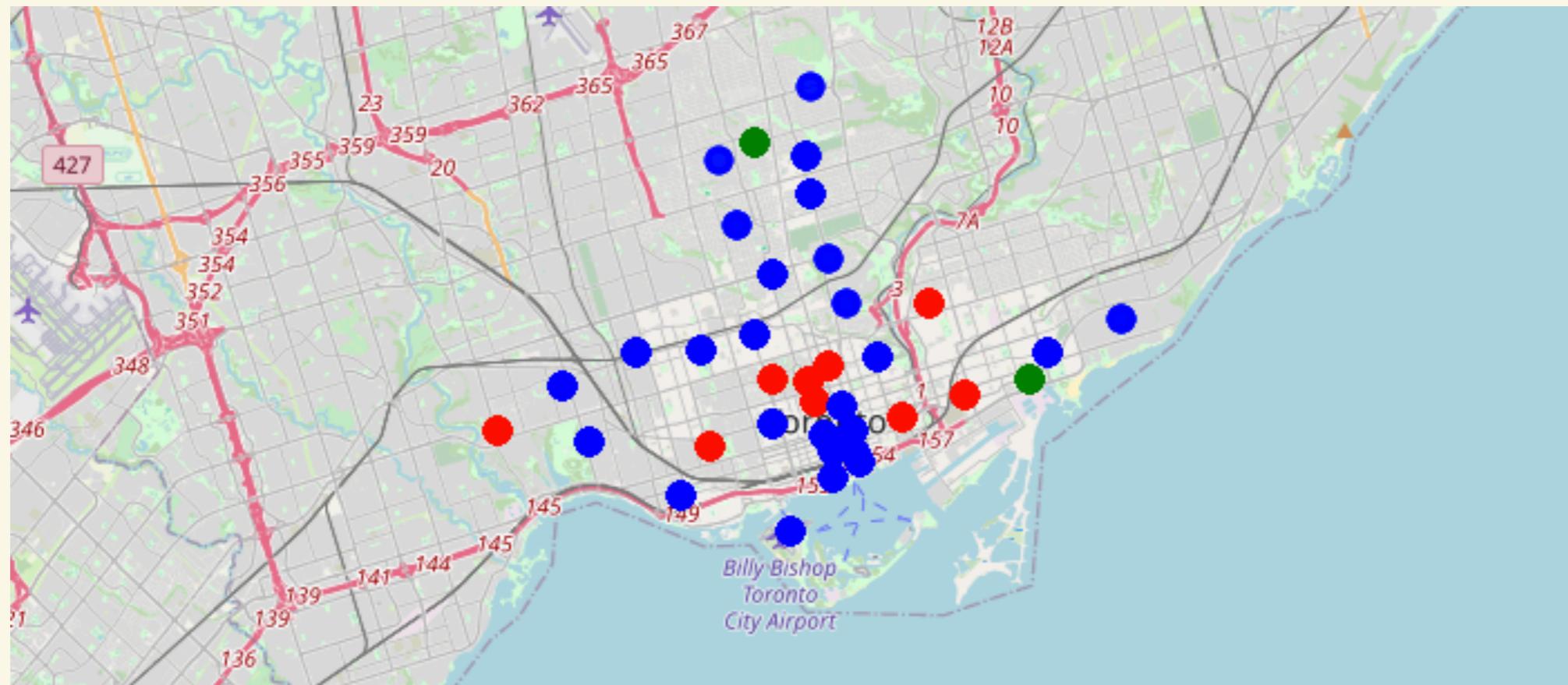
Sometimes, I wonder what it's like living without Wikipedia.

Om, how do I approach this problem?

1. **Neighbourhood Data Gathering:** Data on neighbourhood was scrapped from Wikipedia. The “Geocoder” package was then used to merge coordinate data with the neighbourhood data - resulting in a data frame.
2. **Yoga Studio Venue Data :** Data on yoga studios were pulled from the Foursquare API. This was done by pulling data from Foursquare and subsetting it to “Yoga Studio” venues only.
3. K-Means was then used to determine the types of neighbourhoods - based on the number of yoga studios in that following neighbourhood.

Namaste.

In total, there are 3 clusters found :



Cluster 1 : Not that many yoga studios.

Recommendation : These areas do not have that many yoga studios - might be a good place to open up!

Cluster 2 : Densely Populated Yoga Studios

Recommendation : These areas have many yoga studios around - avoid!

Cluster 3 : Not too many Yoga Studios

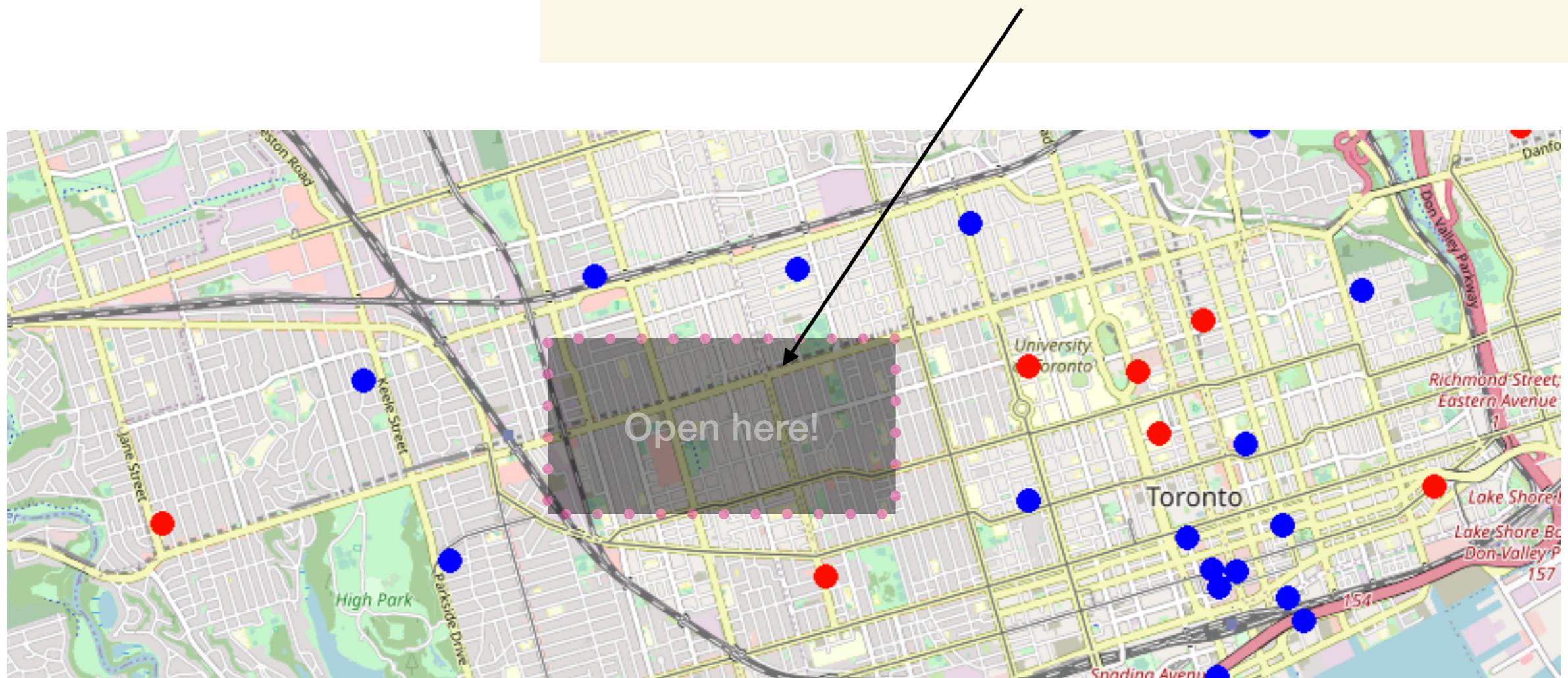
Recommendation : These areas do not have that many yoga studios around - hence, it is neither a bad nor good idea to open one in these neighbourhoods.

Maybe Not?

There seems to be a lot of yoga studios in Toronto - hence, it might not be a good idea to open one up there.

But, if you still insist... here are some tips :

- Open a yoga center in neighbourhoods with either green cluster (North Toronto West Area) or blue cluster. Note that there are limitations here of course - perhaps there are not that many yoga studio in green neighbourhoods as those are industrial areas.
- It is important to note that there are some areas where there are no yoga centres! For instance, a prime area would be - west of University of Toronto. There are no yoga studios here - good place to open one up!



Namaste for Reading!