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# Recommendation for setting of Gym in Singapore

Lim Xin Xiang  
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# Introduction



With the aging population growing in numbers in Singapore, many people are focusing more on health in order to achieve healthy aging

As a result, there are increasing number of gyms or fitness centers that are being set up across all parts of Singapore

## Business Problem

**Where will be the best location to set up a gym/fitness center in Singapore now?**

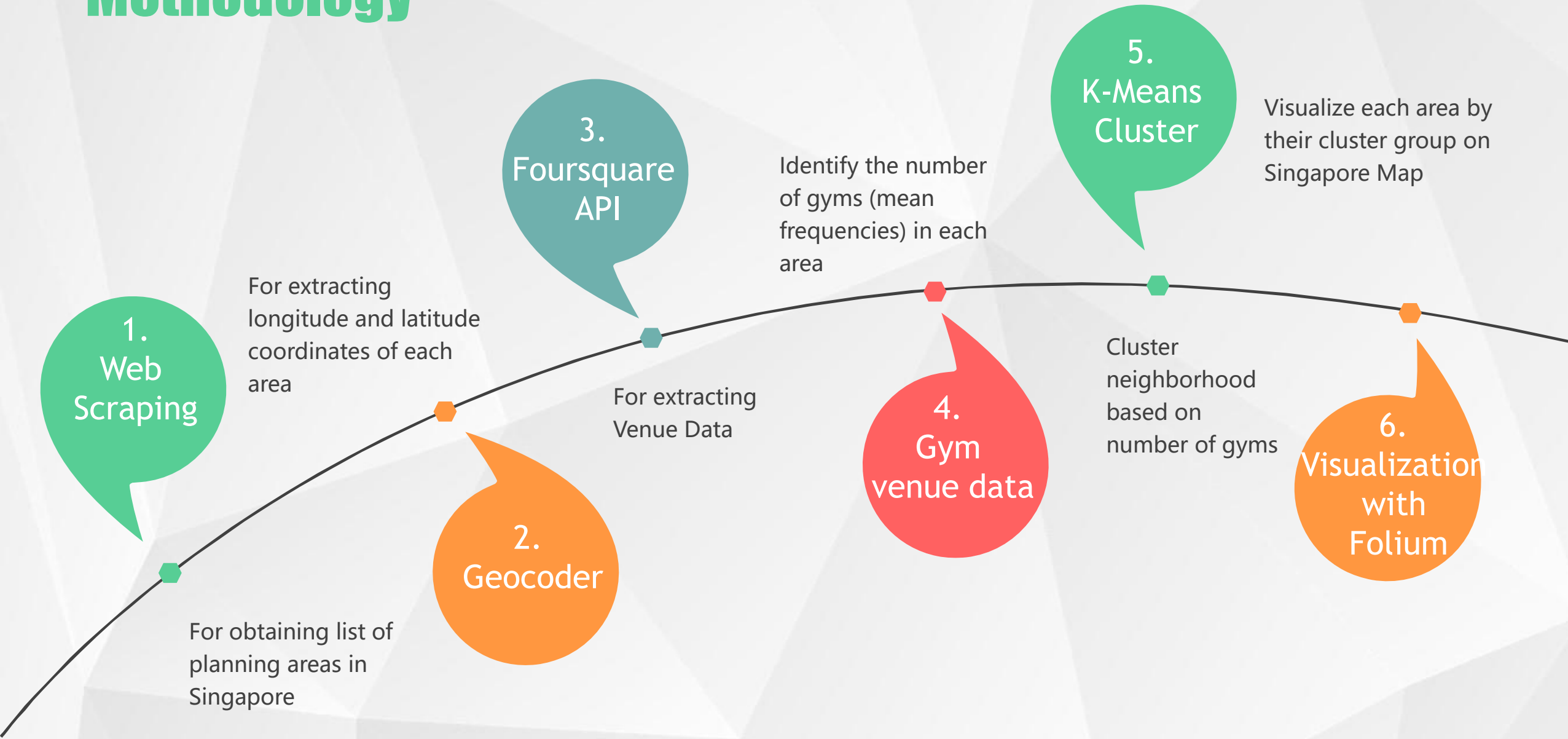


# Data required

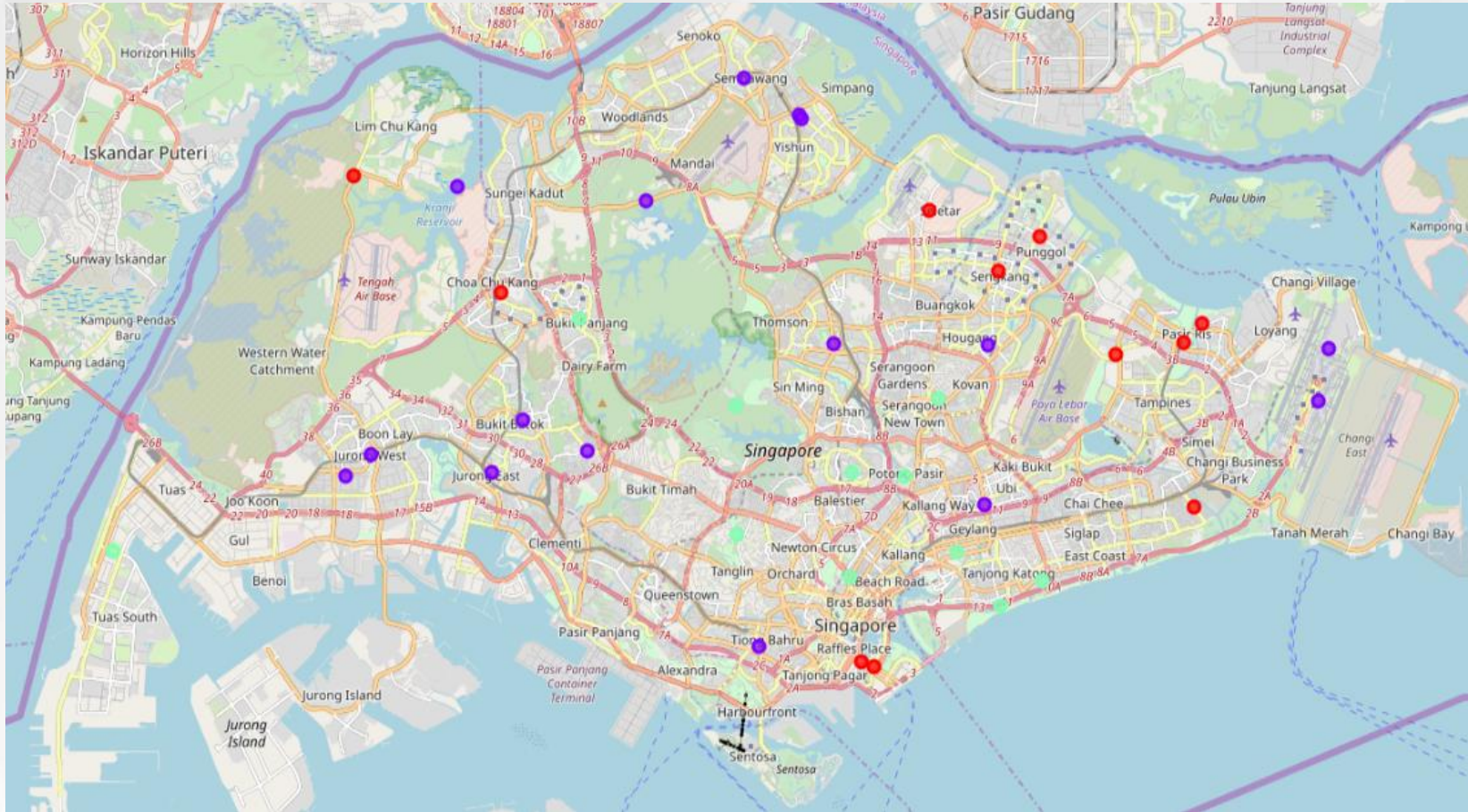


1. List of Planning Areas in Singapore  
[https://en.wikipedia.org/wiki/Planning\\_Areas\\_of\\_Singapore](https://en.wikipedia.org/wiki/Planning_Areas_of_Singapore)
2. Geographical coordinates of each Areas
3. Venue data from FourSquare  
<https://developer.foursquares.com>

# Methodology



# Results



Legend: Red=cluster 0, purple=cluster 1, light green=cluster2

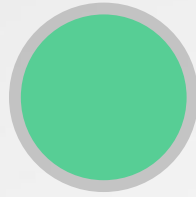
## Identified 3 Clusters

1. Cluster 0 - most number of gyms/fitness center
2. Cluster 1 - moderate number of gyms/fitness center
3. Cluster 2 - no gym/fitness center



# Discussion

01



## Cluster 2 recommended for setting up gyms

Areas in Cluster 2 had no gyms and are promising areas for setting up the next gym.

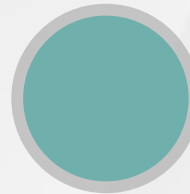
02



## Need to consider population density

It is logical to assume that areas with more people has greater business opportunities for setting up of gyms

03



## Incomplete data used in this analysis

Top 100 venues used in this exercise is only a very small subset considering the densely populated areas in Singapore

04



## Improvement could be made by further adding location markers in each area

Such that 100 venue data from each marker could provide a good coverage of venues

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**THANK YOU !**

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