

The Battle of Neighborhoods

Best locations for a new sporting goods store in Chicago

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Introduction

Chicago is one of the most populated cities in the USA. Chicago is one of ten U.S. cities to have teams from the five major American professional team sports (baseball, football, basketball, hockey, soccer). Chicago has been named as the Best Sports City by Sporting News three times in 1993, 2006 and 2010.

The Task At Hand

The company that is specialized on selling sporting goods decided to expand its business to Chicago. They already have multiple shops in big cities, and found out that most profitable of them are in the neighborhood of various sportive objects, especially various gyms. As far as not all of their shops are highly profitable, they need to be more selective and intelligent in their shop positioning. Chicago is also a new market for them and they suffer from the lack of information.

During the discussion of a business problem we've formulated some criteria, that should be met in desired neighborhood. Business highly relies on gym visitors, so the area should be highly dense with gyms. But not only the number of them is significant. During the previous analysis company found out, that the popularity of gyms plays an important role. They found out, that in areas where gyms are more frequent venues (in other words most typical or common), their shops are more profitable. So we need to make qualitative and quantitative analysis. Foursquare API will be very helpful in making data-driven decision.

The goal

So what is the goal of that work? It is obvious. We need to make a data-driven decision, which locations are the best to begin with expansion to Chicago. The results should be easily understandable by stakeholders.

Additionally, this work may be interesting to various other companies, as it explains methods and ways of finding solution.

Data

Various sources of data were used not only to resolve the problem, described above, but also to get acquainted with city of Chicago and some aspects of its life. Some of that sources are not directly used in this work, but they are a part of investigation work.

1. [Chicago Open data portal](#) - The City of Chicago's open data portal lets you find city data, lets you find facts about your neighborhood, lets you create maps and graphs about the city, and lets you freely download the data for your own analysis. Many of these datasets are updated at least once a day, and many of them are updated several times a day.
2. [Wikipedia](#) - Wikipedia is a free encyclopedia, that contains a great amount of data. Several pages were used to get detailed information to solve a task. [List of neighborhoods in Chicago](#) for neighborhood exploration, and [Community areas in Chicago](#) for a community areas understanding.
3. [Foursquare API](#) - An incredible tool to get information about venues, coordinates and many other well detailed information.