Battle of the Neighborhoods - An Analysis of Fitness in San Francisco

1 Introduction:

According to a poll conducted by US News in 2019, San Francisco was considered the 4th fittest city in the United States. With the new trend of healthy living and fitness it has become now more than ever a good time to invest in fitness centers. Also, with the accessibility to public transportation it has become easier to access different parts of the city.

As a new fitness center startup in the San Francisco area, we need to take an analysis of the city's neighborhoods to find the most opportunistic area to set up a new fitness center. The aim of this proposal is to analyze the neighborhoods by leveraging Four Square's API to see which areas have the right conditions to create a chain of fitness centers.

This will help to guide our company into making key strategic business decisions.

2 Business Problem:

The purpose of this proposal is to find the most optimal location to open a new fitness center. To do this, we need to answer to following key questions:

1. Using FourSquare API, can we get a visual map of different locations with the nearest venues?
2. From those venues, how many gyms or fitness centers are the most common in those neighborhoods?
3. Can we conduct an analysis where we can isolate specific neighborhoods that can be targeted (i.e., Clustering)?