Battle of the Neighbourhood Capstone (Week 1) → New Vancouver Gym

Introduction/Business Problem Section:

For the Coursea Capstone, my project consists of searching for the ideal location to open a gym in the city of Vancouver. Vancouver is the third largest city in Canada with a population of 2,581,000 as of 2020 [1]. It is costal city with warmer weather year around compared to most cities in Canada with on average higher living expenses. With beaches, seaports, and a high number of tourists, it looks to be an ideal city for a stakeholder who is interested in opening a gym. This report will explore the 23 neighbourhoods that make up the city of Vancouver and will analyze for each neighbourhood; the number of fitness locations, income level, gym ratings, and crime rate [2]. From this, a recommendation we will be on where the stakeholder should open their new gym/fitness center.

Data Section:

The data that will be used to compare neighbourhoods are as follows:

1) Number of total gyms per neighbourhood
2) Gym Ratings per neighbourhood
3) Average Income level per neighbourhood
4) Crime rate per neighbourhood

Using Foursquare API location data along with city of Vancouver statistics, data from the above points will be obtained.

Reference:

[1] Vancouver Population Statistic - https://www.macrotrends.net/cities/20404/vancouver/population

[2] Vancouver Neighbourhood Breakdown - https://vancouver.ca/news-calendar/areas-of-the-city.aspx