



# SuperFit gym in Paris

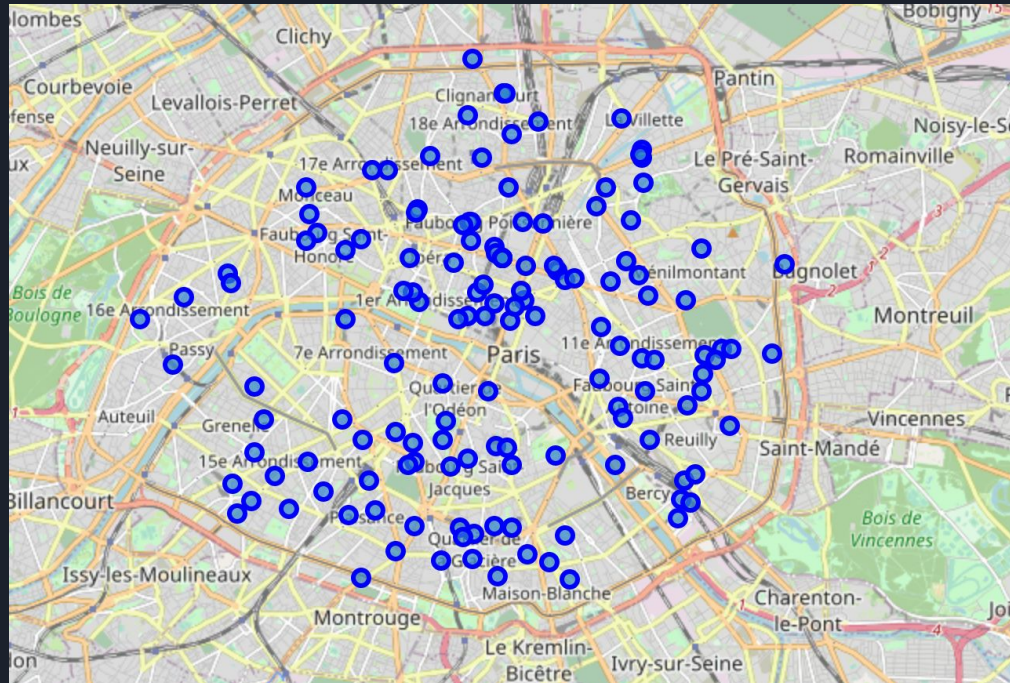
Selecting in which district SuperFit should open its first gym in Paris



# Introduction

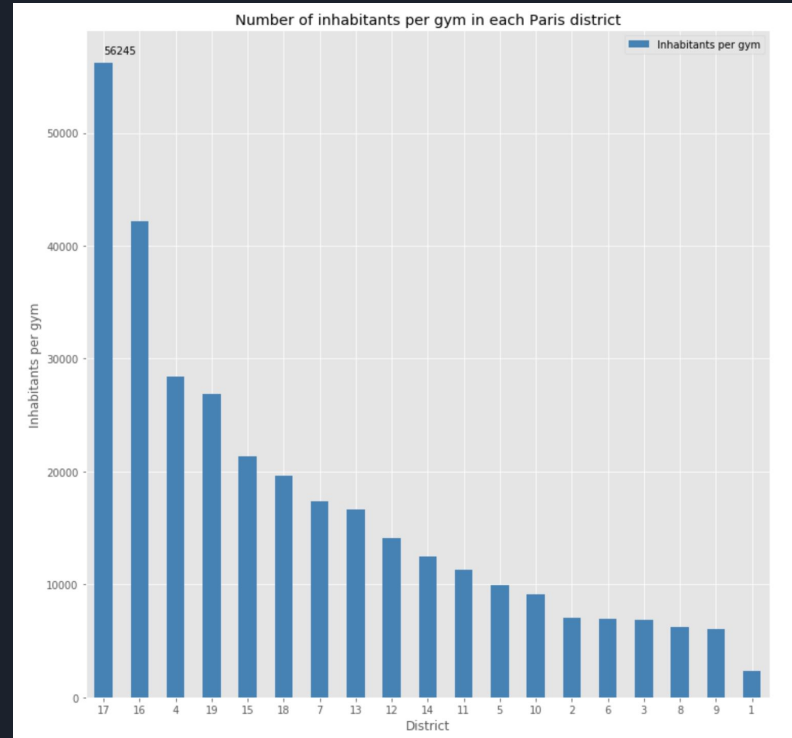
- SuperFit gym is a low cost gym already established in other cities in France like Lyon and Bordeaux
- For 2020, the gym would like to open its first gym in Paris
- As more people work from home, SuperFit would like to open its gym where people live instead of where people go to work
- SuperFit gym asked us to find the district in Paris which has the most inhabitants per gym in order to address the largest unmet market and to face less competition

Paris has 20 districts and 144 gyms according to FourSquare



Map of the gyms in Paris

The 17th district is the district with the most inhabitants per gym in Paris





# Recommendations

- Given the data found on FourSquare, SuperFit should highly consider the 17th district regarding the gym opening.
- The 17th district has 56,245 inhabitants per gym followed by the 16th district with 42,138 inhabitants