A RECOMMENDER SYSTEM FOR ESTABLISHING A FITNESS PRODUCTS STORE

Capstone Project - The Battle of the Neighbourhoods (Week 1)

Applied Data Science Capstone by IBM/Coursera

Introduction: Business Problem

A commercial fitness products company wants to open their stores across United States. However, it wants to open its first store in New York city. The company wants to find a perfect location in New York to open its first store. To start with positive vibes in expanding their business, the company wants to find a good location to open that store. If the company can open a store in the location where the most of the top-rated fitness centres, they can have good business. For that, the company wants to perform some analysis about the fitness centres located in New York and wants to know some insights from the analysis. Finally the company will make a decision based on the conclusions derived from the analysis.

In this project I will try to find an optimal location to open a store for the company. Specifically, this report will be targeted to stakeholders interested in opening a commercial fitness products store in New York, NY.

First, I will try to find the locations where most the fitness centers are located in New York, NY. Later, I will try to filter those locations based on the number of likes given by the customers. If both criteria are matched, that location is considered as optimal location for open a store.

I will use my data science capabilities to generate a few most promising neighbourhoods based on this criterion. Advantages of each area will then be clearly expressed so that best possible final location can be chosen by stakeholders.

Target Audience:

- Individuals or companies who wants to open a new fitness product stores in New York

- Individuals or companies who wants to find out the best fitness centres in New York
- Individuals or companies who wants to find successful fitness centres to implement the strategies followed by them in their fitness centers to win the hearts of the customers.