Finding suitable locations to open a Gym in Athens, Greece

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1. Introduction / Business Problem

The aim of this project is to find suitable locations to open a **gym** in the **Athens** greater metropolitan area [Athens and its suburbs], Greece.

The first requirement is that the new gym should be easily accessible by its prospective customers and more specifically it should be located **near a metro station**. The **number of gyms already existing in an area** should also be considered so that fierce competition be avoided if possible.

Apart from the obvious intended stakeholders, entrepreneur looking to start a gym business, similar methodology could be used for other specific types of businesses. It can serve as an initial starting point of locations to consider to start their business.

For the project objectives to be achieved, python geolocation libraries will used, along with the Foursquare API. Also, in order to create clusters of similar candidate locations, the K-Means machine learning clustering algorithm will be used.