



Opening a new Fitness Center in Mumbai,IN

IBM Applied Data Science Capstone

JULY 2020



Introduction

In today's stressful daily lives, a fitness center serves as the perfect place to improve physical as well as mental well-being. It serves as an escape from the world where your entire focus is on yourself and how you can improve. It is very often a place where people can let go of their stress and focus on pushing themselves to the limit, to achieve their goals, whatever they may be. Simply signing up to a fitness center is considered a sign of commitment, and it teaches a lot of values, not least of which being that hard work always pays off.

With a large young population, Mumbai is one of the hotspots for trending activities- a fitness center is one of those at the front of that list. The demographic of Mumbai falls right into those of the desired prospective clients- the young and working population who are very conscious about how they look and are willing to go the extra mile in order to improve their physique.

Shortlisting a nice location for the fitness center can be a daunting task, since Mumbai is a large city and the location determines the per capita wealth for that neighborhood. As such, picking a good location, which is convenient to reach and appropriately priced, becomes a task of paramount importance.



Business Problem

The objective of this project is to identify the best location in Mumbai to open a new fitness center. We will be applying a lot of data science methodologies and techniques such as clustering to find the most suitable neighborhoods in the city of Mumbai where a new fitness center can be opened up.



Target Audience

The target audience for this project is developers and investors or even fitness enthusiasts who are looking to open up their own fitness centers but don't know which location should be selected. With a lot of fitness centers going out of business during the current Coronavirus pandemic, it serves an opportunity to take over considerable market share by choosing the right locality.