



Exploration of possible store locations

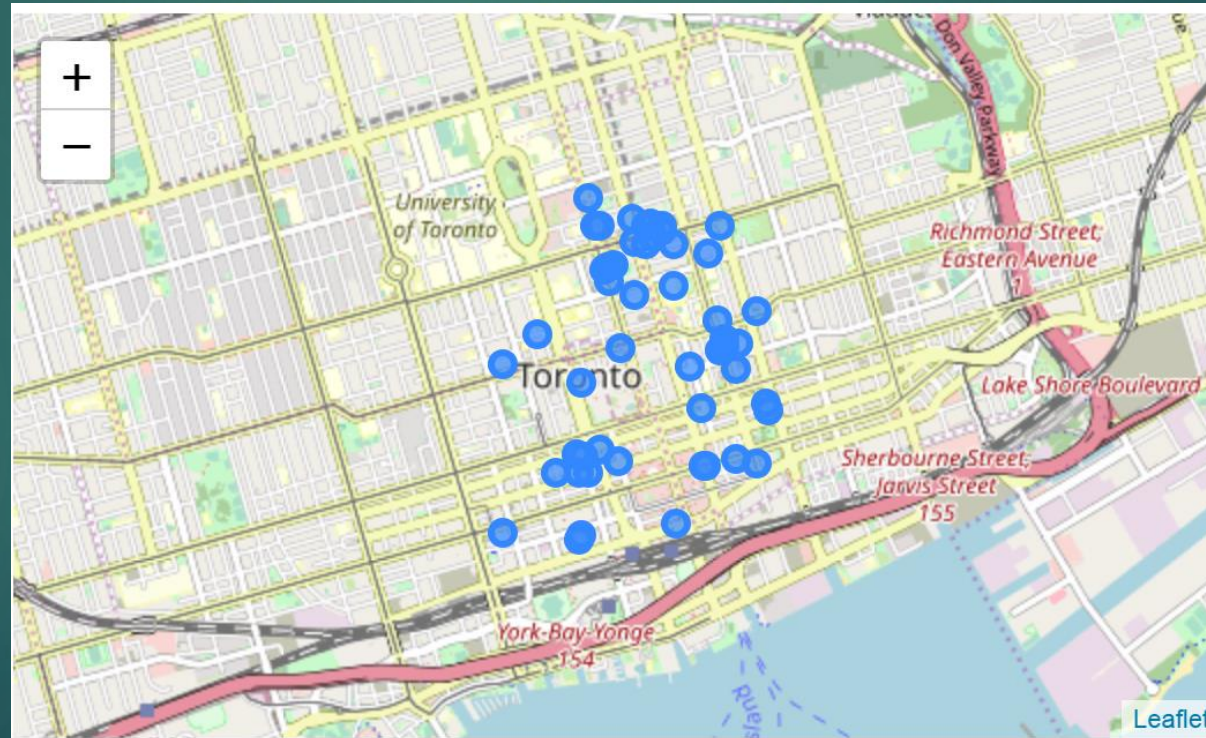
APPLIED DATA SCIENCE CAPSTONE PROJECT

Task: find favourable areas for opening multiple stores in Toronto

- ▶ The stores: protein powder shop
 - ▶ Number of stores to be opened: to be defined
 - ▶ Target audience: gym members
- Recommendation: areas with large number of gyms

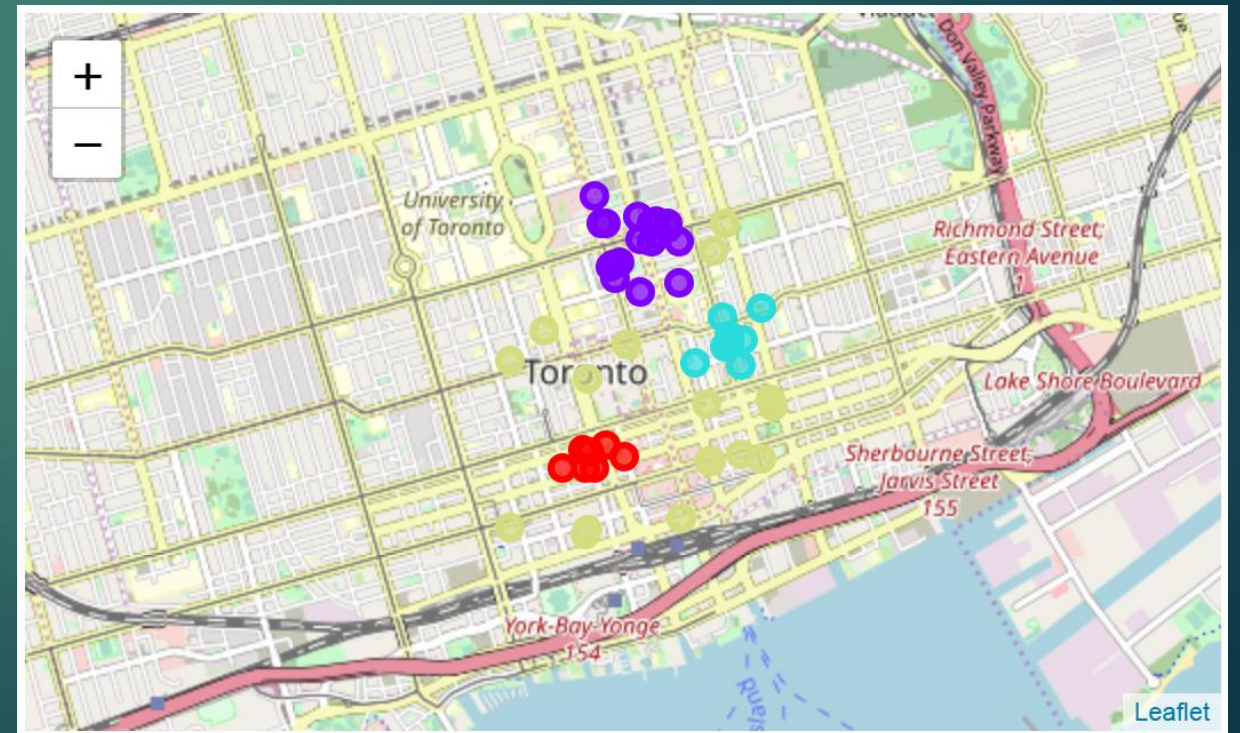
Data extracted from Foursquare

- ▶ 50 gyms were identified within a 10 km radius of Toronto city center



Approach: clustering using DBSCAN

- ▶ Advantages:
 - ▶ number of clusters does not need to be fixed
 - ▶ Distinction is made between clusters and outliers
- ▶ Result: 3 clusters are identified



Recommendation: open 3 new stores

- ▶ Opening a new store in each of the 3 clusters that were identified will result in
 - ▶ Maximized visibility to gym visitors
 - ▶ Minimized number of stores to be opened → minimal investment