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| Decorative | | | | |
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| next branch location  selecting best location in miami, fl | | |
| gym services and sport wear co | | Info@gymnextgen.com |

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| Decorative | | | | |
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|  | forward looking  As societies evolves to be more fitness and health conscious, major cities witness a major change in the number of gyms and sport stores in the heart of their more populous places. Avid for lifestyle change, people look for ways to be more active after long hours sitting in an office, usually the most common position for city slickers living and working within tower buildings. Our company is committed to help people and service providers in their search for better life. Our next step, opening a branch in the paradisiac Miami, but where? | |  | |

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| new methods for old problemsData Search Presumably the most efficient and optimum location for any given store providing any kind of goods or service can be selected looking at the major geographic concentrations of potential customers. New available geospatial analytics data provide pertinent information regarding business and customers locations. FourSquare FourSquare is a service company specialized in providing many sorts of geospatial data oriented to business and customers. Most common data provided by FourSquare are tables containing information of businesses name, type, geographical coordinates and addresses which are located within a certain radius from a given location. The most popular businesses at current time located around a certain location. Business users reviews and users’ activity information. | |
| A picture of many lightbulbs with only one lit | |  |
| Capturing Relevant Data from the Internet | |  |
| Interrogating FourSquare FourSquare requires as input coordinates and radii to give back a result. In this case, a public webpage from Wikipedia.org containing geographical coordinates of the different neighborhoods within Miami, Fl is used. The data was capture using a technique called webscraping which involves using two specific python libraries in a Jupyter Notebook: requests and BeautifulSoup.  The webscraped webpage is located in following address:  <https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Miami> | |  |

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| DATA description In the following lines is presented a brief description of the two main datasets collected. Web scraped Miami neighborhood data The data available in Wikipedia locates 24 neighborhoods belonging to city of Miami and covering a total area of 92 square kilometers. The table includes each neighborhood population and population density. Here below a snapshot of the five (5) most populous areas.   Business Indexes and Locations from FourSquare Service The word ‘gym’ was used to request a data query to FourSquare Service within a radius of 1,000m for each neighborhood location coordinates to ensure all targeted businesses were considered. The resultant data was parsed and converted into a “pandas” dataframe. Next, several data rows belonging to business which were not of interest were filtered out (e.g. school gyms, hospitals, hotels, etc.). Finally, all duplicates were removed. The resulting dataset includes 129 gym venues, their names, address and geographical location. | | | |
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| Wikipedia Locations  Miami Neighborhood Location and Population data “scraped” from Wikipedia webpage | FourSquare Venus List  FourSquare Service query listed all gym venues across Miami Neighborhoods. | | DataFrame  Venues List into DataFrame, filtered and cleaned ready to use |