

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

Applied Data Science Capstone by IBM/Coursera

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Introduction: Business Problem

In this project we will try to find an optimal location for a gym. Specifically, this report will be aimed at those interested in opening a gym specializing in Pilates in Paris, France.

Since there are many gyms in Paris, we will try to detect locations that are not already crowded with gyms.

We are also particularly interested in areas without Pilates gyms nearby.

We also prefer locations as close to the city center as possible, assuming that the first two conditions are met.

We will use our data science powers to generate some of the most promising neighborhoods based on this criterion.

The advantages of each area will then be clearly expressed so that the best possible final location can be chosen by those interested.