# IDENTIFYING YOGA-FRIENDLY NEIGHBOURHOODS IN FRANKFURT A.M, GERMANY

IBM Applied Data Science
Capstone Project
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# FRANKFURT NEEDS NEW YOGA STUDIOS

- Frankfurt am Main is a world city, and internationally renowned as a financial hub and an important centre for industry, services and exhibition space

- "We're really experiencing a boom in yoga" says Kumud Schramm, spokeswoman for Germany's Yoga Teachers' Association

- Opening a yoga studio requires to find a suitable neighborhood in this vibrant city

- Identify „yoga-friendly" neighborhoods in Frankfurt a. M, Germany where we can open a Yoga studio business.
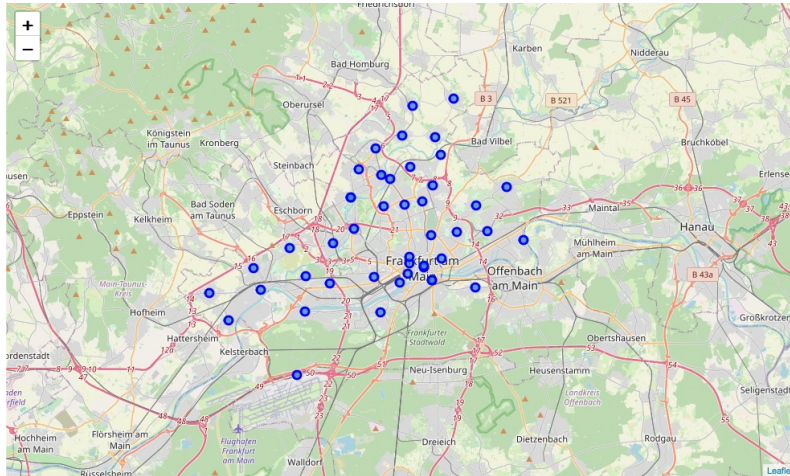
# STAKEHOLDER INTEREST

- Of interest to yoga teachers looking for new neighborhoods to start their businesses.


- Employees and students can benefit from this information to be able to choose from a large offer of yoga studios.
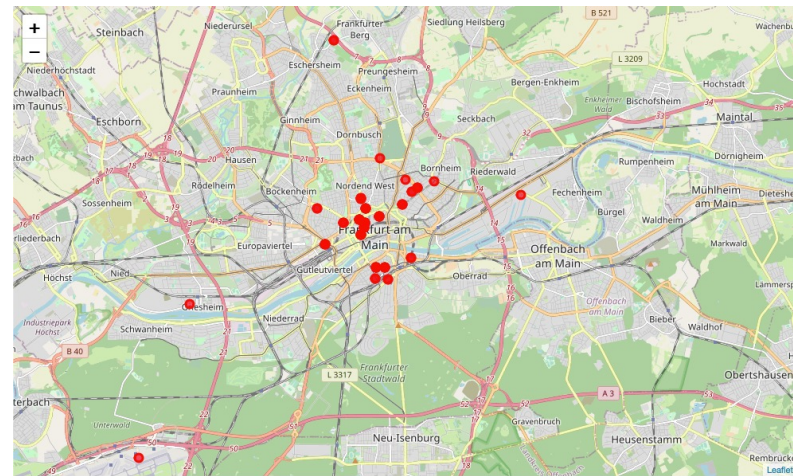
# DATA AND METHODS

- Neighbourhood boundaries

- Types of venues needed to open a yoga studio (offices, universities and parks)

- The number of yoga studios venues in each neighbourhood

- To identify the most suitable neighborhood for our yoga studio, we used the machine learning method "k-means clustering".
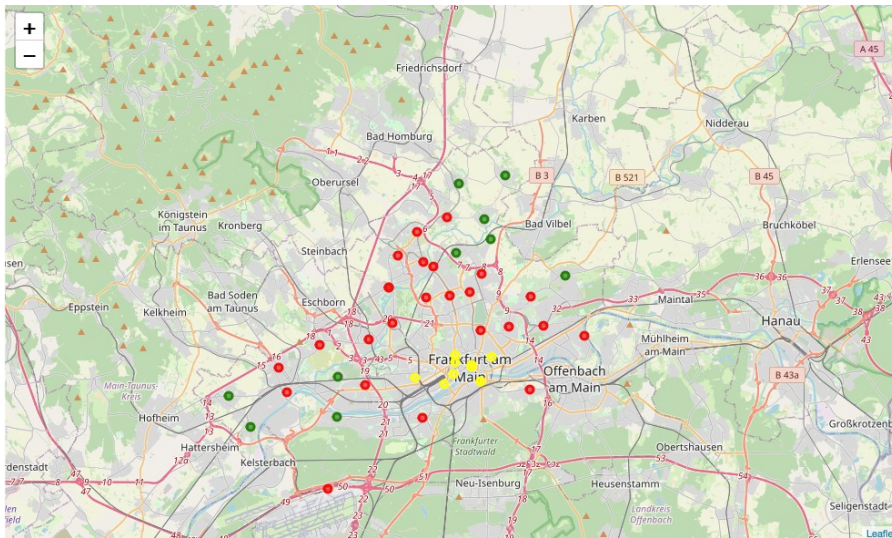
# RESULTS



Frankfurt Neighborhoods



Yoga studios in Frankfurt

# NEIGHBORHOODS CLUSTERS





**Neighborhoods clusters**
**Green: Yoga-friendly, Red: Not yoga-friendly, Yellow:**
**Less Yoga-friendly**

# DISCUSSION

- The "less-friendly" neighborhoods have been changing rapidly and could be actually "yoga-friendly" because of the city expansion.

- This study could be improved with:

 + Adding more venues for analysis such as pools, playgrounds for family yoga-activities or libraries.

+ Add boundaries for each neighborhood.

+ Filter the results by budget as the cost of rental of yoga studios can be very expensive in Frankfurt.