IBM DATA SCIENCE CAPSTONE PROJECT REPORT
Opening a Gym/Fitness Centre in Ho Chi Minh City, Viet Nam

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Contents

Abstract

Introduction

Ho Chi Minh (HCM) city (its former name is Sai Gon) is known as the most populous city in Viet Nam (with a population of over 10 million people). Moreover, HCM city is also the financial centre of Viet Nam. In this dynamic city, there are many opportunities for business activities. Therefore, it is good to think of doing business in this southern beautiful city of Viet Nam.

As the most attractive city of young people in Viet Nam, the gym/fitness service is highly required. Because this sports provides the youth not only the good health but also the well-form body. Hence, opening gym/fitness centre in HCM city promises a beneficial business.

Business problem

In this report, we try to answer the question of "Can we figure out areas in HCM city where a gym/fitness centre can be launched?" Our solution depends on geographical data of Foursquare service, Wikipedia web pages and cluster analysis.

Literature review

Methodology

Results

Main Results related to the purpose of the research or things to disccuss

Discussion

Conclusion

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