# Coursera Applied Data Science Capstone Project

**Exploring the opportunity for opening a new recreational center in Calgary, Alberta**

By: Praise Okwa

May 2020

# Introduction

For many cities like Calgary, recreational centers provide an opportunity for active living and recreation in a safe, inclusive environment. For cities they are incredibly important for a healthy, vibrant community. By creating a positive atmosphere, these facilities become essential to personal health and wellness, thereby reducing reliance on healthcare and other costly social services. This in turn boosts the local economy and can also help contribute to overall economic development. For the city of Calgary, planning a development project like a recreational center, therefore requires details analysis in order to determine the success or failure of any proposed projects.

# Business Problem

My objective for this project is to analyse the city of Calgary using data science and propose the optimum location for a new recreational center. By using Segmentation and Clustering techniques, my aim is to provide insights to a city council/property developer considering the feasibility of such a development.

# Target audience for this project

The target audience for this project are developers or Calgary city officials exploring the idea of building a recreational center and along with other analyses are interested in looking at data led analysis of possible locations to house such a facility.