Battle of Neighborhoods

Best location for a Fitness Gym in Copenhagen

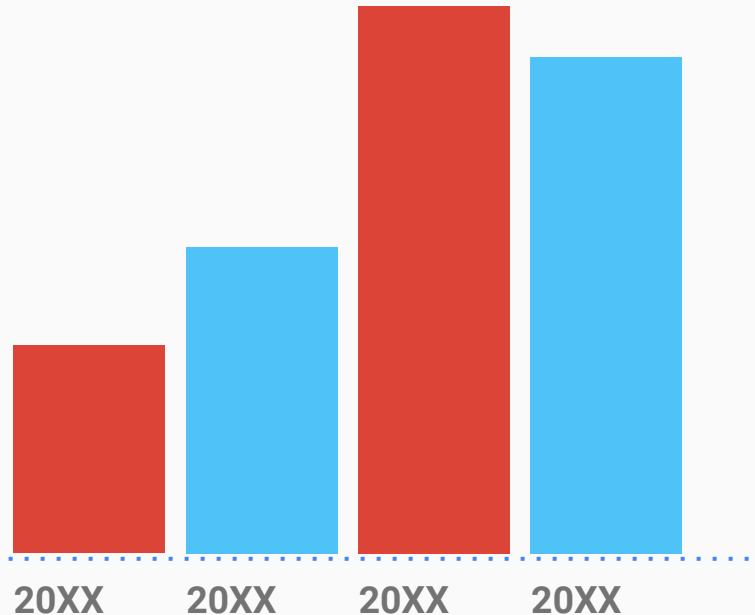# The problem

The company Fitness Global wants to expand business in Denmark.

Identify a few possible locations for opening a first gym in Copenhagen.

20XX   20XX   20XX   20XX

The solution

Using Foursquare and Data Visualisation features, plot the areas of influence of other gyms.

Data Extraction

The location of current gyms are being fetched from Foursquare.

Data Example

Name	address	postalCode	city
Fitness World	Købmagergade 48	1150	København K
Fitness World	Worsaaesvej 17	1972	Frederiksberg
Fitness World	Gasværksvej 16	1656	København V
Fitness World	Esromgade 15	2200	København N
Fitness World	Tagensvej 129	2200	København N
Fitness World	Jagtvej 113-115	2200	København N
Fitness World	Lyongade 23-25	2300	København S

Data Visualisation:
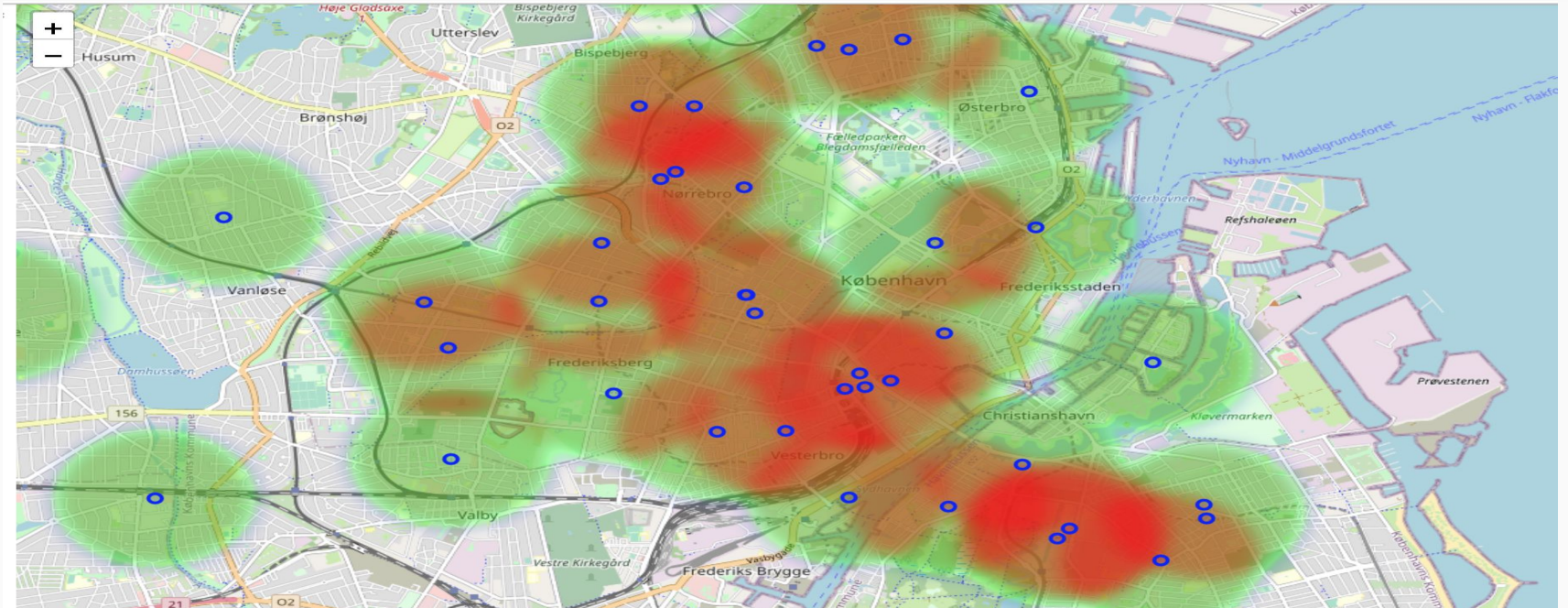
Conclusion

Based on the above, the locations and the areas of influence can be adjusted considering the population density and a better picture of training facilities per person can be obtained.

A gym in the red area is not a guarantee that it will not perform, but probably the marketing efforts will have to be higher to make the gym known and to attract members from other gyms.

The competition is already high if there are 3-4 gyms clustered in an area so free offers, no signup fee, personalised training advice and programs could be considered as a marketing strategy.