

# Battle of Neighborhoods

Best location for a Fitness Gym in  
Copenhagen

19 av.

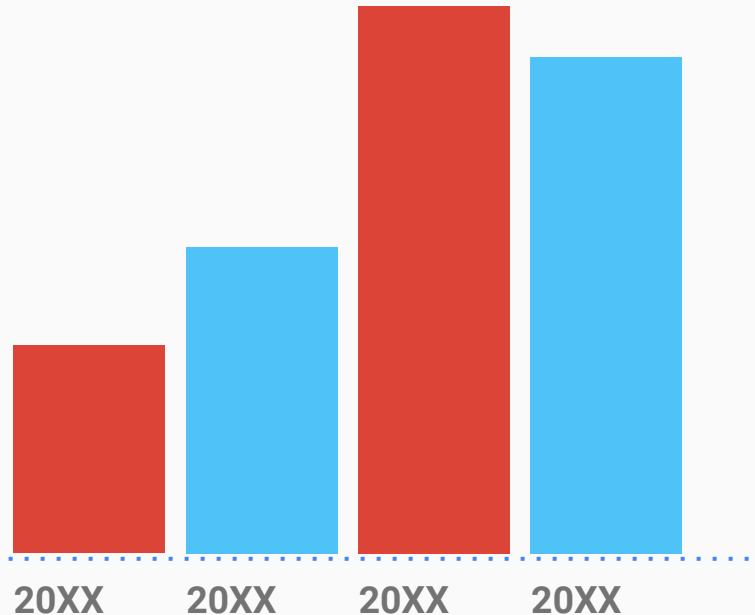
■ New Visitor ■ Returning Visitor



# The problem

The company Fitness Global wants to expand business in Denmark.

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



A close-up photograph of a person's hand pointing at a map or document on a table. The background is blurred, showing some bokeh lights. The text 'The solution' is overlaid in white on the left side of the image.

# The solution

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

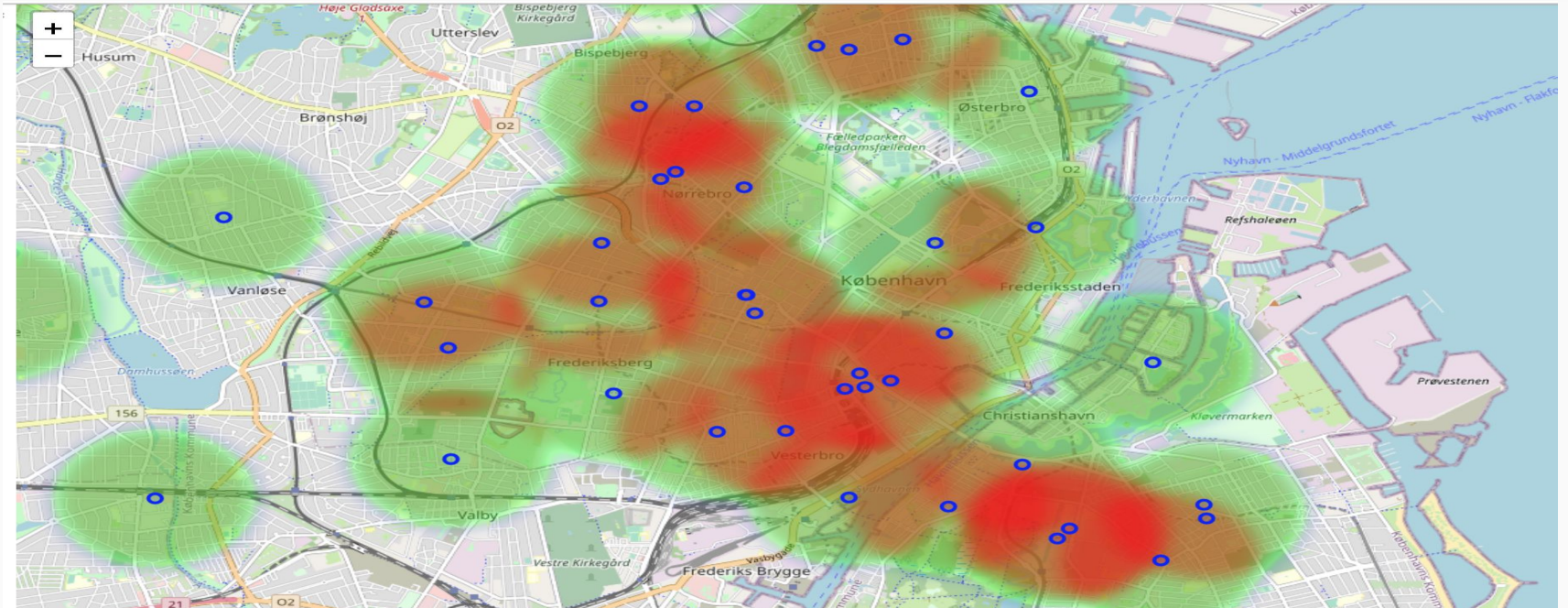
# Data Extraction

*The location of current gyms are being  
fetched from Foursquare.*

# Data Example

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

# Data Visualisation:





# Conclusion

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The Empire State Building is prominent in the center, with its top lit in red and green. To the right, the dark, angular structure of the 111 West 57th Street is visible. The Hudson River and the New York Harbor are visible in the background, with some bridges and distant city lights across the water.

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.