

# INTRODUCTION - PROBLEM AND BACKGROUND

**Problem:** Identifying best Neighborhoods for opening a new gym / fitness centre in New York City

- Fitness chains could use the analysis to decide on which locations in the city would be optimal for expanding their presence
- Relatively newer categories of fitness chains such as cycling studios and yoga studios
- While I've used "gym" as the keyword for searching for data to analyse, the methodology in this analysis can be replicated for other keywords such as "restaurant" to identify new locations
- From a customer perspective, it could be also be used by fitness enthusiasts to figure the best neighborhoods to live in based on density / quality of gyms in the area

# DATA DESCRIPTION

Data used include:

- json file with neighborhoods data for New York City
- Foursquare API – to gather information on locations
- “Likes” data for each location was used as an indicator popularity of the gyms as well as the areas which have maximum footfalls at gyms
- Key assumption here is that people would generally have only a single gym subscription at a time