Coursera Capstone

IBM Applied Data Science Capstone Project

Opening a new Fitness center in San Francisco Bay Area , California

Introduction

In recent years, the number of fitness and health services have increased, expanding the interest among the population. Fitness centers now provide both physical exercises with gym equipment and also halls for yoga to help with mental health. People enjoy going to a fitness center that provides an all round experience, from work out spaces to sauna facilities and in some cases even a cafe that caters to pre and post workout menus.

Business problem

The objective of this project is to analyze and select the best locations in the Bay Area to open a new fitness center. Using Data Analysis and machine learning algorithms like clustering, this project will aim to provide an answer to : If a property developer was looking to open a new fitness center, where would you recommend he do so?

Target audience

This project will be particularly interesting to property developers looking to open or invest in fitness centers. With the current scenario of mental health and obesity in the USA, these centers will aid people in the journey to a better lifestyle and put them in touch with equipment and professionals in this field. The growing need to be healthy is rising rapidly and thus establishments like fitness centers will surely be a valuable investment to property developers.