

1. Introduction

1.1 Background

Having a healthy life style has been a growing trend in the last few years; it has been related to making improvements not only from a health perspective but in most aspects of our daily life from better work performance, self-confidence and many other things. And with the recent covid-19 pandemic and the great increase in people that now work from home a new opportunity for Gyms has been opening up.

1.2 Problem

Gyms are the go to place for people seeking this aforementioned life improvements, most people used to go to the gyms after they left their jobs in their offices, but with the covid-19 pandemic and work from home this routine has been hit very hard, people no longer could go to the gyms and if they could they found out that they would now have to make long trips to attend to the gyms they used to. With this in mind we explore these 3 questions:

- What is / are the best location(s) for a Gym in New York City?
- In what Neighborhood and/or borough should the investor open a Gym to have the best chance of being successful?
- Where would I go in New York City to find the best Gym?

1.3 Interest

People are looking for gyms closer to their new workplace, their homes. In this project we explore a dataset of gyms in New York City, and find out where most gyms are, what are the best gyms, do people have access to good gyms where they live? This will allow us to know where would be best to start a new gym considering several aspects ranging from competition to possible demand. This information is of great interest to entrepreneurs looking to open new gyms in a post pandemic New York City.