The Battle of Stockholm Neighborhoods: Opening a Gym

As a part of the final IBM Capstone Project, I get to try what data scientists go through in real life. Objectives of the final assignments included: definition of a business problem, searching for data in the web and applying Foursquare location data to compare different districts within municipalities of a city of one's choice. During the presentation of the assignment results, I will go through the problem designing, data preparation and final analysis section step by step. Detailed codes and images are given in Github and link can be found at the end of the post.

Introduction

Sweden is one of the world´s most sporting nations in relation to its geography and population. More than three million of its inhabitants between the ages 6 and 80 are members of a sports club – as active competitors, to keep fit or as leaders, trainers or supporters. Sport in Sweden focuses particularly on youth sports and sport-for all. There are about half a million leaders in the sports movement, the majority of whom are volunteers. The financial value of the annual contribution provided by voluntary leaders is estimated to be EUR 2 billion. Being involved in sport in clubs helps people to feel good, both physically and mentally. It is not just the physical activity that is positive, but also all of the meeting places in sport where participants experience fellowship and participate socially. The definition of business problem has come to me naturally:which municipality in the county of Stockholm would be good for opening a gym?

Potential Stakeholders

Result might be useful for:someone who is moving to Stockholm and would like to find an area that fits their active lifestyle; someone who is thinking about opening a gym in Stockholm and would like to find a suitable area for that.