Finding an optimal location for opening an exclusive gym in Manhattan using K-mean clustering

Introduction:

Starting a new business can be very exciting but also risky. There are many factors that needs to be taken into consideration for success of a new business such are: location, competition, safety. Purpose of this project is to find an optimal location for opening an exclusive gym at Manhattan, NY. To answer the question to a client who is seeking the best area to open a new exclusive gym we have to determine which neighborhoods are considered to be safe but also with high income, and we will need to look into competitions since we want to find an area that is not very competitive which will increase chance of business success.