

Yoga Classes

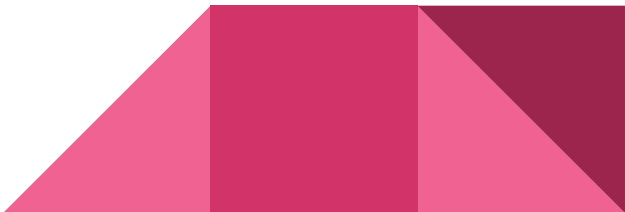
In Munich

Clustering Yoga classes in Munich

- Recommendations for attendees of yoga classes and interested in most convenient and cost-efficient offers on the market
- Recommendations for yoga classes businesses about opening new locations or adjusting their existing services according to changing market demands



Data acquisition and cleaning

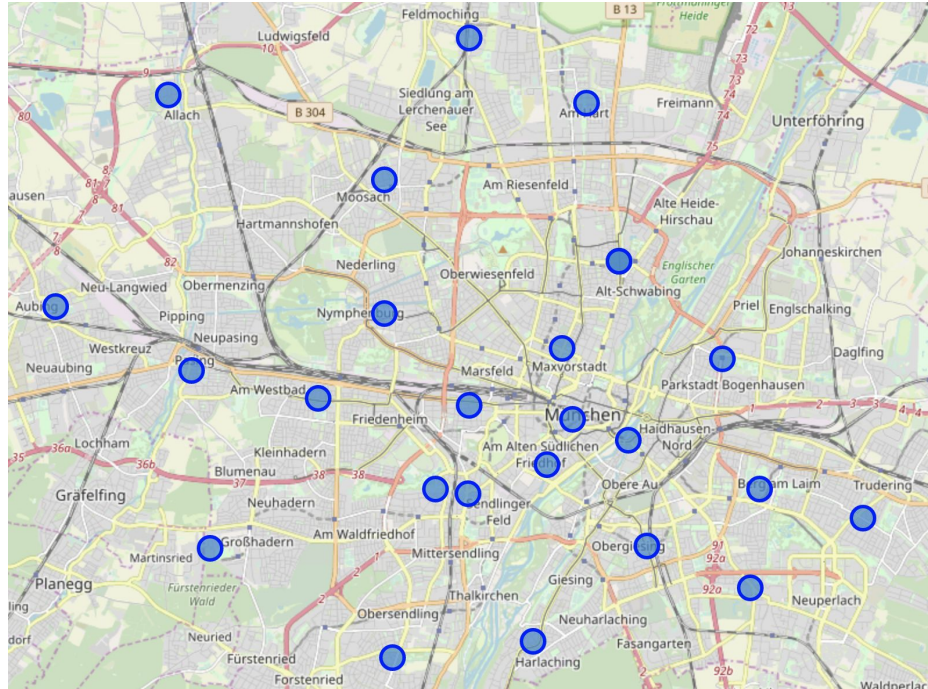
- Geo-data about Munich boroughs from total-munich.com
 - Yoga Studios information from Foursquare API
 - Only studios with online info available filtered
 - 43 rows in dataset after cleaning and deduplication
 - 13 resulting features
- 

One-hot encoding

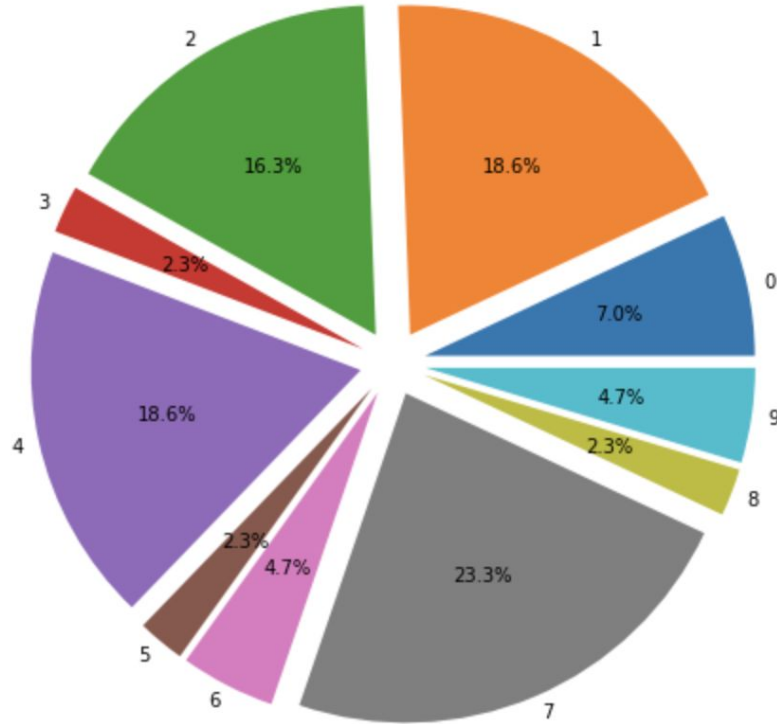
- if studio works at 08:00-10:00 AM, Mon-Fri, than feature is 1, otherwise 0
- if studio works at 18:00-22:00 PM, Mon-Fri, than feature is 1, otherwise 0
- if studio works on weekend Sat-Sun, than feature is 1, otherwise 0



Munich boroughs centers locations



Percentage of each cluster



0 - most expensive classes in the city center

1 - expensive classes close to the center, work in mornings and on weekends

2 - average price classes that work over the weekend

3 - yoga classes in far-far away galaxy :)

4 - affordable classes in the city center only during work time

5 - classes without price information only during work time

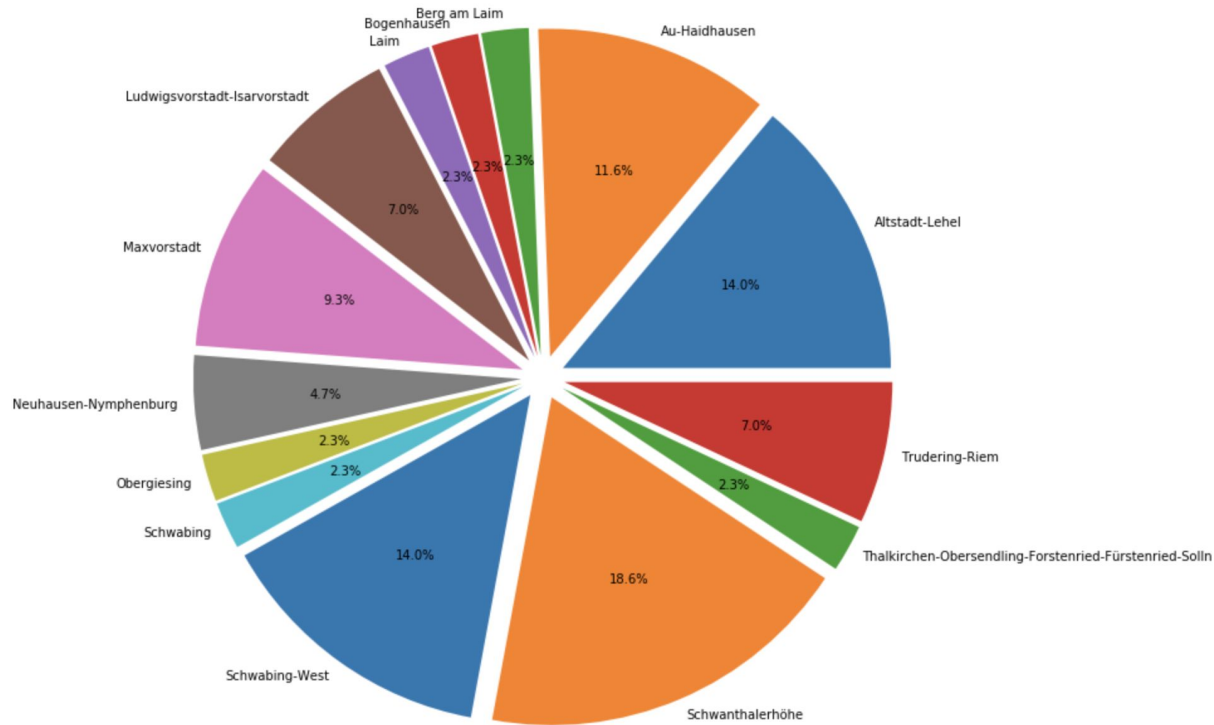
6 - classes far from city center, but working in mornings and on weekends

7 - affordable classes in the city center working in mornings and on weekends

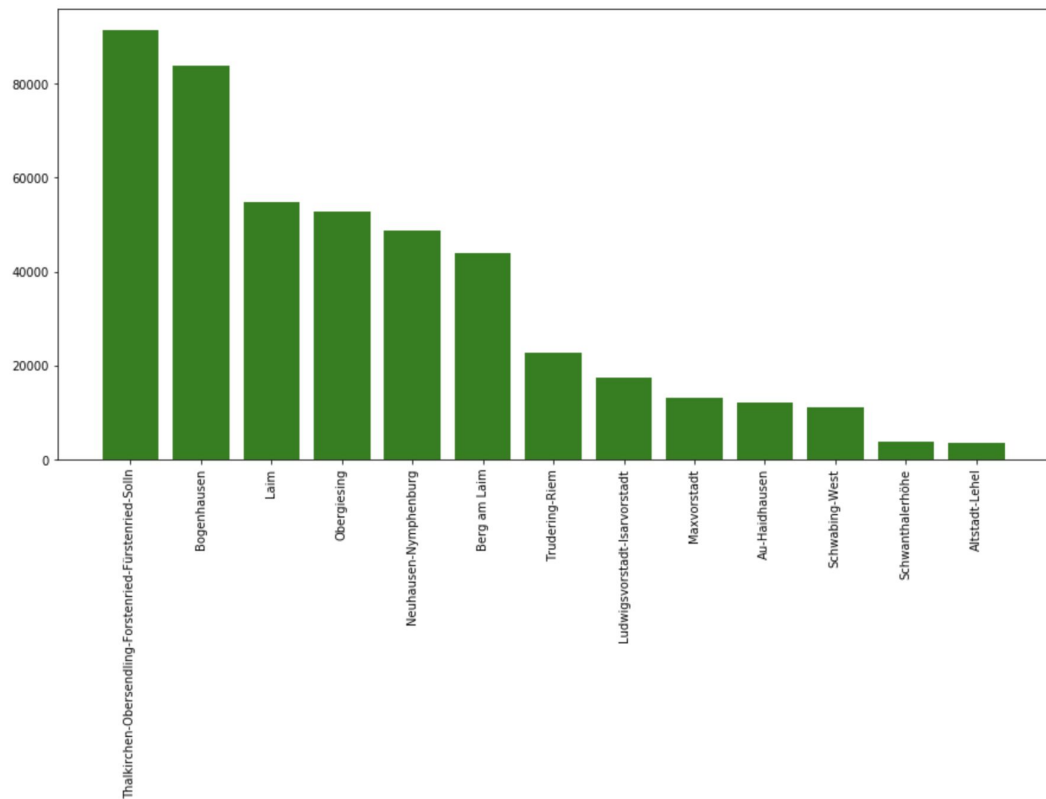
8 - classes without price information but working on weekends

9 - classes quite distanced from center, but with average price

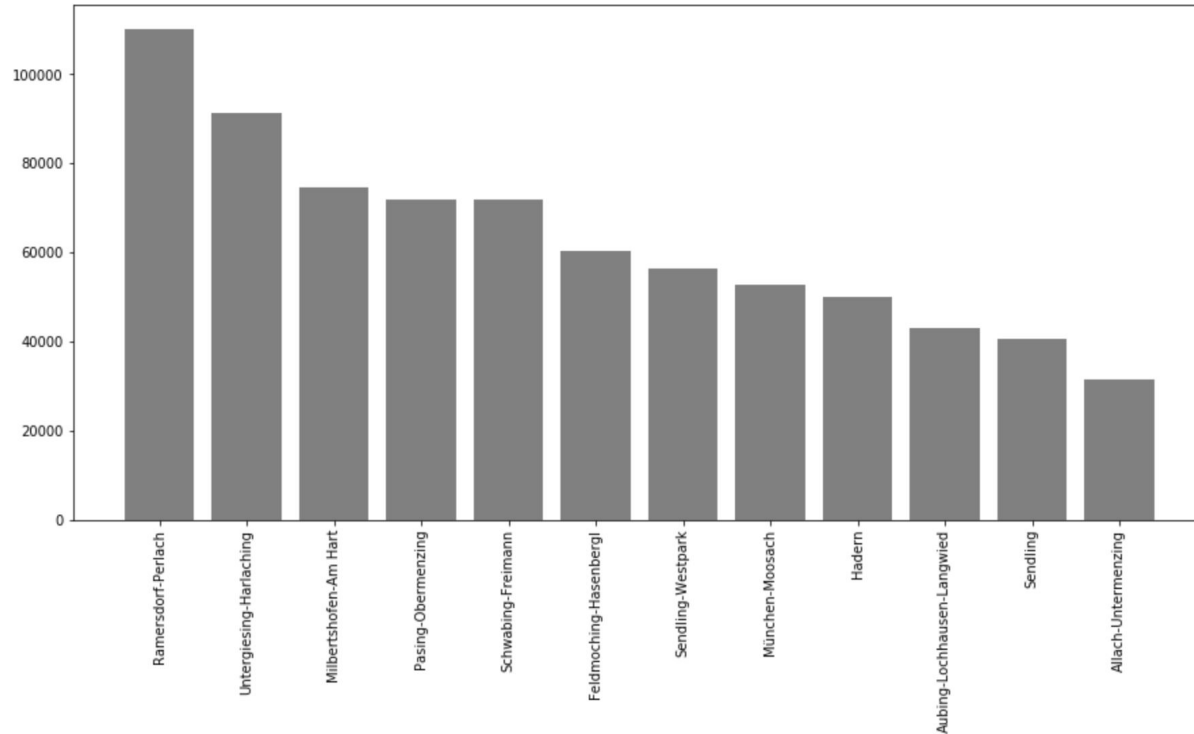
Distribution of classes per borough



Average number of people per yoga classes



Per borough population for areas with no online information about yoga



Conclusion and future directions

- Most popular are affordable classes in the city center working in mornings and on weekends
- 2 most important aspects: distance to the city-center and working in mornings and on weekends
- Increasing the size of the input sample
- Comparison of conducted research with other clustering algorithms

