

# Introduction

This is a capstone project for IBM Applied data science specialization. In this project a situation is thought about wherein there may be insufficient number of gyms in Toronto. Potential gym operators would care about this problem as this may be a lucrative opportunity for gym operators who may wish to open their gyms in Toronto, due to a shortage of gyms in some locations which may negatively affect the fitness schedule of a lot of city residents, therefore finding appropriate location for opening a gym is quite important, and with this objective in mind, this project has been designed to help potential gym operators identify the most suitable areas.

## **BUSINESS PROBLEM**

The aim of this project is to find the most suitable location for a potential gym operator to open a gym in Toronto, Canada. By using data science methods and machine learning algorithms like K-means clustering, this project intends to solve the problem: If a gym operator desires to open up a gym in Toronto, what would be the well suited location for opening the gym?

## **TARGET AUDIENCE**

Any gym operator who may be interested to open a new gym in Toronto.