

1. Introduction

'Fitpro' is an american based fitness gym chain with over 100 gyms in US. 'Fitpro' is looking to expand their business to new, emerging locations, where gym industry is not fully established.

The main market they are interested in is currently Canada, specifically Toronto. They want to expand their chain by one new facility in the Toronto area.

Given the increasing interest in health and sport in the recent years, they are aware that the industry is highly competitive. As such, their first Canada-based gym should be located in an area with small competition. To identify the best location in Toronto, they've approached our data analytics team to help them find the best neighbourhood in Toronto to establish new gym of 'Fitpro' chain.

Per the above, the business problem we are aiming to adress in the below analysis is as follows:
"What is the best neighbourhood in Toronto to open a new gyn, taking into consideration the least number of other gyms in the area.