

Attack of the Dollar Generals: Location Analysis of Dollar Generals in the US

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**01. Business
Context**

02. Analysis

03. Modeling

**04.
Findings**

**05.
Extensions**

**06.
Conclusion**



01.



Business Context

Dollar General

1955

DG is founded by JL Turner and his son Cal.

1968

DG has 300 stores and goes public (for the first time)

2022

Dollar General has close to 18,000 stores in 46 states



Business Context

- Ubiquitous
- Present in 2517/3220 U.S. Counties
- Problem for the Poor?
- Good for rural America?

Dollar stores are everywhere. That's a problem for poor Americans

By [Nathaniel Meyersohn](#), [CNN Business](#)

Updated 9:43 AM ET, Fri July 19, 2019

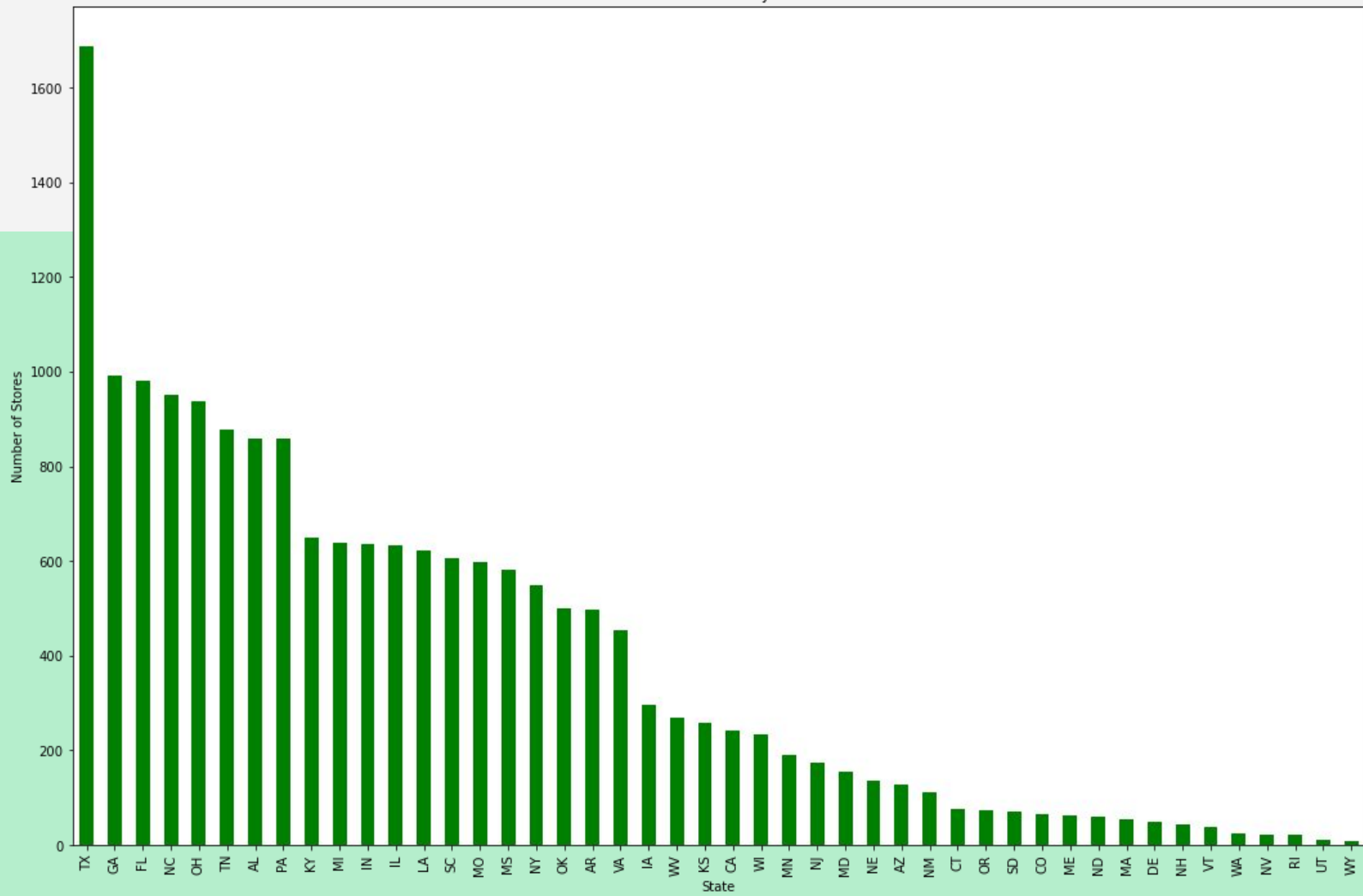
Where even Walmart won't go: how Dollar General took over rural America



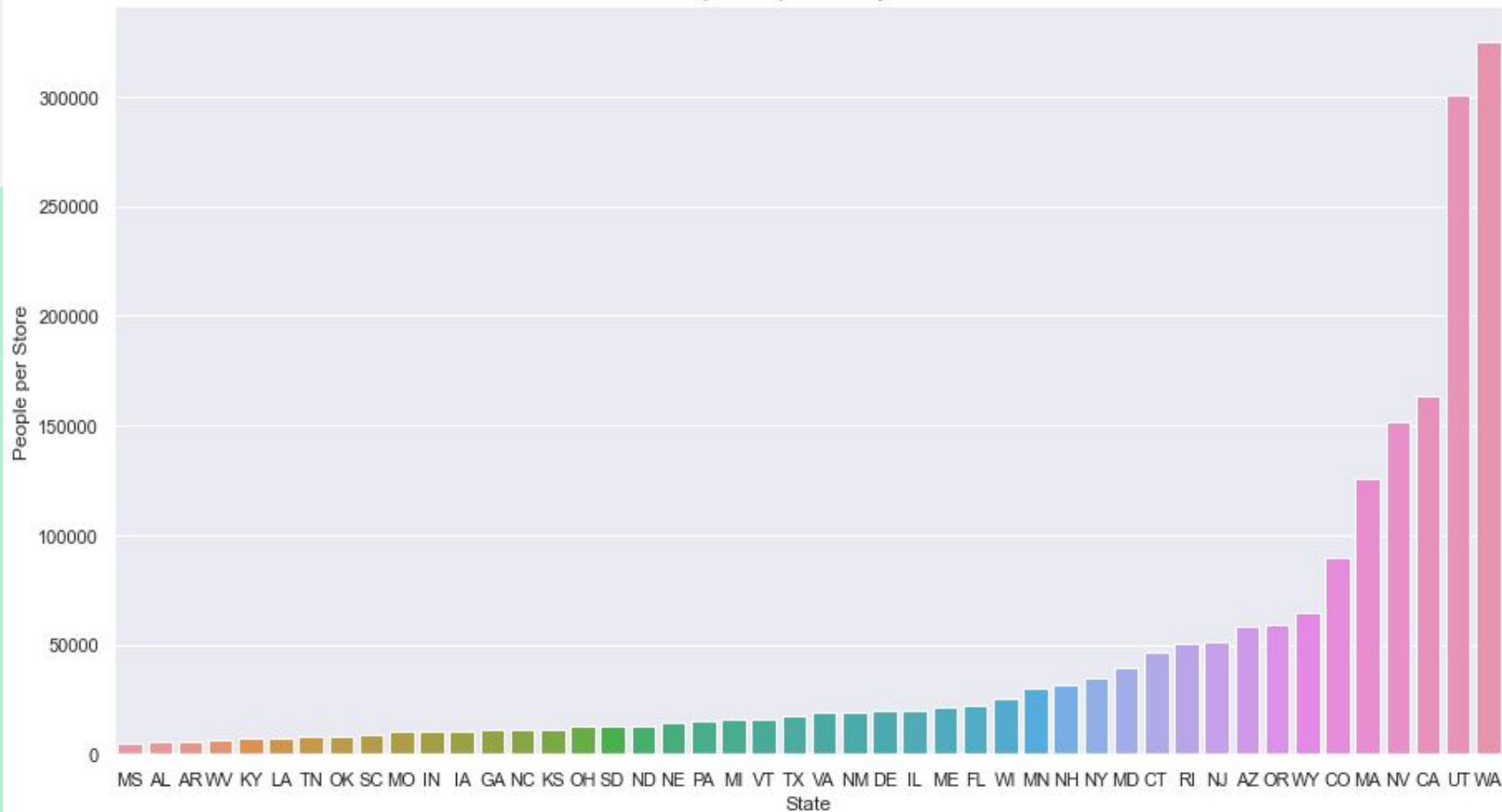
02.

Analysis

DG Store Count by State



Population per Store by State



03 & 04

Modeling & Findings

Datasets



Dollar General

**American Community
Survey**

Models

**Logistic
Regression**



Decision Tree



**Random
Forest**





Best Model: RandomForest

- 83% Testing Accuracy
- 97% Recall Score
- 84% Precision Score

DG Counties vs Non DG Counties

NON DG

- 9% less likely to drive
- 2% more income per capita
- 2x as likely to use public transport

DG

- 17% more White
- 2% less HHI
- 5% less total pop.



05.

Extensions

Extensions



Time Series Data



Streamlit App



06.

Conclusion

THANKS!



Do you have any questions?

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