

# Zudio Palghar Store Location Market Feasibility Analysis

## **1. PROJECT TITLE**

Zudio Palghar Store Location Market Feasibility Analysis

## **2. PROJECT OBJECTIVE**

The objective of this project is to analyze customer and location-based data collected from door-to-door surveys conducted in the Palghar District, Maharashtra, to identify the most profitable and viable locations for opening new Zudio stores.

## **3. PROJECT OVERVIEW**

1. A marketing research company was contracted by Zudio to perform surveys in Palghar.
2. The company deployed 25 trained field agents.
3. The survey covered 8 targeted sub-locations.
4. Each location contributed between 4800 and 6500 responses.
5. The total dataset contained around 50000 records.

## **4. PROJECT GOALS**

1. Assess brand awareness.
2. Evaluate customer demand.
3. Measure market readiness.
4. Identify top two store launch locations.
5. Build future expansion model.

## **5. SURVEY LOCATIONS**

Virar, Vasai, Boisar, Palghar, Dahanu, Tarapur, Kelva, Saphale.

## **6. SURVEY QUESTIONS**

1. Do you know about Zudio or Tata Trent?
2. Do you purchase clothes locally?
3. Do you travel outside Palghar for shopping?
4. Is there already a large retail store?
5. Do you prefer affordable trendy brands?
6. Is there good footfall?
7. Are there colleges or schools nearby?
8. Do you shop during festivals?
9. Are you aware of latest fashion trends?  
Do you prefer brands like Max or Pantaloons?
10. Would you visit a new Zudio store?
11. Does your area have demand?

## **22. TRAINING AND ASSESSMENT QUESTIONS**

1. What was the purpose of the Zudio survey?
2. How many total locations were surveyed?
3. What was the average record count per location?
4. What data categories were included?
5. What type of survey questions were used?
6. How were True/False responses converted?

7. How were missing values handled?
8. What identifiers were used to prevent duplication?
9. Why was standardization required?
10. What derived columns were added during transformation?
11. Which location had the most responses?
12. What is the difference between awareness and purchase intent?
13. What is the meaning of the demand potential index?
14. What graph type best shows category participation?
15. How do you identify high-performing locations visually?
16. Which KPI helps in measuring brand awareness?
17. How is the market saturation index calculated?
18. Why might a region have high awareness but low purchase intent?
19. Which area category (shop, house, school, college) performed best?
20. What conclusion can be drawn from high correlation between Q1 and Q11?
21. How could regression analysis be used here?
22. What features would be used in a location prediction model?
23. How can this study guide future marketing campaigns?
24. What challenges arise during field data collection?
25. How to ensure reliability between different agent responses?
26. Which were the top two recommended regions?
27. Why is Virar better suited for store launch?
28. How does footfall affect launch strategy?
29. What is the meaning of market gap?
30. How can Zudio monitor post-launch success metrics?
31. Which Python library was used for merging data files?
32. Which visualization tool was used for correlation analysis?
33. How can the dashboard update automatically with new data?
34. How can Power BI integrate with this dataset?
35. What lessons can be applied from this study for future store launches?

