

Expansion Analysis

By Nooman Khan



Agenda



01

Introductions



02

Aim of projects



03

Insight



04

Conclusion

Introductions

A leading Australian clothing retail company is known for its stylish and trendy collections. With a passion for fashion, the company has been providing customers with high-quality garments at affordable prices. With a strong presence in the domestic market, the company is now expanding its business. With a commitment to exceptional customer service and a focus on sustainability, they do research in some states of Australia and find three datasets.





Aim of Project

Our aim is find out the best state for cloth retailing business basis on how other retail cloth company are performing, turnover, sales per capita, and forecast turnover

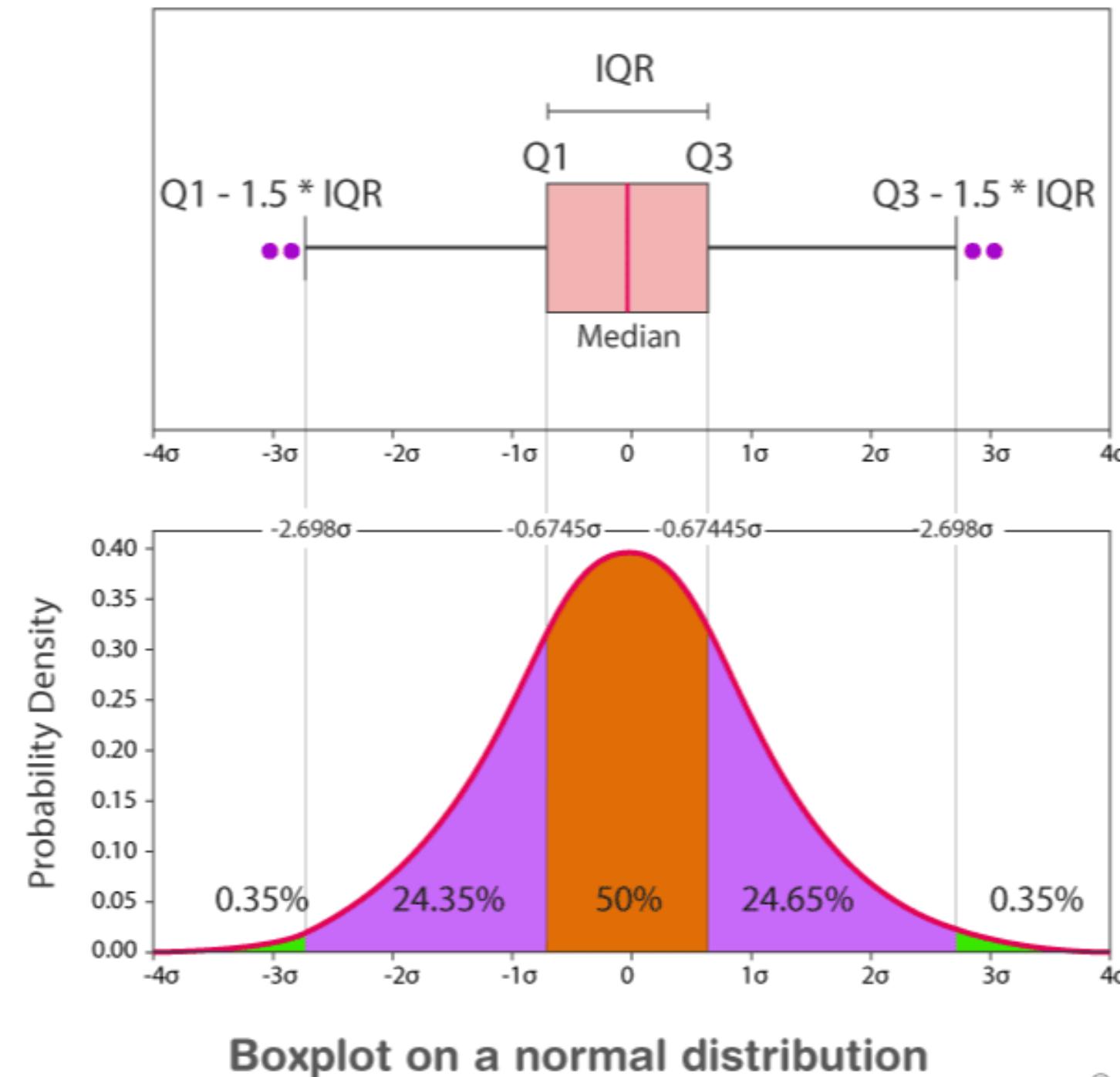
Competitor Analysis

We have four state

- NSW (New South Wales)
- VIC (Victoria)
- WA (Western Australia)
- QLD(Queensland)

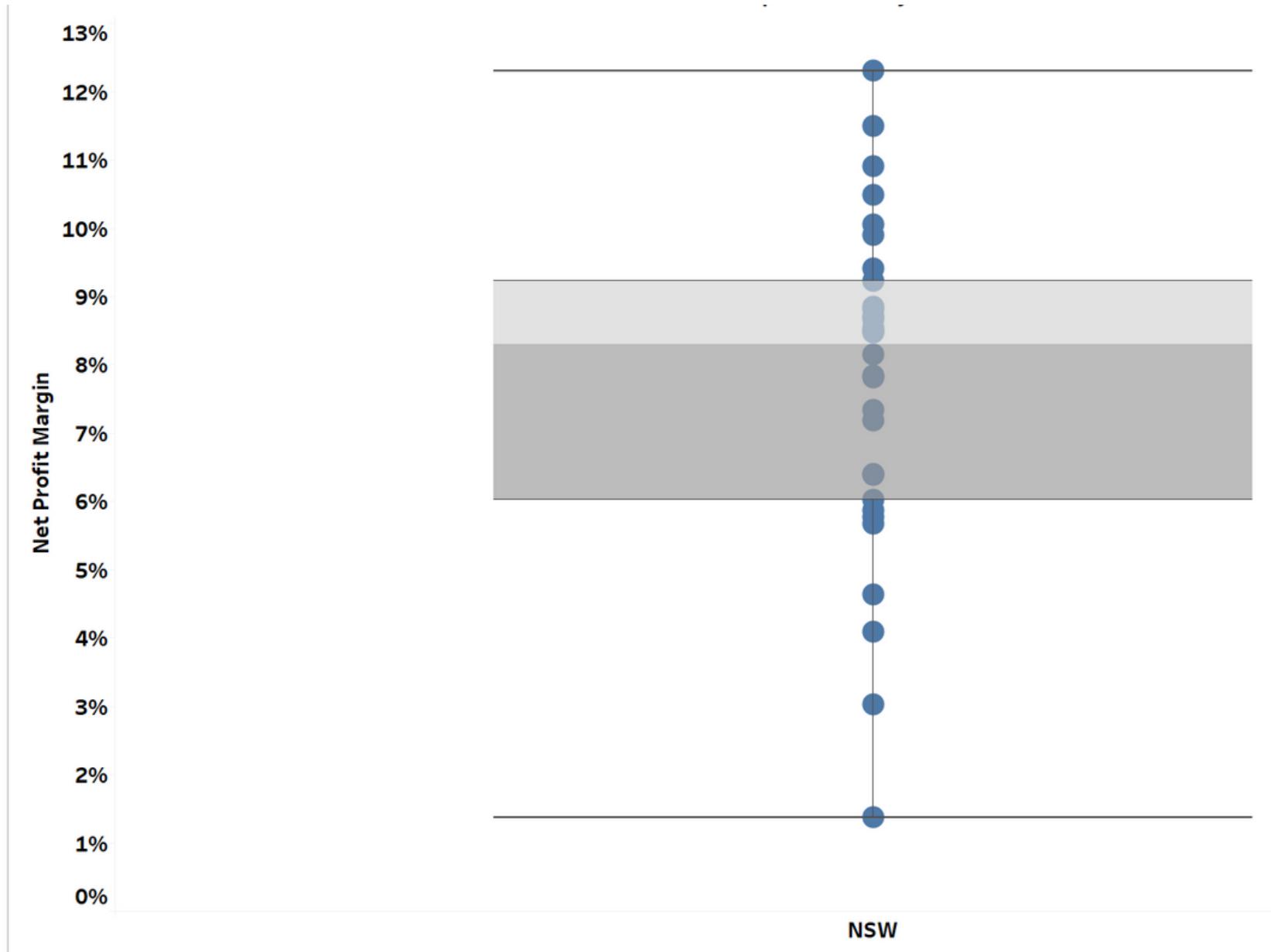
Let's drill down one by one

Box Plot



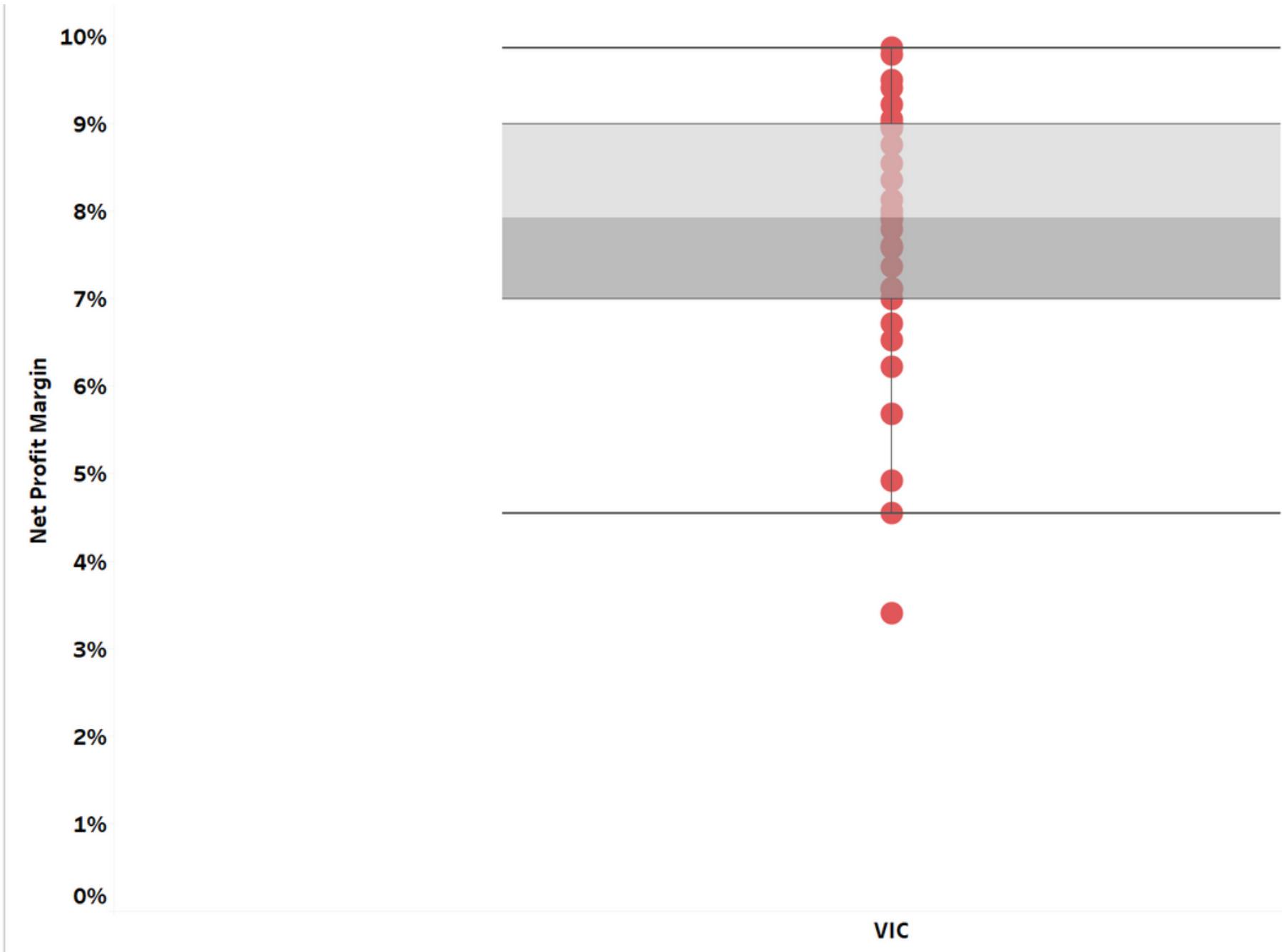
A box plot, also known as a box-and-whisker plot, is a visual representation of a set of numerical data. It provides a quick summary of the distribution of the data by showing the median, quartiles, and outliers. The box plot is drawn as a rectangle, or "box," with lines extending from the box to represent the "whiskers." The box covers the middle 50% of the data (the interquartile range), and the whiskers show the range of the remaining data, excluding outliers which are shown as individual dots.

NSW (New South Wales)



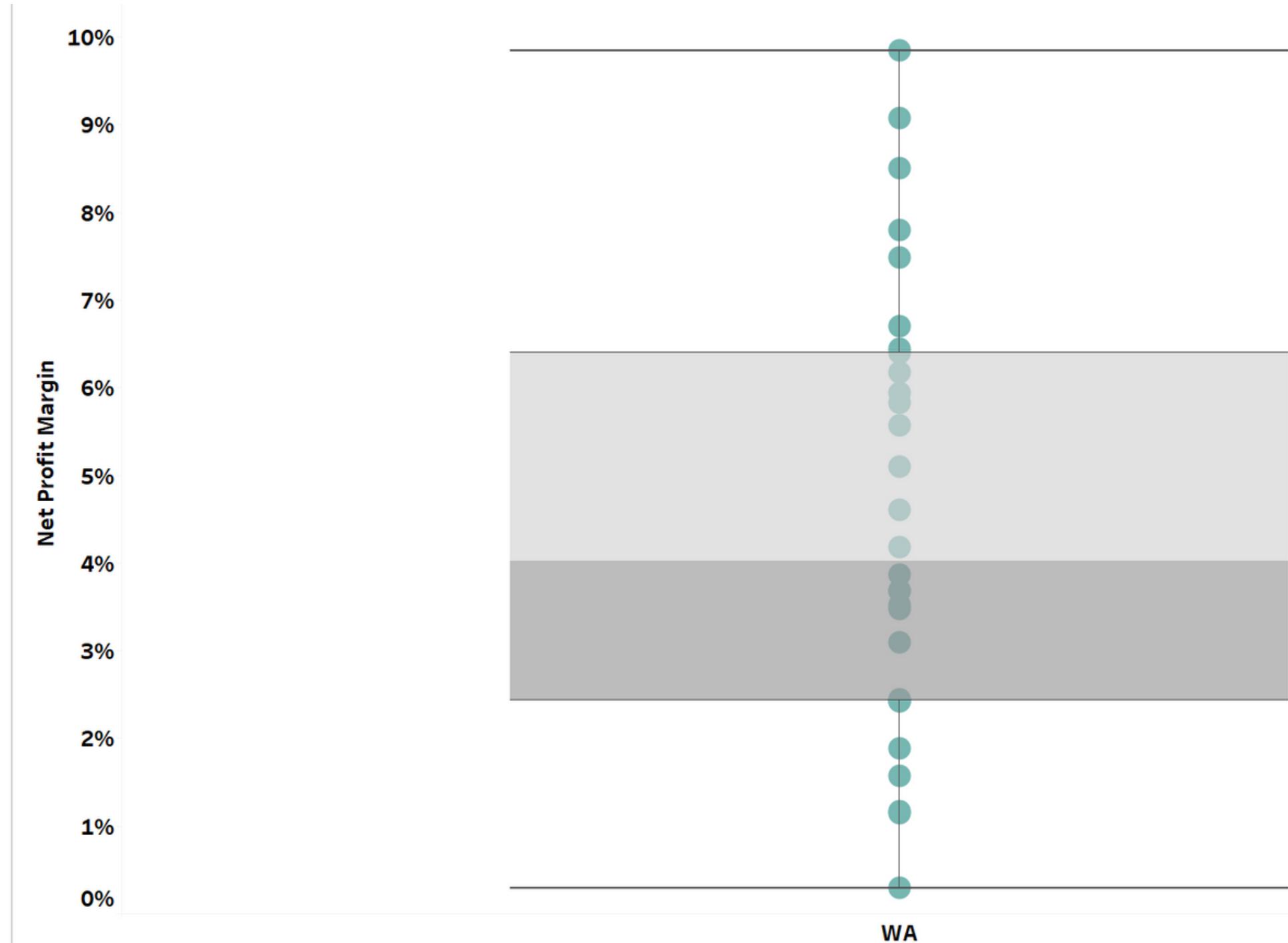
- In NSW, competitors make a net profit margin between 1% to 12% and the median value is 8% median means 50% data above the median value and 50% below.
- median is 8% competitors which are above the median make a net profit margin between 8% to 12% and those are below the median make 1% to 8%.
- If we enter NSW 50% probability we make a profit between 8% to 12%

vc (victoria)



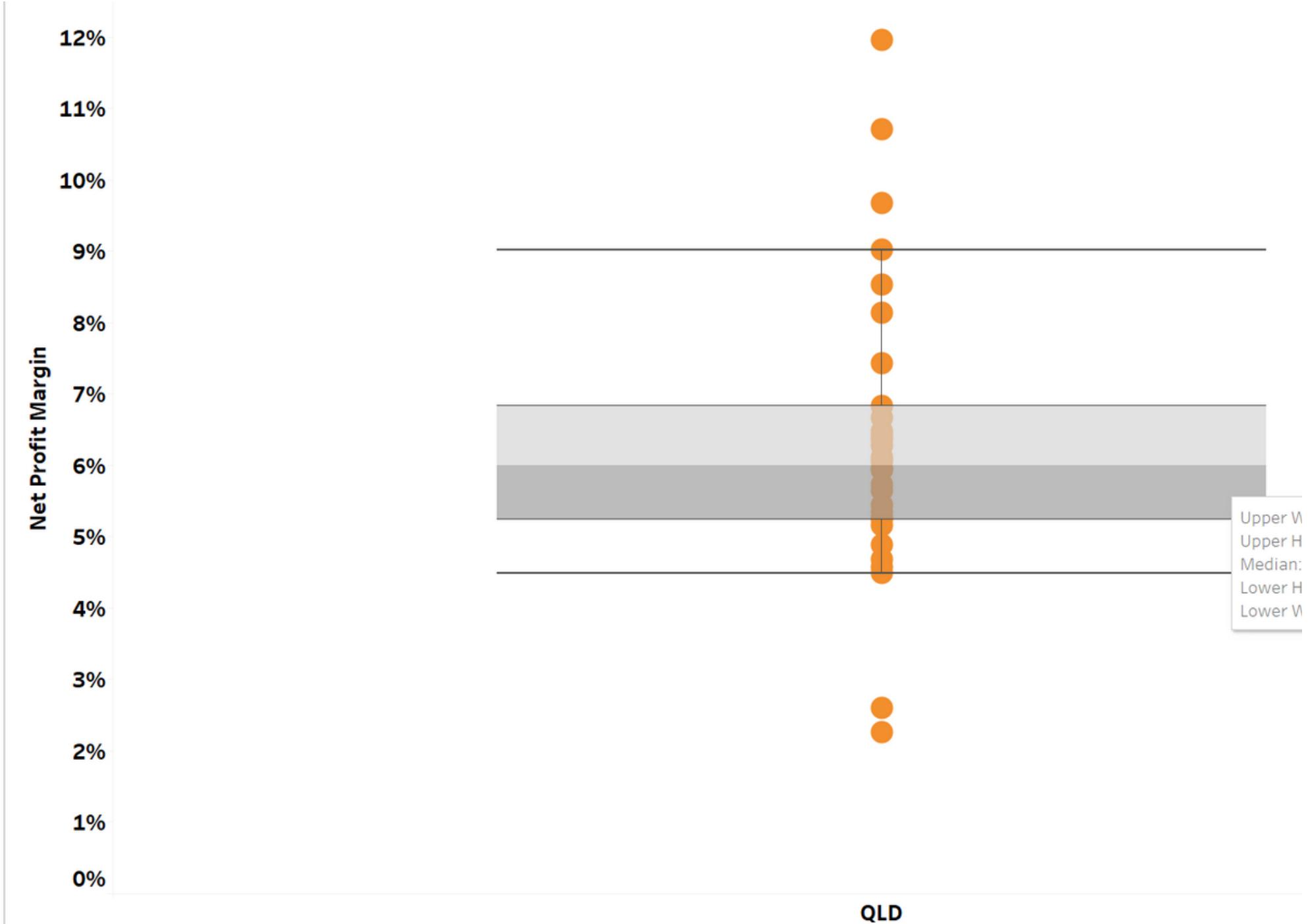
- In VIC, competitors make a net profit margin between 5% to 10% and the median value is 8% media.
- median is 8% competitors which are above the median make a net profit margin between 8% to 10% and those are below the median making 1% to 8%.
- If we enter VIC a 50% probability we make a profit between 8% to 10%.
- those are below the median they are closers to the median with very less competitors <7%.

WA(Western Australia)



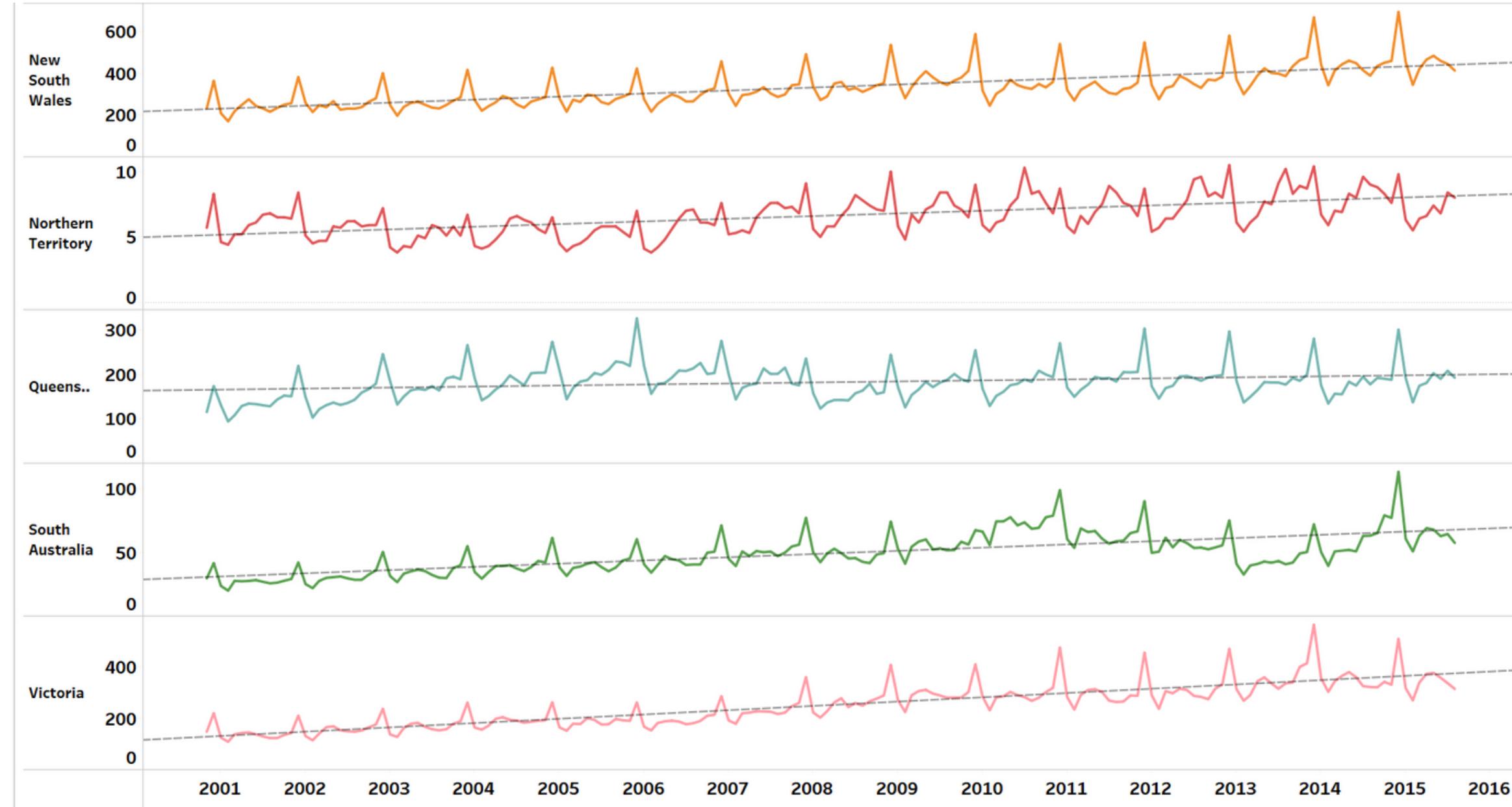
- In WA, competitors make a net profit margin between 1% to 10% and the median value is 4%.
- median is 4% competitors which are above the median make a net profit margin between 4% to 10% only a few are closest to 8%-10% and those below the median make 1% to 4%.
- If we enter WA 50% probability we make a profit between 1% to 4%.
- only 10% probability we make 8% to 10%

QLD(Queensland)



- In QLD, competitors make a net profit margin between 5% to 12% and the median value is 4%.
- median is 6% competitors which are above the median make a net profit margin between 6% to 12% only a few are closest to 10%-12% most of them near the median and those below the median make % of 6%.
- If we enter WA 50% probability we make a profit between 4% to 6%.
- only a 5% probability we make 10% to 12%
- Outliers not considered in this analysis if we consider outliers this makes bias decision

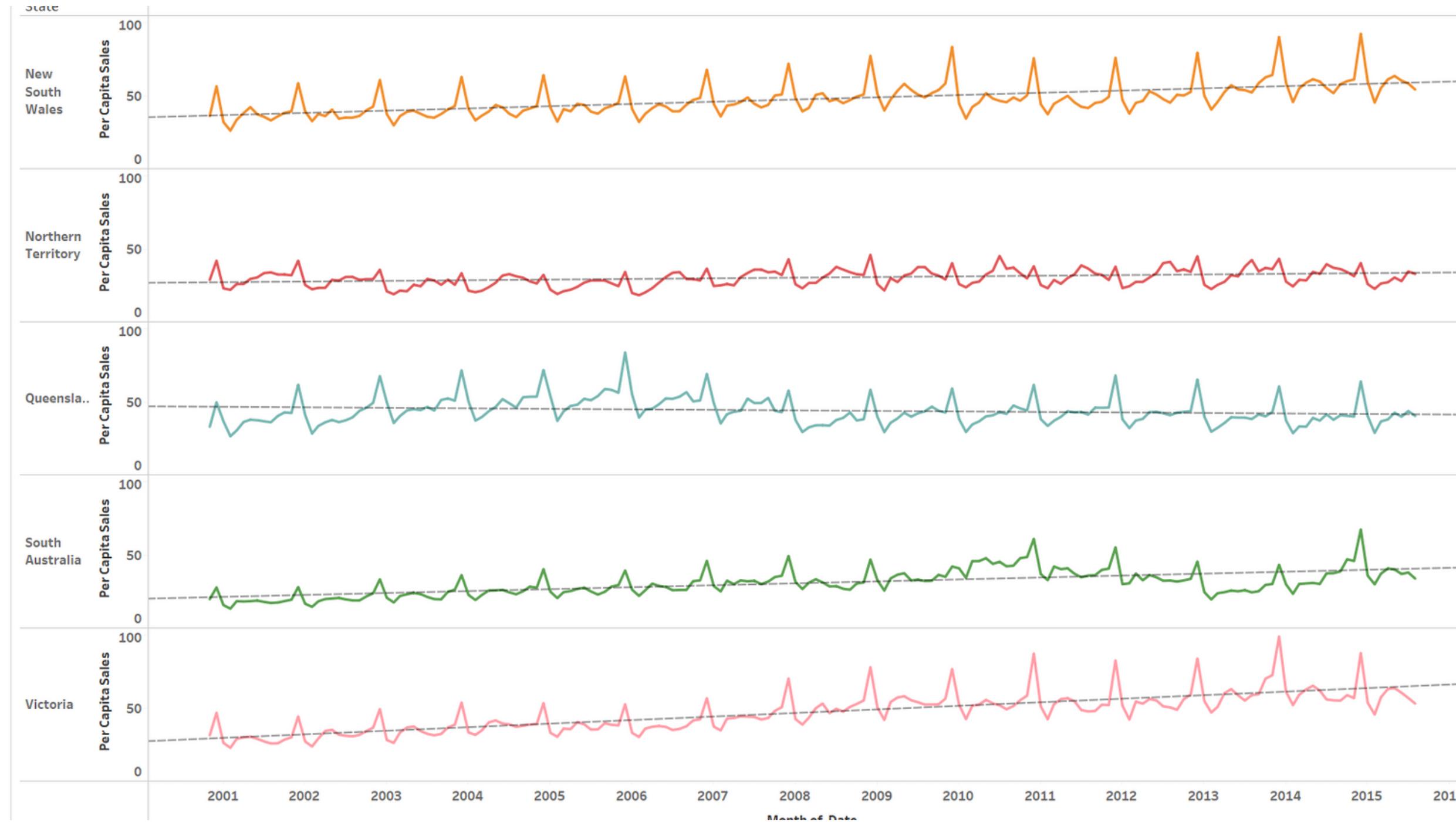
Industrial Analysis



Turnover trend each year of every state

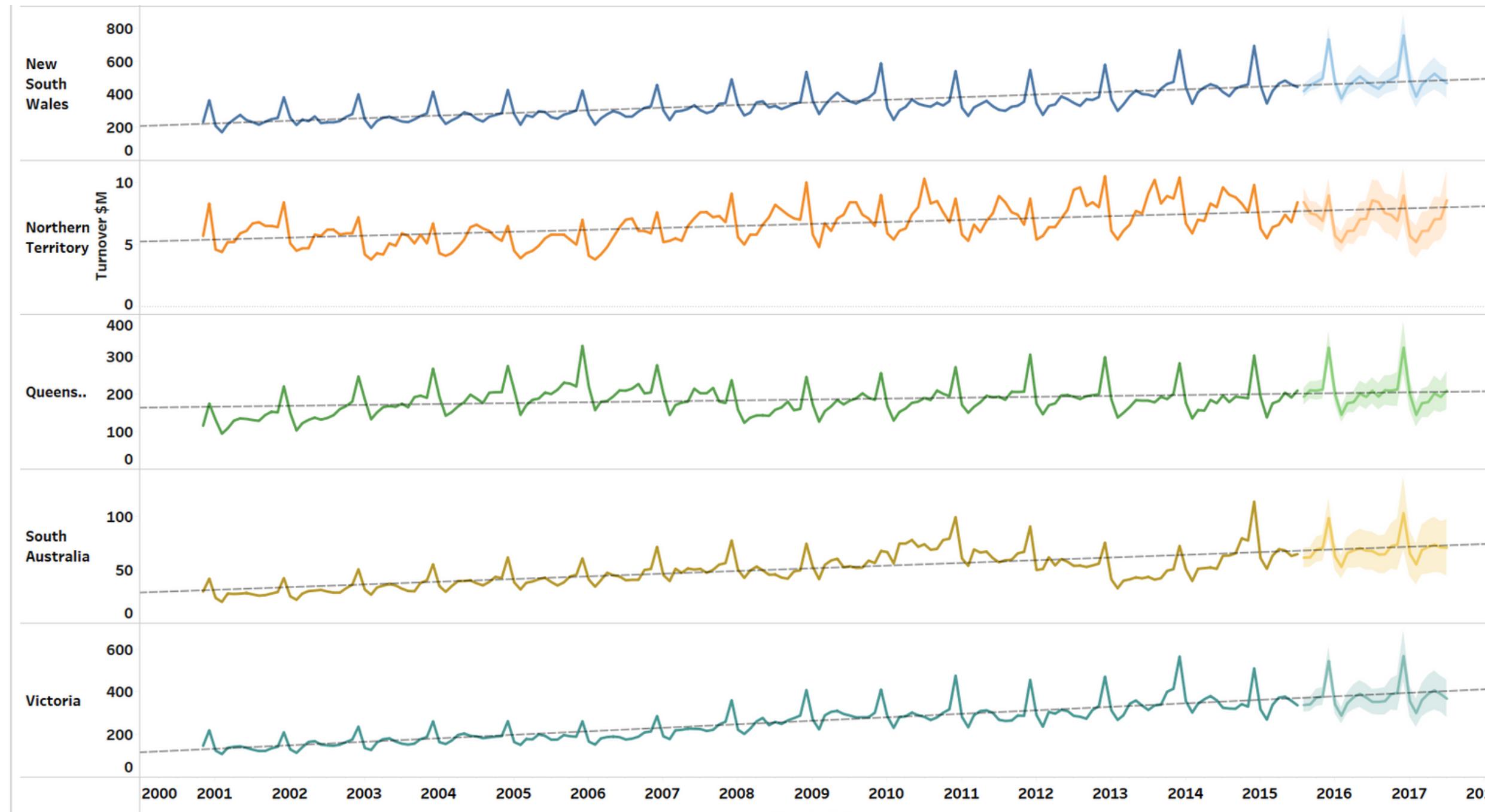
- Each state follows the same trend at the dec because of Christmas month turnover is high and in a Feb turnover is low.
- South Australia turnover is decreasing
- Queensland turnover is constant
- NSW and Victoria have a positive and increasing trend

Sales Per Capita



- NSW and Victoria sales per capita gradually increasing South Australia also increasing but comparatively low
- Queensland decreasing
- Northern Territory constant

Industrial Analysis Forecast



- NSW, South Australia, and Victoria doing great in the forecasting.
- this forecast acceptable because $r^2 = 0.7$ and p value is less than 0.001

Sales Per Capita Forecast



- NSW, victoria doing great in the turnover forecasting.
- this forecast acceptable because r square = 0.7 and p value is less than 0.001

Conclusion

- **In the competitor analysis, NSW and VC perform well**
- **In terms of turnover, NSW and VC perform well**
- **In terms of sales per capita NSW and VC perform well**
- **In terms of forecast NSW, WS and VS perform well**
- **Overall NSW and VC can become the best place to expand your cloth retailing business**

THANK YOU