

# Business Analytical Report

Marketing Strategy about Opening New Shops for ABC Inc.

Group : Code Killer



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# Agenda



Business Objectives

Data Analysis Report

Conclusions and Recommendations

# Business Objectives

To determine 10 locations of the initial stores (targeted for the age group of 0-14)

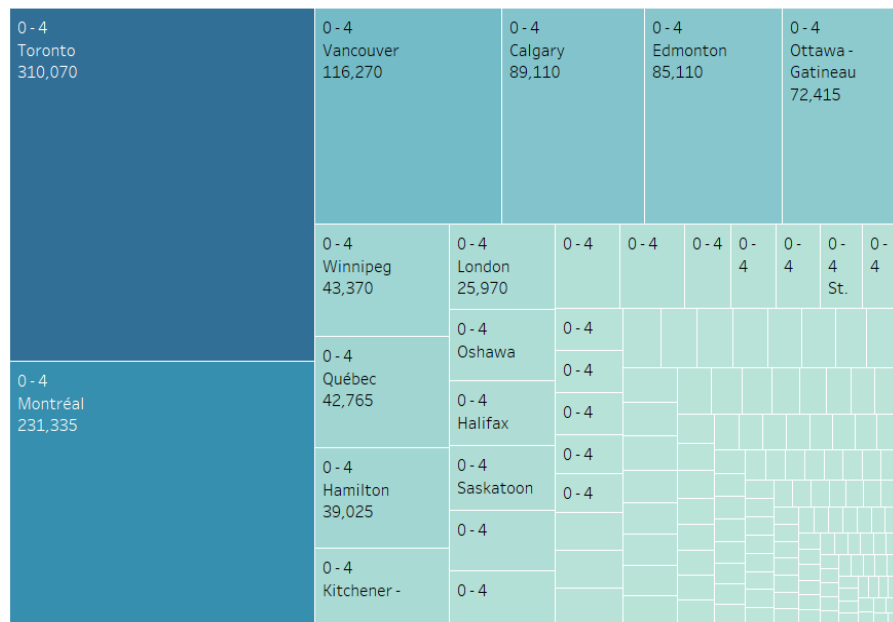
To decide the price strategies based on the income groups

To find out the languages used for advertising

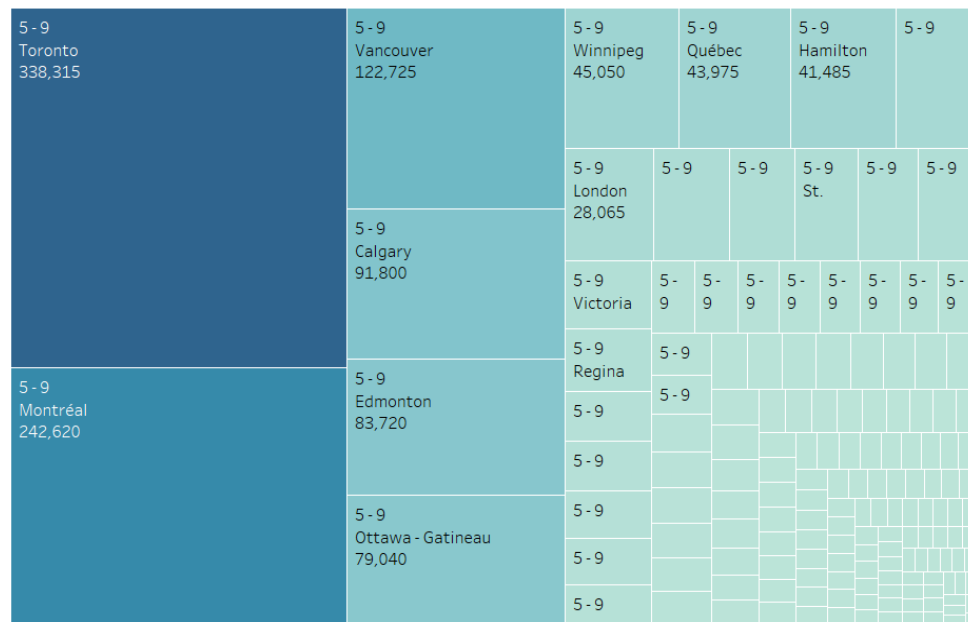
To assess the potential of opening an instore or online mobile-phone service (targeted for the age group of 15-19)

# Top 10 Locations for the Age Group of 0-14

Top 10 Locations \_Age of 0 - 4



Top 10 Locations \_Age of 5 - 9



### Top 10 Locations \_Age of 10 - 14



# The Population of Different Age Groups by Gender



- The graph shows the population of three age groups from 0-14 by gender in Canada, 2016.
- The population of male in each age group is greater than female

# Potential of Population Growth



The percent of each group gone up or down 2016 vs. 2011

Census_Year	AgeGroup	Total_Sex	Diff_total	Percent_Diff_YtY
2011	1	1877090	.	.
2016	1	1898800	0.01157	1.16%
2011	2	1809905	.	.
2016	2	2018135	0.11505	11.51%
2011	3	1920350	.	.
2016	3	1922640	0.00119	0.12%

Top 10 locations in 2011 vs. 2016

Obs	ALT_GEO_Code	GEO_Name	Total_Sex_2011	Total_Sex_2016	Percent_Diff_YtY
1	35535	Toronto	1347055	1352115	0.38%
2	24462	Montréal	901105	916715	1.73%
3	59933	Vancouver	499620	504400	0.96%
4	48825	Calgary	297805	340920	14.48%
5	48835	Edmonton	279170	318905	14.23%
6	35505	Ottawa -	298640	306760	2.72%
7	46602	Winnipeg	174435	181115	3.83%
8	35537	Hamilton	169170	166965	( 1.30%)
9	24421	Québec	156920	162910	3.82%
10	35541	Kitchene	123730	125070	1.08%

# Top 3 Languages (except EN,FR) Used at Home of 10 Locations

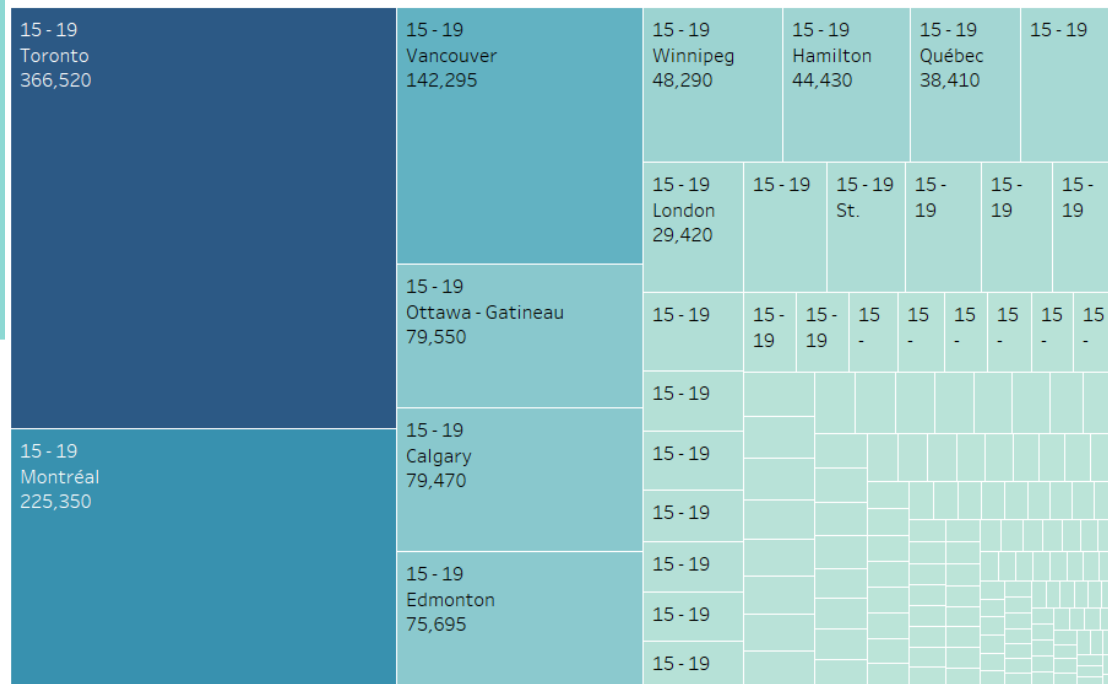


- Cantonese
- Mandarin
- Punjabi

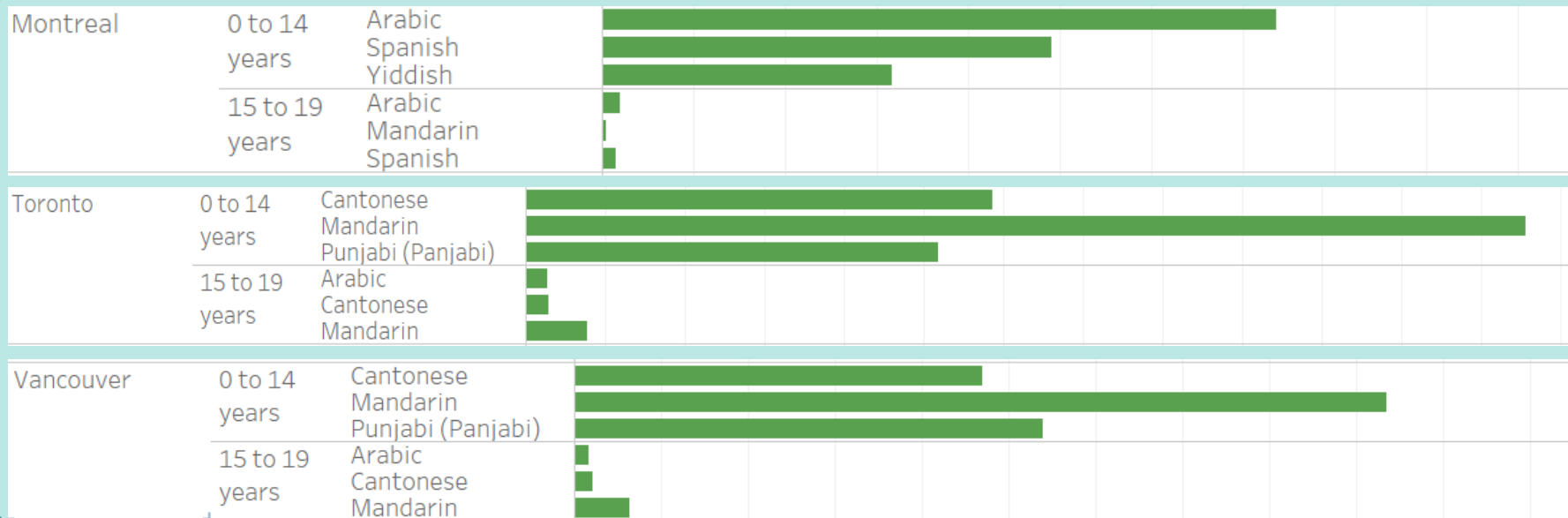


Row Labels	0-14 Years Old
Toronto	985,595
Montréal	691,365
Vancouver	362,105
Calgary	261,450
Edmonton	243,210
Ottawa - Gatineau	227,210
Winnipeg	132,825
Québec	124,500
Hamilton	122,535
Kitchener	92,400

## Top 10 Locations \_Age of 15 - 19



# Top 3 Languages (except EN,FR) Used in Age Group 0-14 and 15-19 Years Old



## Montreal (0-14yrs):

- Arabic
- Spanish
- Yiddish

## Toronto (0-14yrs):

- Mandarin
- Cantonese
- Punjabi

## Vancouver (0-14yrs):

- Mandarin
- Cantonese
- Punjabi

# Grouping of Top 10 Locations by Income



## 3 Income Groups:

- Low - Under \$29,665
- Middle - \$29,665 to \$36,258
- High - \$36,258 and above

# Recommendations



## 1. Age group of 0-14

- 10 Selected Locations
- Stock more apparel, books and toys for boys than girls
- Target Income Group in the 10 locations selected:
  - High Income - Calgary and Edmonton
  - Middle Income - Ottawa, Winnipeg, Québec, Hamilton and Kitchener
  - Low Income - Toronto, Vancouver and Montreal
- Advertise in Cantonese, Mandarin and Punjabi in the selected locations

## 2. The 15-19 years old

- Launch mobile online service while providing the instore business

*Thanks for Your Patience*

