Business Analytical Report

Marketing Strategy about Opening New Shops for ABC Inc.

Group: Code Killer



Yi Hu



Ling Cheng



Mingqian Zhou

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)

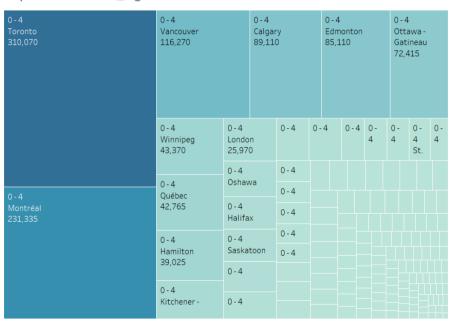
To decide the price strategies based on the income groups

To find out the languages used for advertising

To assess the potential of opening an instore or online mobilephone 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

5-9 Toronto 338,315	5-9 Vancouver 122,725	5 - 9 Winnipeg 45,050	5 - 9 Québec 43,975			На	5-9 Hamilton 41,485		5-9		
	5-9 Calgary 91,800 5-	5 - 9 London 28,065	5-9		5-9		5-9 St.		5	5-9	
	91,800	5 - 9 Victoria	5 - 9	5 - 9	5 - 9	5 - 9	5 - 9	5 - 9	5 - 9	5 - 9	
	5-9	5-9 Regina	5-9								
5 - 9 Montréal 242,620	Edmonton 83,720	5-9	5-9	9							
		5-9									
	5 - 9 Ottawa - Gatineau	5-9									
	79,040	5-9									
		5-9									

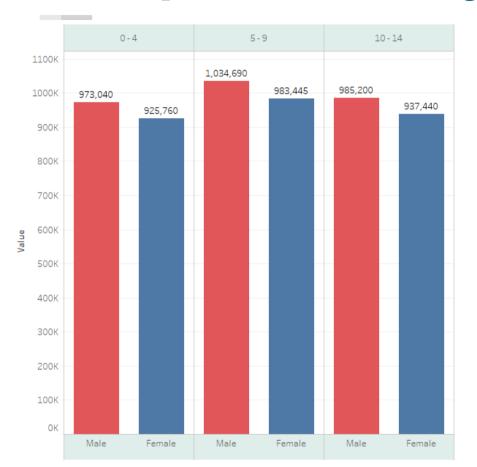
Top 10 Locations for the Age Group of 0-14

Top 10 Locations _Age of 10 - 14

10 - 14 Toronto 337,210	Vancouver		_) - 14 Ilgary),540		10 - 14 Ottawa - Gatineau 75,755	10 - 14 Edmonton 74,380			
	10 - 14 Winnipeg 44,405	10 - 14 London 27,210		10-14	10 14		10 - 14	10 - 14	10 - 14 St.	10 - 14
	10 - 14			10 - 14						
	10 - 14 Hamilton			10 - 14						
10 - 14 Montréal	42,025	10 - 14 St.		10-14						
217,410	10 - 14			10 - 14						
				10 - 14						
			10-14							
	Michigher -	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	Montréa	901105	916715	1.73%
3	59933	Vancouve	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

Comparison of Population Numbers between 0-14 and 15-19

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												
15-19 Toronto 366,520	15 - 19 Vancouver 142,295	ancouver Winnipeg		15 - 19 Hamilton 44,430			15 - 19 Québec 38,410			15 - 19		
				19	15 - 19 St.		15 - 19			15 - 19		
	15 - 19 Ottawa - Gatineau 79,550		15 - 19	15 19	5- 15	15	15	15	15	15		
		15 - 19										
15 - 19 Montréal	15 - 19 Calgary 79,470	15 - 19										
225,350		15 - 19										
	15 - 19	15 - 19										
	Edmonton 75,695	15 - 19										
		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

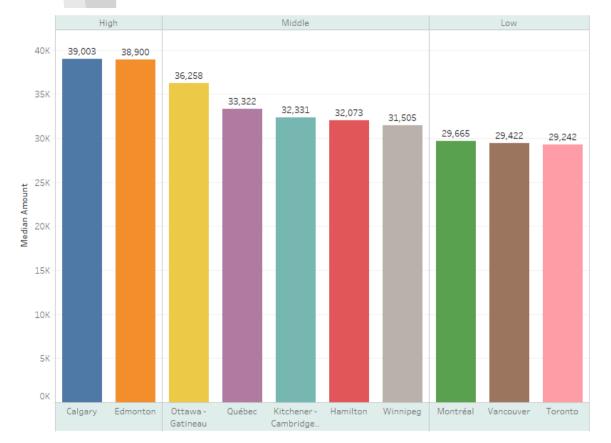
Toronto (0-14yrs):

- 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

