Retail Store Expansion Strategy Insights

Analysis for CEO & CMO | March 2025

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Agenda

- **Summary of Key Questions**

- **Data Cleaning Process**

- **Analysis of Seasonal Revenue Trends (Q1)**

- **Top 10 Revenue-Generating Countries (Q2)**

- **Top 10 High-Value Customers (Q3)**

- **Global Demand Heatmap (Q4)**

- **Next Steps for Expansion**

Steps Taken

- Removed records with Quantity < 1 (e.g., returns).

- Excluded Unit Price < $0 (data entry errors).

- Impact: Ensured accuracy for revenue, quantity, and pricing analysis.
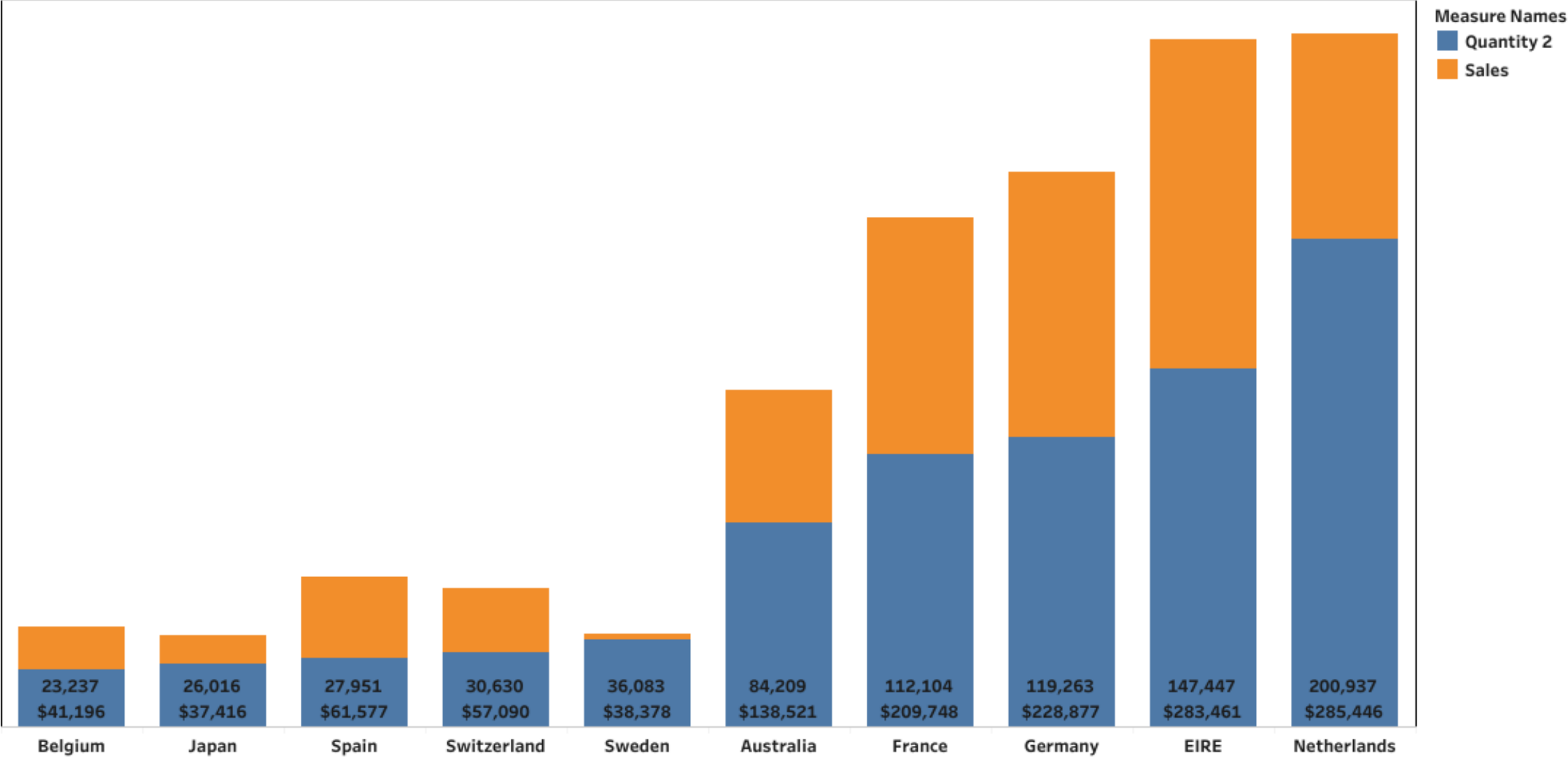
Revenue For 2011

Key Insights:

- **Peaks:** Holiday seasons (December), summer months.
- **Troughs:** January (post-holiday slump), mid-year dips.

Recommendation:
Stock inventory ahead of peak months.
Launch promotions during low-revenue periods.

Top 10 Countries In Revenue & Quantity

Measure Names
- Quantity 2
- Sales

|	Belgium	Japan	Spain	Switzerland	Sweden	Australia	France	Germany	EIRE	Netherlands
Quantity 2	23,237	26,016	27,951	30,630	36,083	84,209	112,104	119,263	147,447	200,937
Sales	$41,196	$37,416	$61,577	$57,090	$38,378	$138,521	$209,748	$228,877	$283,461	$285,446

Top Performers:
- Netherlands, Germany, Australia (high revenue and quantity).
- Switzerland (high revenue per unit sold).

Action Item: Prioritize marketing in high-revenue regions.
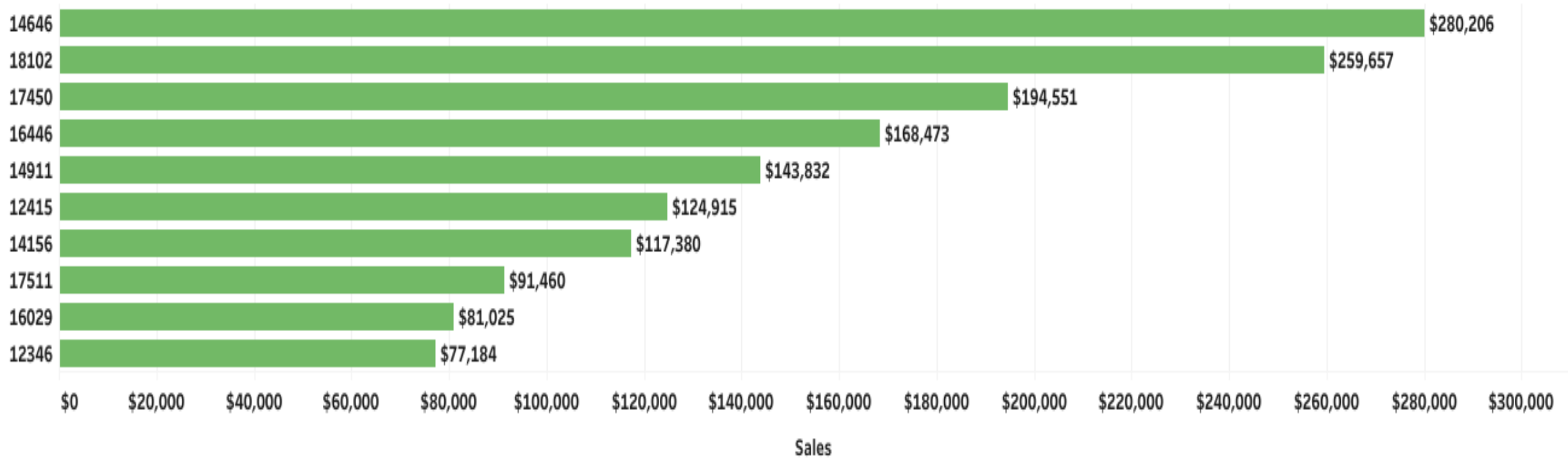
Key Insight:

Top 3 customers contribute **~35%** of total revenue.

Strategy:
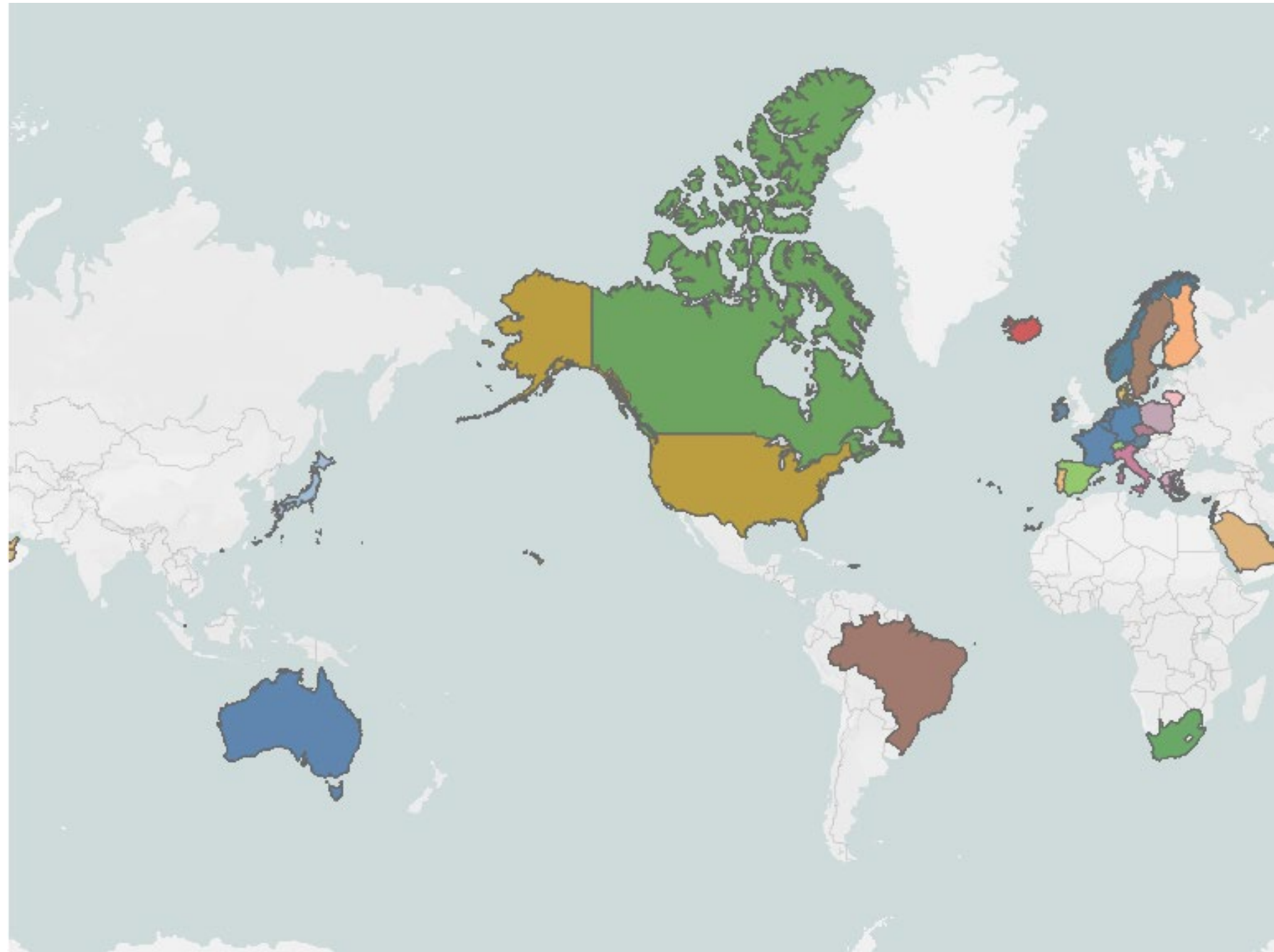
- Offer loyalty rewards or exclusive deals to retain top clients.
- Conduct feedback surveys to address needs.

Demand Of Product By Country

High-Demand Regions:

- Western Europe (Germany, France).
- Asia-Pacific (Australia, Japan).

Expansion Focus: Open regional warehouses in these areas.

NEXT STEPS & CONCLUSION

1. **Geographic Expansion:** Target Germany, Australia, and Japan.
2. **Customer Retention:** Launch VIP programs for top clients.
3. **Inventory Planning:** Align stock levels with seasonal trends.
4. **Further Analysis:** Explore product-specific demand in high-growth regions

- Data-driven insights enable strategic decisions for *revenue growth* and *market expansion*.

- **Immediate focus**: Leverage seasonal trends, retain top customers, and enter high-demand markets.