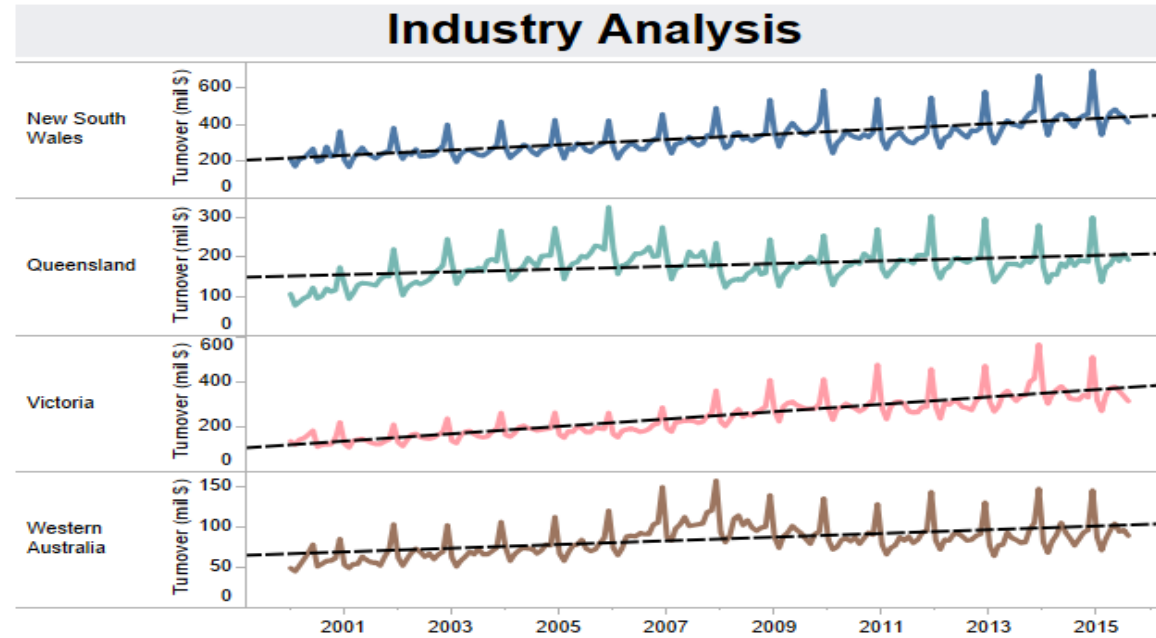


Retail Business Analysis MARKET - Australia

File created on: 14-Jun-21 11:23:59 AM

Expansion Analysis Insights

Industry Analysis	Competitor Analysis	Sales Per Capita	Sales Per Capita with Forecast
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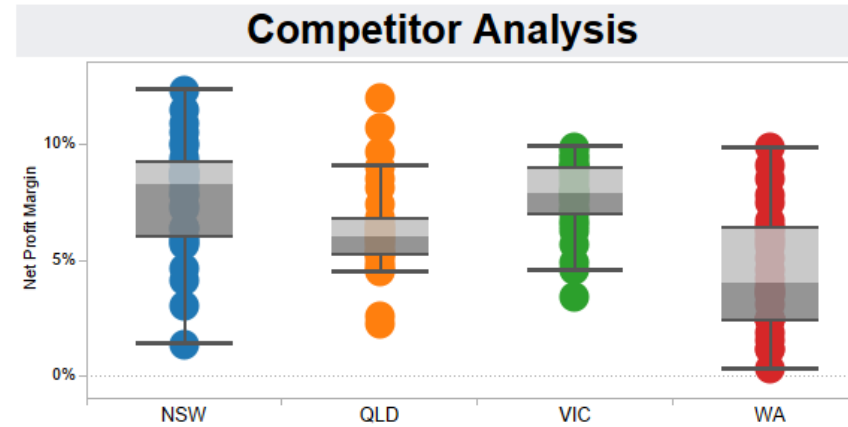
Insights:

1. Over the past years, customers in Australian market are likely to spend more during the month of december, probably for the cristimas or other celebrations. However, they become conservative on spending during February, probable cause could be credit card payments settlement during the month of february.
2. Both NSW and VIC shows higher turnover from the time series analysis

*****Four Potential market that has been pre-addressed, while analyzing***

Expansion Analysis Insights

Industry Analysis	Competitor Analysis	Sales Per Capita	Sales Per Capita with Forecast
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Insights :

1. The visual represents four potential locations of Australia to expand retailing business
2. Both NSW and VIC show higher average Profit Margin compare to the other two states
3. The distribution for NSW is right-skewed and gives us a considerable uncertainty of predicting higher returns.
4. VIC, on the other hand, demonstrates a smaller distribution with low uncertainty. It would be interesting to consider other influencers' VIC reactions to consider it a stand-out expansion potential state.

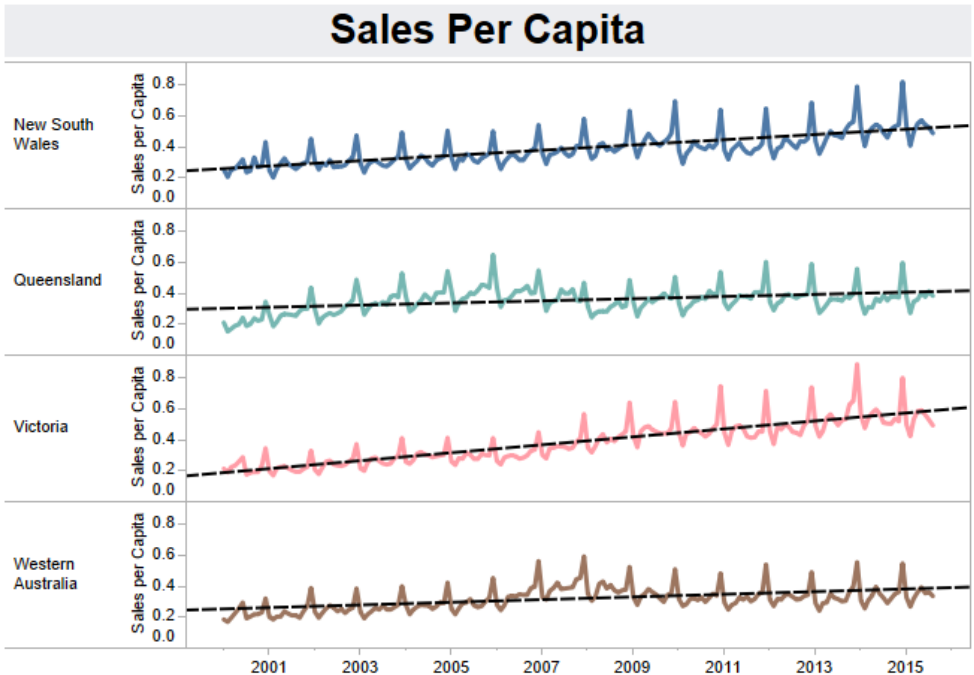
Expansion Analysis Insights

Industry Analysis

Competitor Analysis

Sales Per Capita

Sales Per Capita with
Forecast



INSIGHTS:

1. The chart shows the normalized distribution of four states.
2. Among two of our potential state, VIC shows higher sales slope compare to NSW.

Expansion Analysis Insights

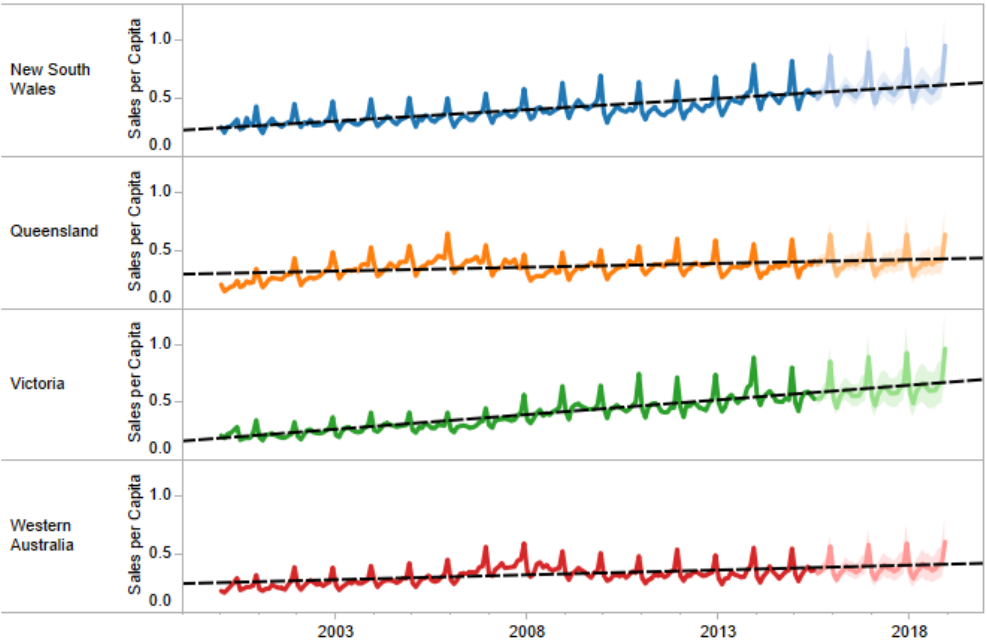
Industry Analysis

Competitor Analysis

Sales Per Capita

Sales Per Capita with
Forecast

Sales Per Capita with Forecast



INSIGHTS:

1. From the forecasting analysis we can predict people in the Victoria market is likely to spend more during peak times.
2. VIC could be a potential expansion location.