Expansion Analysis Insights in Australia Retail Clothing Industry
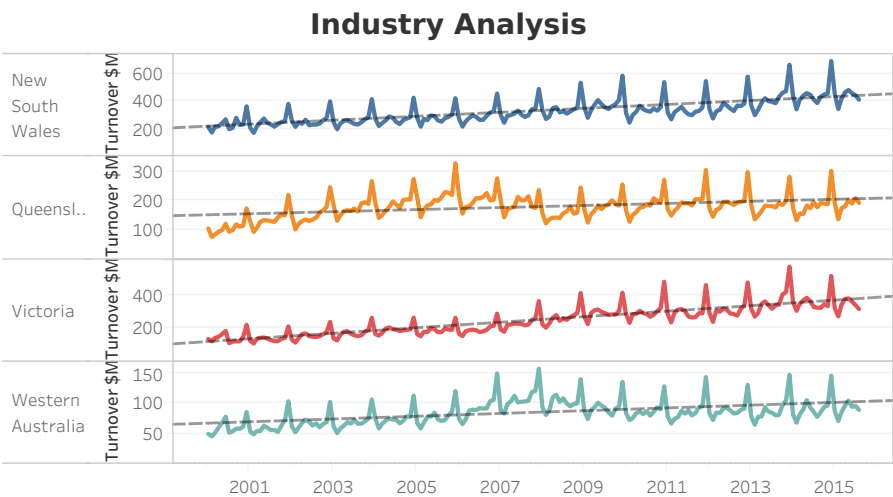
Competitor Analysis
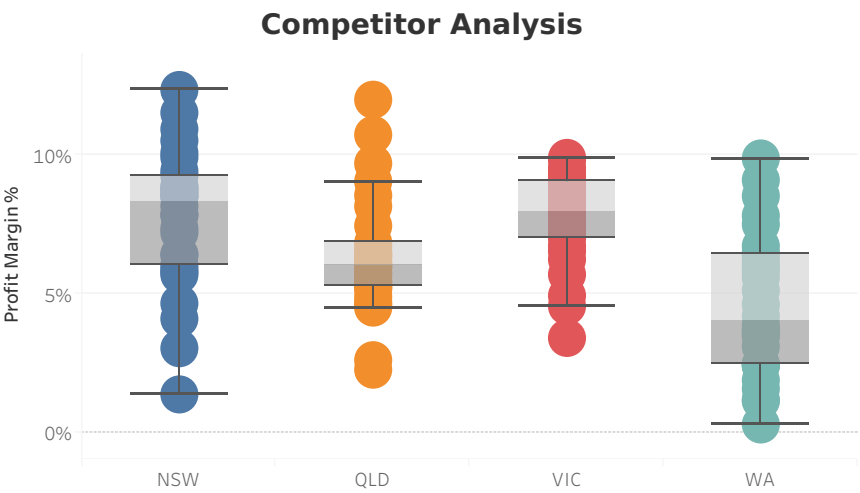
Introduction:

After gathering and transforming the required datasets, I performed analysis on competitors, and the following was observed.

1. Out of all the states, I observed Victoria as the best business environment, and that is because, as you can see from the chart above, there is more concentration of net profit at the box part of the box plot chart.

2. It's observed that this compacted data point is closer to the top of the box plot, meaning that overall, there is more certainty that how much net profit margin we can expect to earn in this state.
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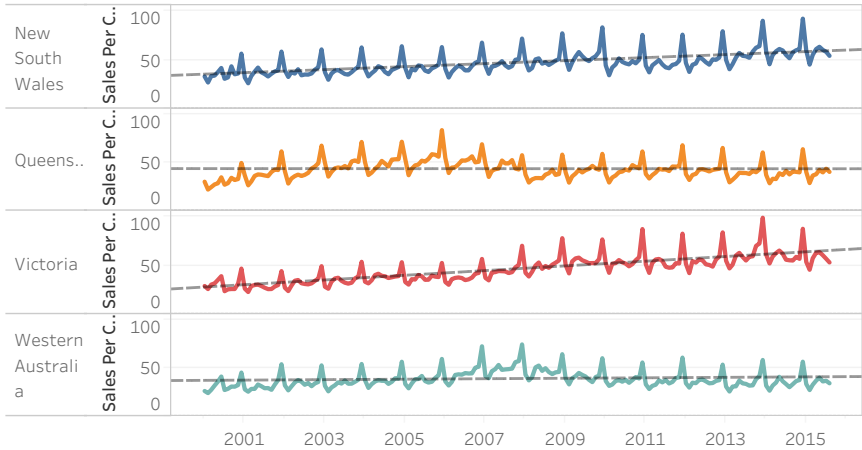
Industry Analysis

These are my observations at the industry analysis level.

1. All the states have upward trends for this industry, that is the clothing retailing industry.

2. However, when I took into consideration the population, it's depicting another story, as you can see here, the turnovers are in millions of dollars and they are completely different from all the states.

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Sales Per Capita Analysis

After considering the population variable, and performing the calculation for the Per Capita Sales.

1. I observed that the metric(Per capita Sales) is only growing in 2 states - New South Wales and Victoria.

2. And the upward trend observed in Queensland and Western Australia declined, meaning the population influenced the upward trend observed in the previous chart.

We can deduce two conclusions from my analysis, firstly, the business environment in Victoria is similar to the one in New South Wales, which we already have experience with within this same industry. and secondly, the industry i..

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Sales Per Capita Analysis (with Forecast)
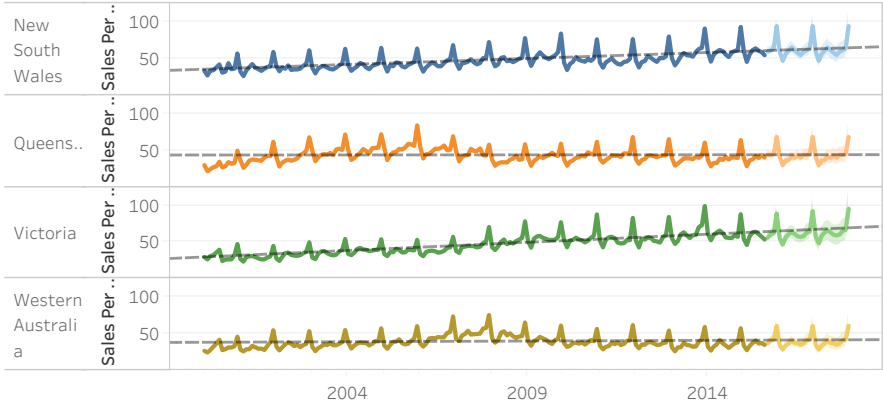
I went further to derive some forecasts model for the different states, and I observed the following:

1. There will be a continuous rise in Sales Per Capita in the two states - Victoria and New South wales for the industry in the next 3years.

2. And this is statistically proven with 95% predictive interval assurance.

THANK YOU!