

A photograph of a modern building with a glass facade, partially obscured by green foliage on the left. The building has a geometric design with sharp angles and large windows. The sky is clear and blue.

STAKEHOLDER PRESENTATION

Analyzing Data & Generating Insights For Company's Expansion Plans

This presentation is intended to provide data-driven insights for the client, supporting their expansion plans by identifying suitable locations for setting up new stores.

Presentation By: Prakriti Gupta

Date: 25-09-2025



COMPANY'S OVERVIEW

Snacks on the Go Private Limited is a leading convenience retail company providing high-quality food and beverage options to travelers and everyday consumers. In collaboration with Sam Fuels Inc, the company has developed a **unique consolidated station model that combines fuel services with a curated selection of snacks and beverages**. Currently, Snacks on the Go operates stores across **six states**, with 25 functional stores, with a focus on providing a seamless, convenient experience for both travelers and local customers.

01

PROJECT CONTEXT

02

PROJECT INSTRUCTIONS
AND GUIDELINES

03

INFORMATION ABOUT
STORE TYPES

04

INSIGHT GENERATION

05

SUGGESTIONS

06

SUMMARY





PROJECT CONTEXT

As part of its growth strategy, **Snacks on the Go** aims to expand into additional states by opening new store locations. While the location and store type for each new site have been determined, the specific food and beverage offerings for these stores have not yet been finalized. The **senior leadership** has requested an analytical assessment to guide these decisions, ensuring each new store offers the optimal mix of products to drive sales and customer satisfaction.

The food and beverage offers under consideration for each store include: **Chicken, Adv GnG (Pizza), Bean to Cup (Coffee), Swirl World (frozen yogurt), and DoorDash**. The decided Store Type and Store Location are:

- **Travel Center**—St. George, SC
- **5.5 K:** Indianapolis, IN
- **EDO-MOSS POINT**, MS
- **Travel Center**—Cleveland, Ohio
- **5.5 K:** Murphy, NC



PROJECT INSTRUCTIONS AND GUIDELINES

DATA SOURCE

- The “**Performance dataset**” contains all necessary information to analyze how stores in other states and locations have performed over the last year.
- Note: All figures in this tab are totals. To make meaningful comparisons, you will need to calculate averages or other derived metrics to understand store performance since opening.

CHALLENGES AND ACTION REQUIREMENTS

- There are no specific types of instructions given by the senior leaders. and they rely on you to tell the story.
- They expect you to go beyond the obvious and present insights in a thoughtful way that can answer a plethora of questions that Senior Leaders would ask you while presenting the data.

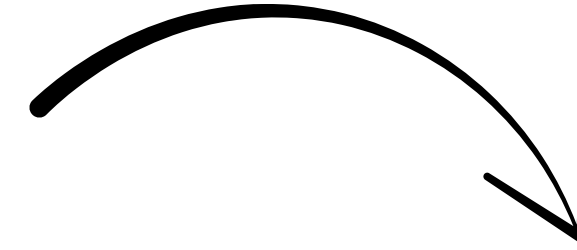


TRAVEL CENTER

Larger store with front regular fuel stations and back truck fuel stations. They are usually along travel routes. This means they see a lot of traffic from travelers but may not be in populated areas.

EXCLUSIVE DEALER OUTLET (EDO)

Mid-size store with regular front fuel and an extended diesel offering in the back. These stores are a cross between a 5.5k and a Travel Center.



INFORMATION ABOUT STORE TYPES

5.5K

A regular-sized store with only front regular fuel stations. These are normally, located in cities (populated areas) but can be located anywhere.

6.6K TO 5.5K

Because of a potential error in the dataset, the store names were initially listed as 6.6K, which was later corrected to 5.5K, since information was provided for only three stores.



DATA CLEANING STEPS



**DETECTING OUTLIERS
BASED ON SALES COLUMNS
USING IQR PRINCIPLE**



**USING CAPPING
TECHNIQUE TO REPLACE
OUTLIERS**



**CALCULATING PER ENTITY
PER DAY AVERAGES FOR
ANALYSIS**

INSIGHTS GENERATED



> TRAVEL CENTER

- Comparable performance to EDO, but given higher investment in infrastructure, Travel Center should ideally generate stronger sales.
- Average monthly inside sales should remain between \$11K–\$12K for sustainable business performance.
- Highest daily guest count across store types with ~67% profitability
- Strong adoption across all product categories; **DoorDash** shows particularly strong performance and can be expanded further



> EXCLUSIVE DEALER OUTLET

- Sales trends move closely with Travel Centers, though with lower setup and operating costs
- Daily average inside sales outperform Travel Centers, indicating higher footfall efficiency
- DoorDash sales are almost negligible, showing limited potential in delivery-based sales
- Represents a cost-effective alternative to Travel Centers but offers fewer opportunities for wider product expansion



➤ **5.5K**

- Smaller format stores require selective offerings due to inventory management challenges
- Adv GNG (Pizza) and Bean to Cup (Coffee) are the most consistent high-performing products
- Recommended to begin with these two offerings, with gradual expansion as demand grows
- Well-suited for city and high-density locations where space and operations are more constrained

FINAL RECOMMENDATIONS

- As we are opening one Travel Center store in South Carolina, in close vicinity we have Georgia and Florida. The Travel Center in Georgia is performing well across all offerings; hence, management can consider introducing the full range of food options in the Travel Center of South Carolina.
- The same approach can be applied to the Travel Center store in North Carolina, as NC is also in close vicinity to Georgia, South Carolina, and Florida.
- For the Exclusive Dealer Outlet (EDO) that is planned in Moss Point, its closest vicinity is Alabama, where only one EDO is currently operational. In the Alabama EDO, **pizza, hot food, and frozen yogurt sales** have performed remarkably well, while chicken sales have been the lowest.
- Therefore, the focus can initially be placed on the first three offerings, and chicken offerings may be expanded gradually as demand grows. We may also begin with simpler chicken options before scaling up.





**THANK
YOU**