



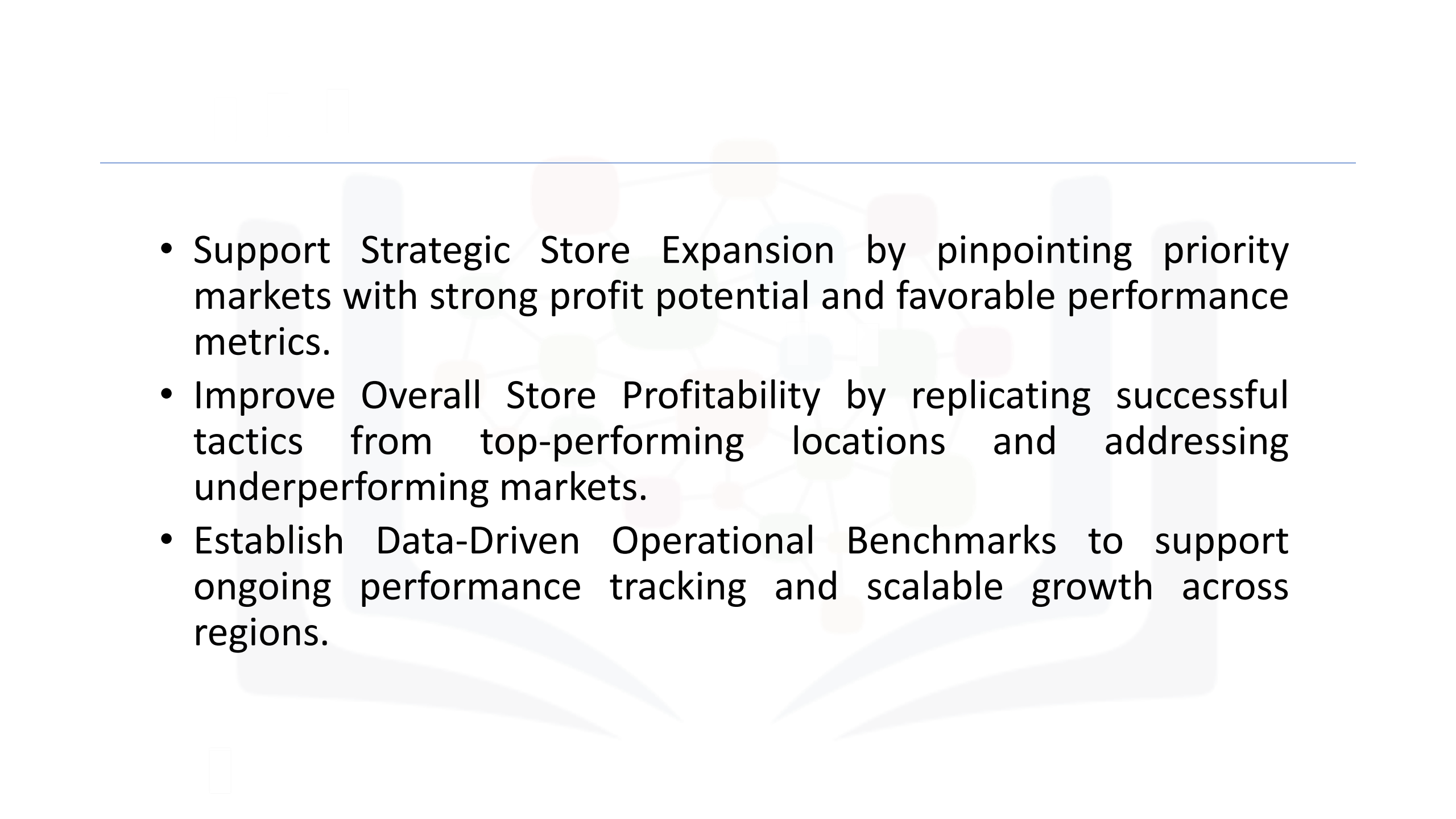
Store Performance Analysis & Expansion Strategy

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OUTLINE

- **Project Objective:** To analyze multi-regional store performance data, uncover high-performing markets, and identify key drivers of profitability and marketing efficiency in order to guide strategic decisions on store expansion and targeted marketing investments.
- **Business Goals:**
 - Maximize Return on Marketing Spend (ROMS%) by identifying high-performing cities and reallocating budget to optimize marketing efficiency.

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- Support Strategic Store Expansion by pinpointing priority markets with strong profit potential and favorable performance metrics.
 - Improve Overall Store Profitability by replicating successful tactics from top-performing locations and addressing underperforming markets.
 - Establish Data-Driven Operational Benchmarks to support ongoing performance tracking and scalable growth across regions.

Problem Addressed

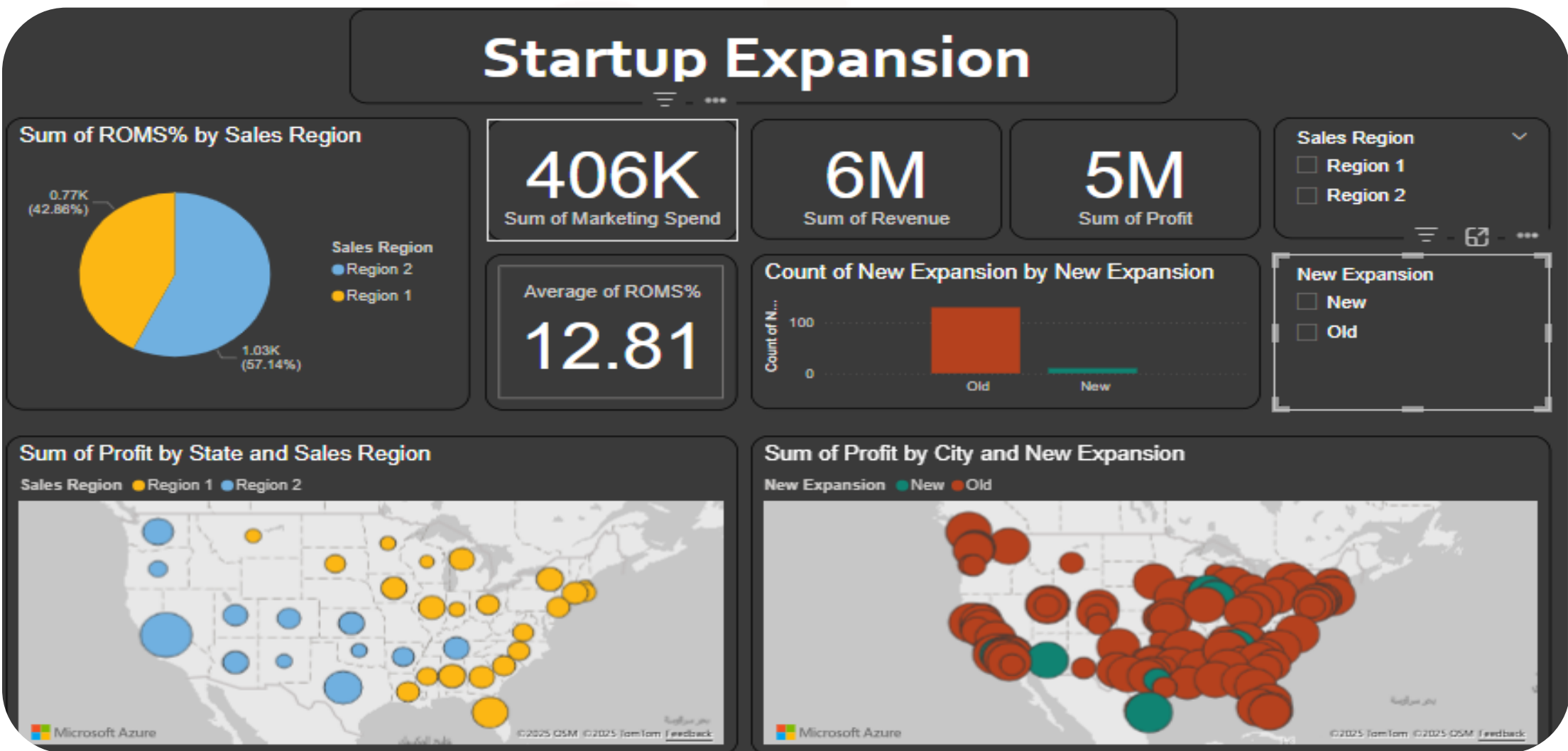


Data Quality: By cleaning and standardizing store performance and regional data using Python, the analysis ensures a consistent and reliable dataset to support accurate evaluation of profitability, marketing efficiency, and expansion opportunities.

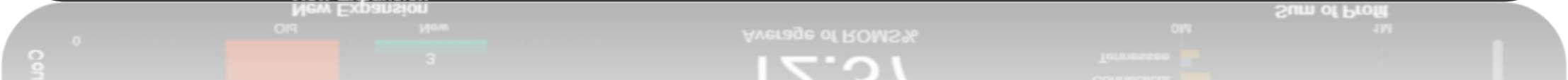
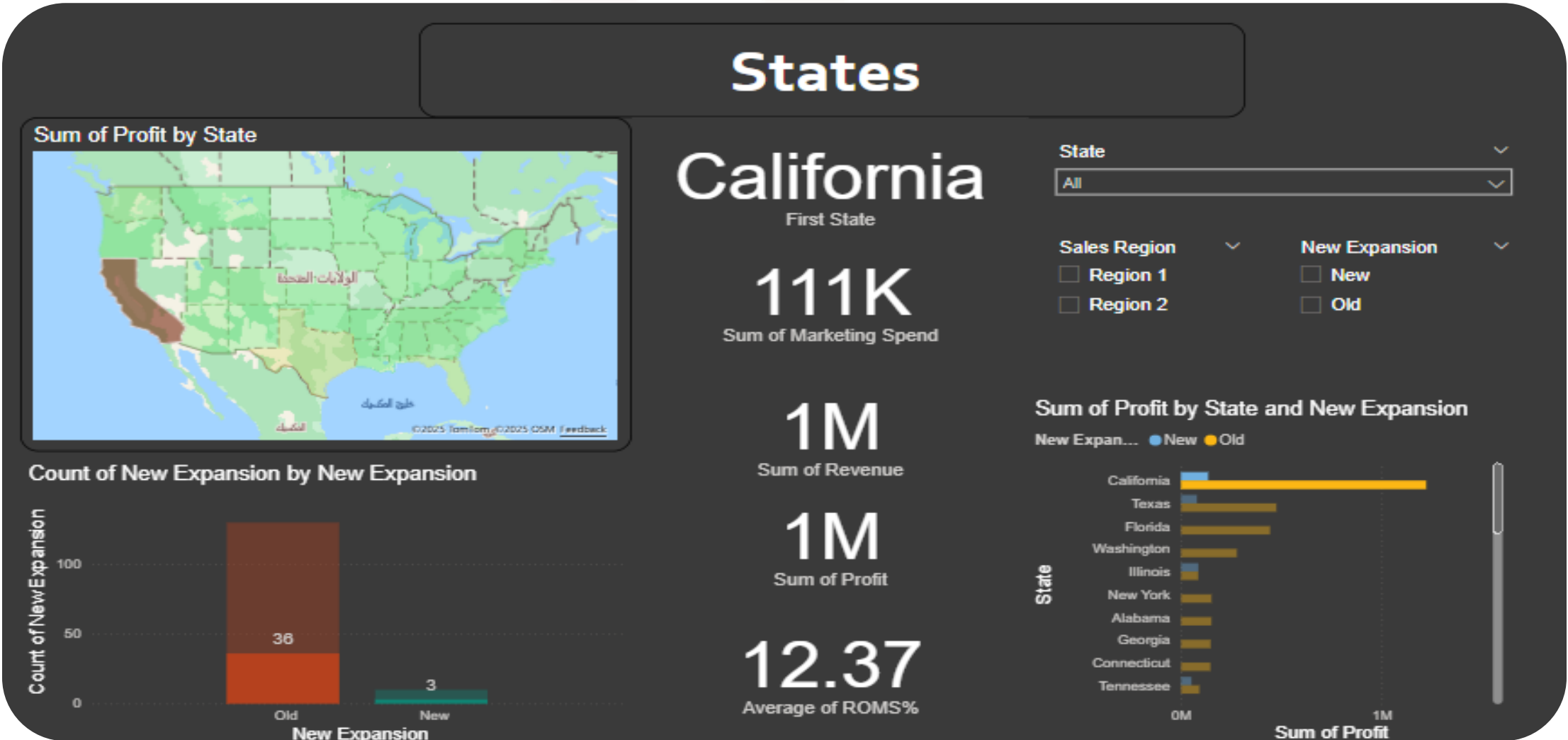
Estimation: Imputing missing values in key performance and regional metrics helps create a complete picture of store profitability, marketing effectiveness, and market potential—supporting more informed expansion decisions.

Expansion Strategy: Insights from the analysis highlight the key factors that drive store profitability and marketing efficiency, guiding targeted expansion efforts and strategic decision-making for market growth.

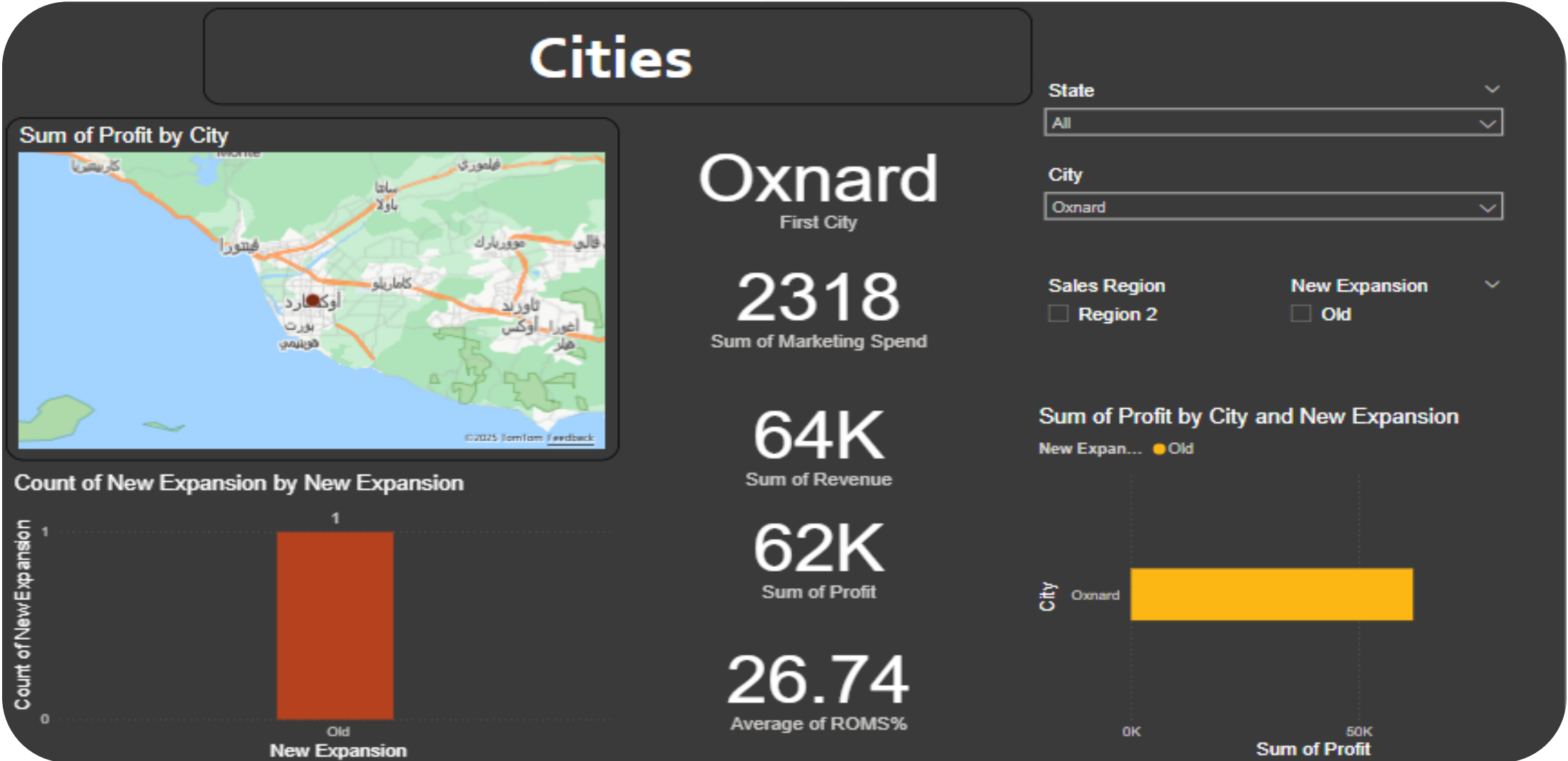
Overview Dashboard



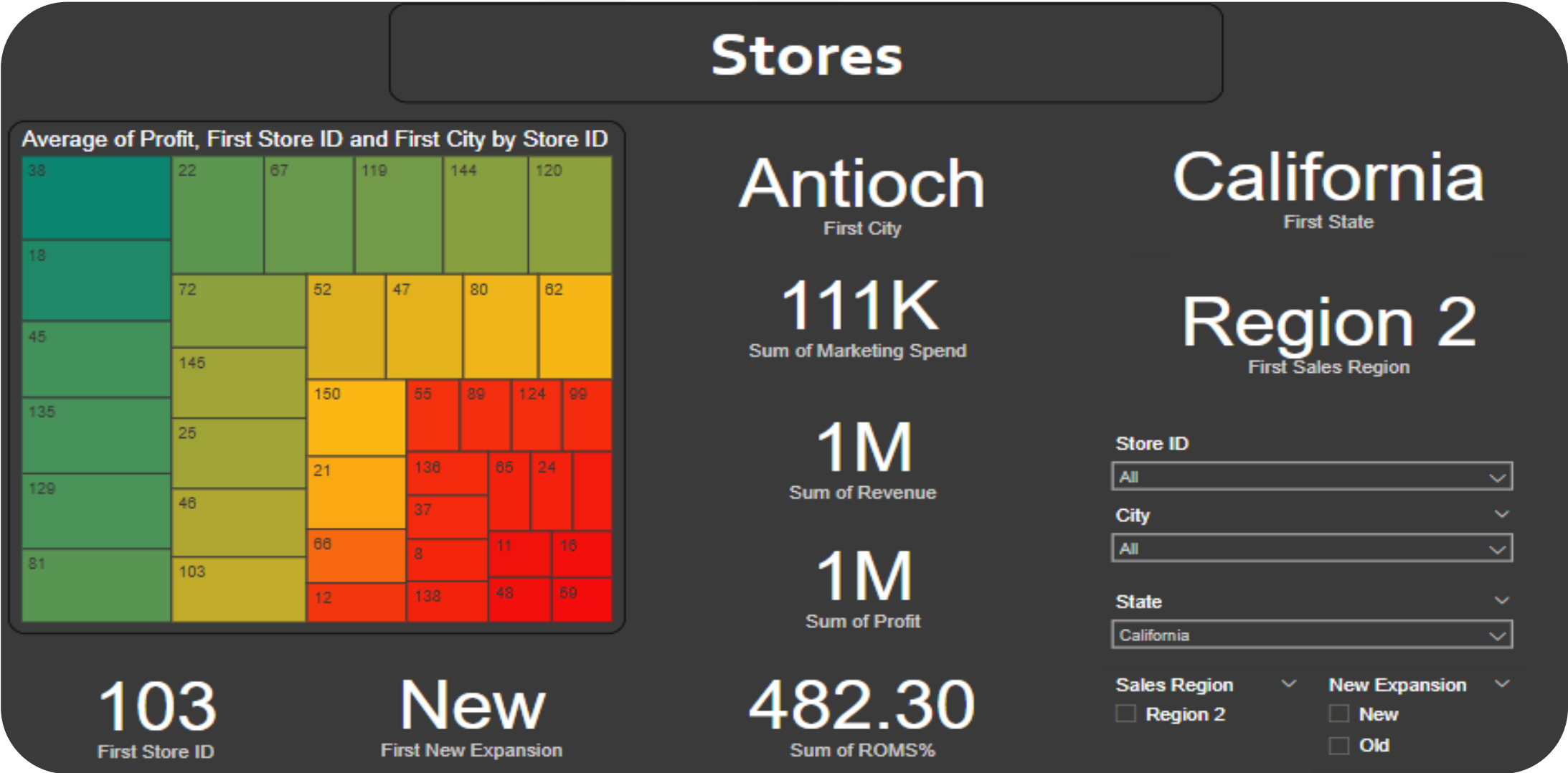
States Dashboard



Cites Dashboard



Stores Dashboard



First Store ID

100

First New Expansion

100M

Sum of ROMS%

105.00

☐ New

☐ Old

Key Findings

1. *Store Performance Overview:*

- California leads with highest overall profit (\$111K) but moderate ROMS% (12.37%).
- Little Rock, AR tops ROMS% performance with 27.21% , Oxnard, CA follows closely with 26.74%.
- Established (Old) stores outperform new ones in absolute profit.
- New stores show higher ROMS% (14.86%) vs. old stores (12.66%).

2. Regional Insights:

Region 1 exhibits higher ROMS% (13.49%) than Region 2 (12.35%).

California – Region 2 – New Stores perform notably well with a 17.40% ROMS%.

3. Top Performing Locations:

ROMS% Leaders: Little Rock (27.21%), Oxnard (26.74%), Rochester (26.09%)

Highest Profits by State: California (\$111K), Texas (\$48K), Florida (\$35K)

Texas shows balanced performance from both old and new stores

Recommendations to the Business

1. Expansion Strategy

Priority Markets for New Stores:

California: Oxnard, San Bernardino, Fontana – High ROMS% and mature markets

Texas: Balanced profitability, stable expansion potential

Florida: Strong base performance, opportunity for growth

2. Marketing Optimization

Focus Investment on High-ROMS% Cities:

Primary: **Little Rock, Oxnard, San Bernardino, Fontana**

Secondary: **Texas and Florida** (refine existing strategies)

Thank you