EXAMPLE OF PRESENTATION SCRIPT

Slide 1

According to Bernard Marr, for a typical Fortune 1000 company, a 10 percent increase in data accessibility results into $65 million additional net income. Now, you might be wondering what this has to do with our presentation today. I tell you this because it shows us the power of data. And today I'm going to present to you the perfect store location for our new cafe in Melbourne.

Slide 2

After this presentation, you will not only understand what the perfect store location is, but you will also understand the 'why' behind it. Our presentation today contains three points: the background, the analysis, and finally, the perfect store location.

Slide 3

Starting off with some background information, why was I the one looking into finding the perfect store location? Well, first, because we were able to turn around Net Promoter Scores for several stores. We have seen the great success of the CBD store with its new cafe, and also an increased profitability of online sales. And all this, thanks to data analytics. That's why our CEO asked me what is the most promising store location, and if I can harness my data analytics skills to answer this question.

Slide 4

My analysis is based on quantitative and qualitative data. The quantitative data was derived from the City of Melbourne, and I considered more than 62,000 distances between sensor locations and competitors. I assessed data from more than 1,375 competitors across 860 streets. And more than 1.8 million pedestrian traffic data points at 56 locations. My analysis included four steps. First, an assessment of potential locations based on foot traffic. Secondly, an assessment of competitors in a 200-meter radius from each foot traffic sensor. And thirdly, a cluster analysis in form of a scatter plot between the number of average foot traffic and the number of competitors. And lastly, I did some mapping around different clusters on a geographical map to find the perfect cafe location.

Slide 5

Now, at first, this slide might seem a little bit daunting to you, but don't worry, because I'm going to explain it to you in full detail. To find the most promising store location, I assessed the relationship between the average number of foot traffic and the number of competitors as key elements of my analysis. The analysis reveals four clusters indicated by four different colors here in the scatter plot. Cluster 4 contains the most promising locations because it displays a high number of foot traffic and a moderate number of competitors.

Slide 6

And based on this analysis, there are particularly two locations which seem highly promising. Based on their high number of average food traffic and their low number of competitors, the most promising cafe locations are Spencer St - Collins St North and Flinders St Station Underpass. Both locations display similar quantitative characteristics; however, recent developments around Collins Street and a great access to regular customers (especially office workers) make Spencer St - Collins St North the perfect store location. Thank you very much