

Intro	Markets	Sales	Per Capita Sales	Recommendation
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Background

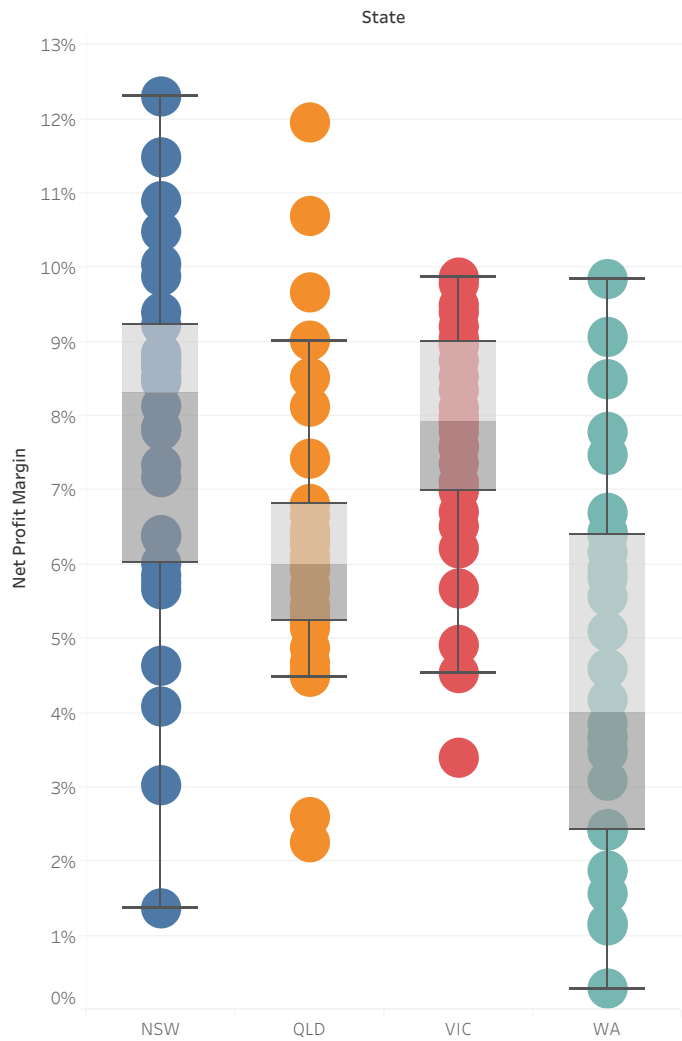


- A retail chain that operates in clothing retailing is currently looking to expand its operations.
- Currently it operates in New South Wales in Australia
- Three areas of expansion within Australia are: Queensland, Victoria, and Western Australia.

Presentation

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Net Profit Margin Distribution



Looking at the competition

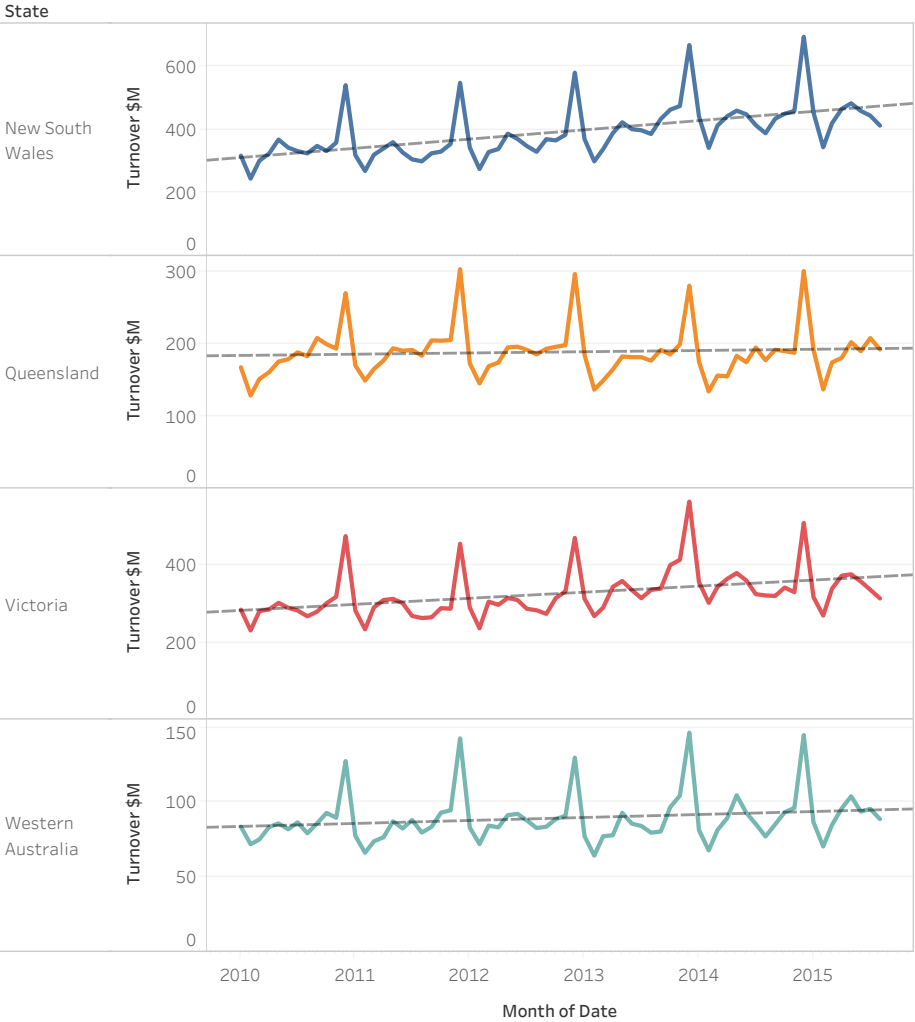
- Victoria has the highest median net profit margin, and has a smaller variance.
- The current market, New South Wales, and Western Australia is more dispersed so there is more uncertainty.
- Queensland also has a smaller dispersion, however its median net profit margin is lower than Victoria.



Presentation

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Industry Analysis



Industry

- There seems to be a upward trend in all markets.
- However, there are different population sizes in each market.

Presentation

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Sales Per Capita



Industry: Per Capita Sales

- Victoria looks like the most positively trending choice.
- The current market also has a good outlook.
- Queensland and Western Australia have negative trends.
- However the R-square for them are very low with $p > 0.05$.



Presentation

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Recommendation

- With the results in the boxplots and per capita sales, Victoria seems to be the best market to expand.
- With seasonality included, the forecast for that region will help the clothing retail company grow.

Sales Per Capita

