Good morning,

We, the data science team, have performed an initial analysis on the data of your retail stores.

Background:

1. We computed profit margin and supplied summary statistics of the data.
2. We have imputed a rental cost for owned stores to provide a more accurate comparison between owned and rented stores.

Based on our initial findings, we have identified two key drivers related to improving profit margins by location:

1. Geographical location – Texas stores on average have the best performing stores and Georgia has the worst in relation to profit margin. With additional data we will be able to provide better indications as to why this is the case.
2. Number of products – There appears to be a clear positive relationship between the number of products in a store and the stores gross revenue and profit margin.

I look forward to our detailed presentation as well as our continued partnership. Please let me know if you have any preliminary questions before our meeting.

Best,

Britton Blaize Olle

Data Science portfolio Management Program - Analyst