

# Analysis and Launch Plan for retail store

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# Data Assessment And Cleaning

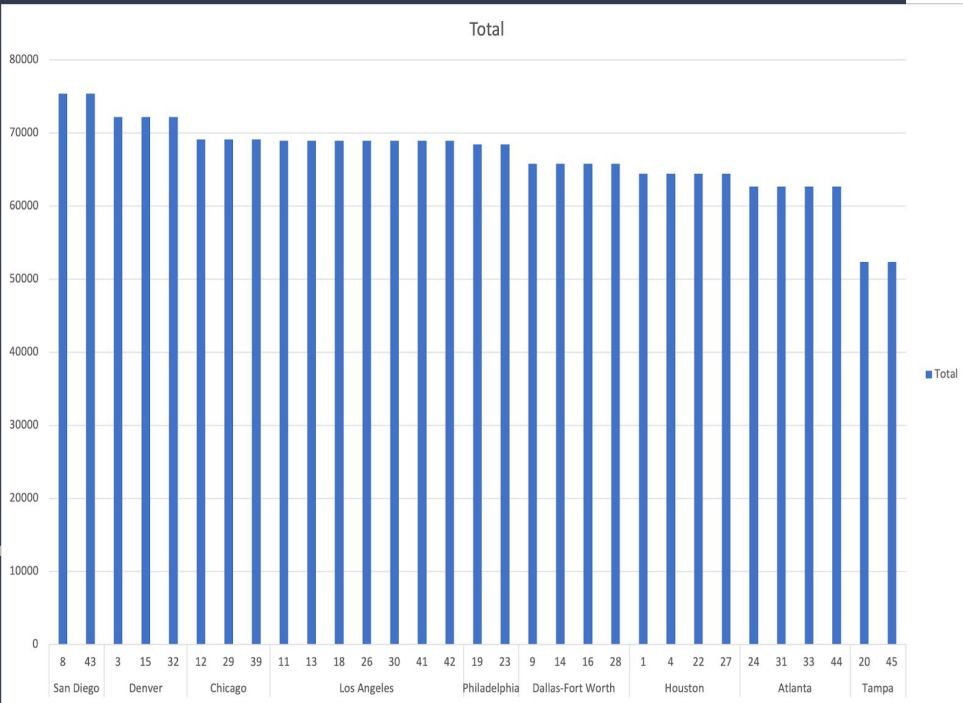
- Data was initially separated
- Merged datasets
- It was messy in terms of missing values
- Data is not consistent, cities are listed multiple times
- Information is mainly numeric, not as hard to work with
- Stores in specific cities allow for a more in depth analysis
- Lots of data, not all of it is useable

# Variables

- Narrowed down the variables I wanted to use after merging and cleaning
- Removed a large amount of unnecessary variables, kept averages
- Variables kept: Store, Type, Size, City, Medium to High Household Income, Households with 2+ Vehicles, Population (in thousands), consumer units (in thousands), Average Annual Expenditures, Average CBD Distance, Total Sales

# Analysis

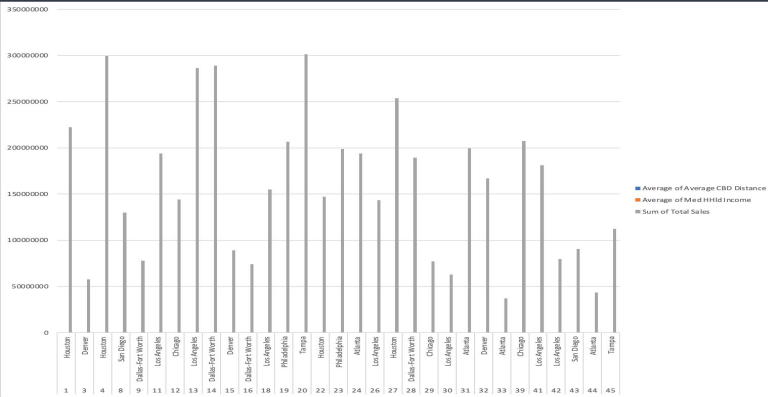
Cities first



- Top ten cities in Medium to High income households. This is one of the most basic and telling statistics of what markets we want to target
- The higher the income is, the more likely it is for the store to generate more profit
- San Diego, Denver, Los Angeles, and Chicago lead all the cities in Medium/High Income Households

# Analysis

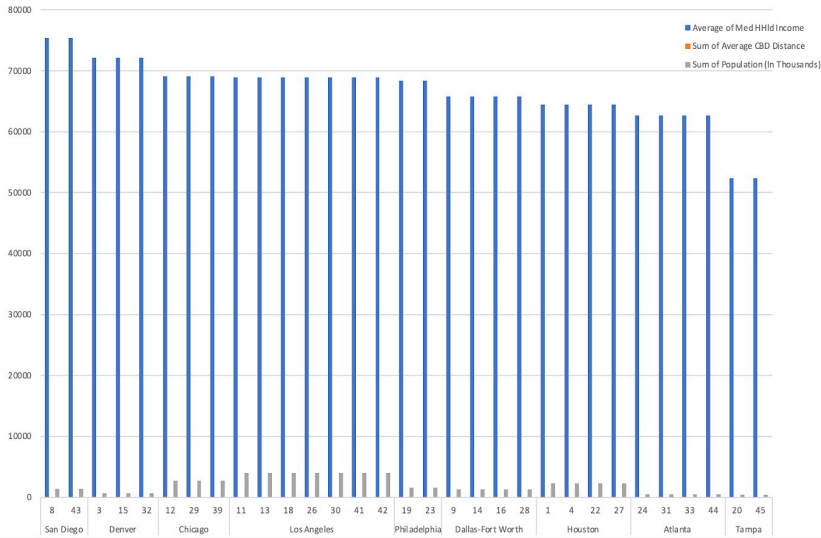
## Now Stores



- Top ten cities with stores in Medium to High income households. This further specifies the distribution of wealth within the cities
- We want to target the stores in higher income areas assuming that they are willing to spend more money, lets see if this is true
- Target the highest earning household areas, in the highest earning cities, near the most profitable stores
- Los Angeles: Store 13, 41
- Denver: Store 32

# Analysis

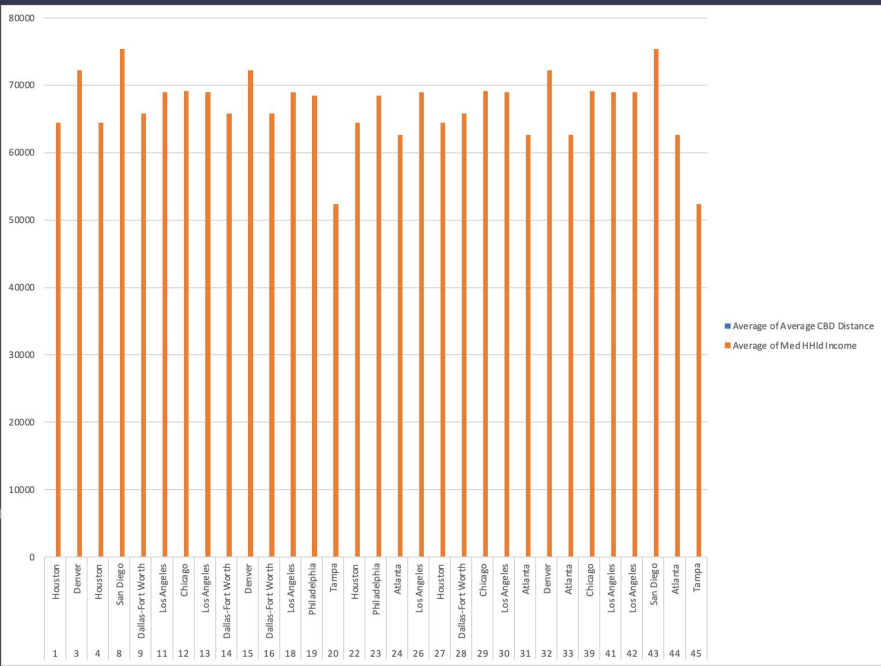
## Average CBD



- Here I looked at cities with average CBD distance as well as population
- The CBD is important because it tells you what the average distance from the store is. If the CBD is lower, that means people of the city have more access to the competitor store. If the CBD is higher, that means that people are farther away from the competitor, making more room for us
- The best CBD scores city-wise, would be in San Diego, Denver, Chicago, and Los Angeles

# Analysis

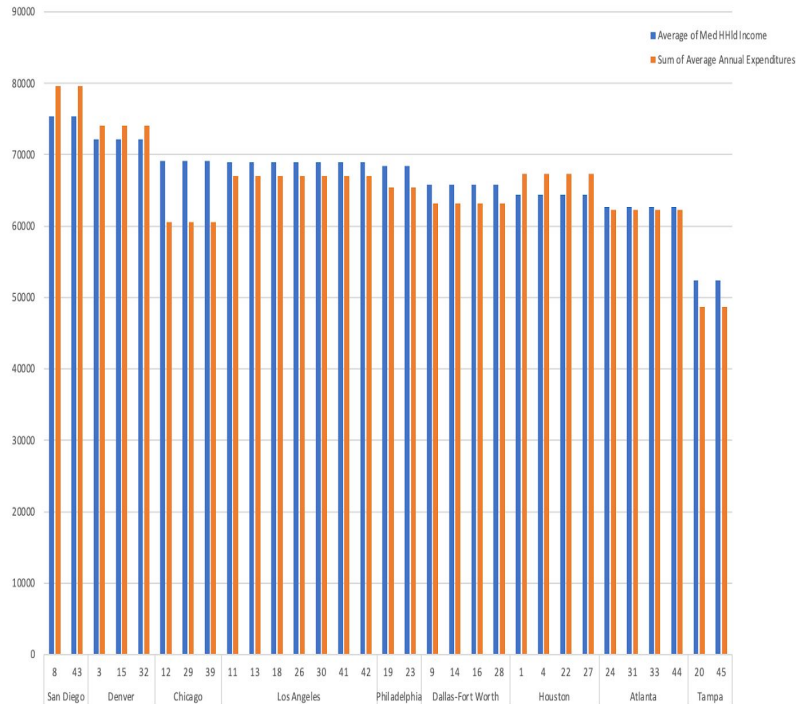
## Average CBD



- Here, I looked at average CBD with M/H income household within cities and specific stores
- This gives us a better idea of what cities and stores we want to target, but let's get more in depth

# Analysis

## Annual Expenditures



- Top ten cities and stores in Medium to High income households and average annual expenditures. I chose average annual expenditure as one of my main metrics because I believe it's a very important indicator of what the city/area's inclination to spend money. Indicates how much consumers are willing to spend in the potential market area
- This graph provides more clarity on how these markets work and their willingness to spend money
- San Diego, Denver, Los Angeles, and Houston are our best markets shown here



# Analysis

## Annual Expenditures and Sales

- The first is a look at total sales for every store in the chosen cities, gives us insight into which specific areas we should compete in
- The second looks at average annual expenditures in unison with M/H income areas and population, population turning out not to be as significant as first thought
- We can compare both of these visualizations to target, next will be the official recommendations for which markets to choose to compete in



# Executive Summary



## The Top 10 Target Markets to launch new store. Cities and Specific Areas:

1. Denver in general (High CBD, High income, high expenditure)
2. Denver - Near competitive stores 15 and 32
3. San Diego in general (High CBD, High income, high expenditure)
4. San Diego - Near competitive store 8
5. Los Angeles in general (High CBD, High income, high expenditure)
6. Los Angeles - Near competitive stores 13, 11, and 41
7. Houston in general (med CBD, High income, high expenditure)
8. Houston - Near competitive stores 4 and 27
9. Atlanta in general (Med CBD, High income, high expenditure)
10. Atlanta - Near competitive stores 24 and 31