

What Makes A Good Diamond?

DOWNTOWN DIAMONDS



The most important qualities to look for

Carat

Weight of the diamond, the most popular being 1 carat. The smaller the weight, the less pricey. Sales myth requires engagement rings to be equivalent to 2-months salary.

Cut

Cut quality of the diamond in increasing order Fair, Good, Very Good, Premium, Ideal

Color

Color of the diamond, with D being the best and J the worst

Clarity

The obviousness of inclusions (imperfections) within the diamond. From best to worst, clarity ranges from FL (flawless) to I3 (Level 3 inclusions).



ASSCHER



CUSHION



EMERALD



HEART



MARQUISE



OVAL



PEAR



PRINCESS



RADIANT



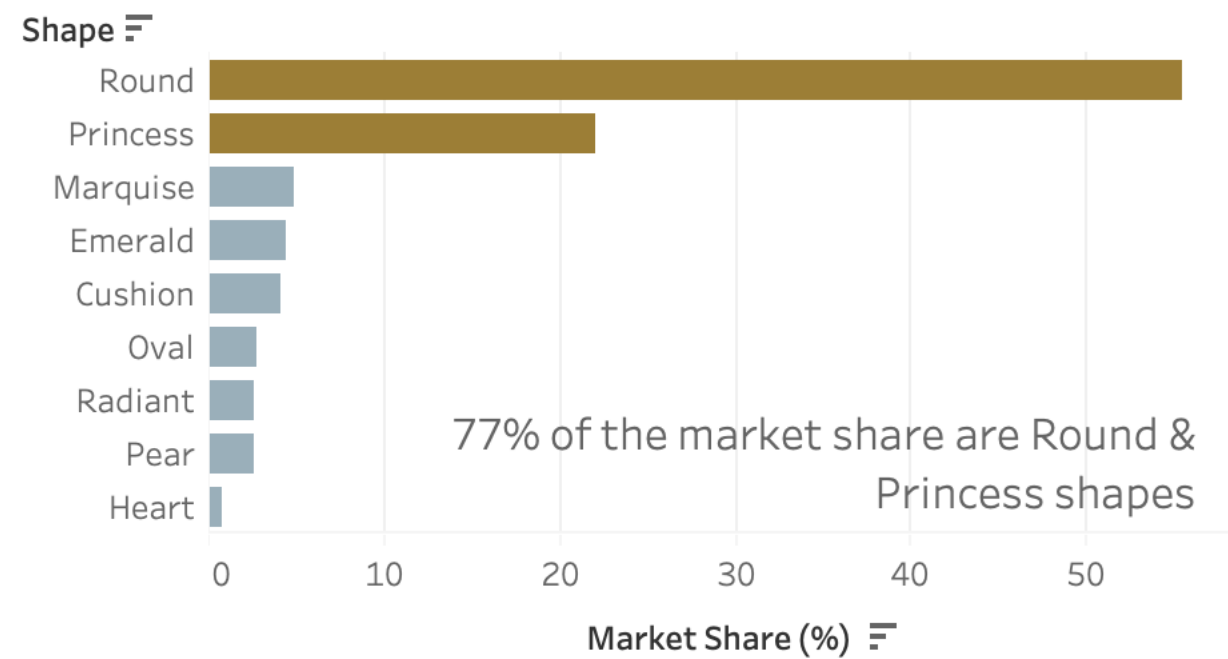
ROUND



TRILLION

Diamond Market

Popularity of diamond shapes in USA



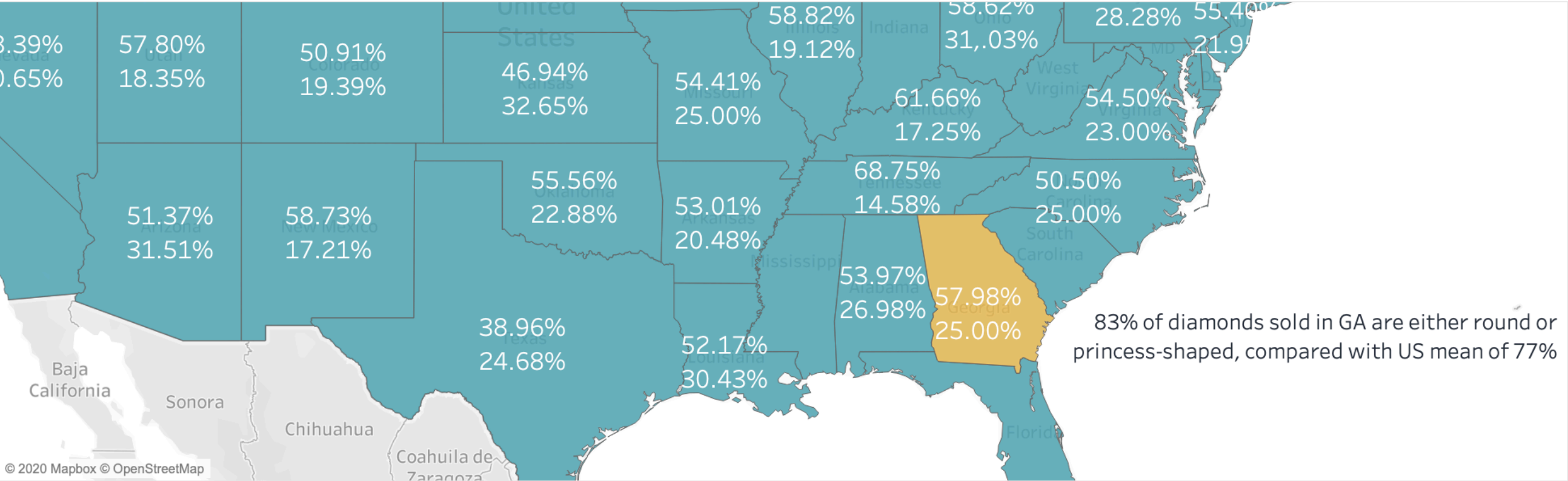
Who spend the most on diamonds

City	
Dallas	\$10 000
San Francisco CA	\$9 600
Los Angeles CA	\$7 600
Seattle WA	\$7 600
DC	\$7 500
Atlanta	\$7 400
Chicago	\$7 000
Houston	\$6 700
Las Vegas	\$6 300
NYC	\$5 700
Miami	\$5 400

Average carat size by state

State	
MD	1,75
MI	1,69
TX	1,47
AR	1,41
NV	1,38
OK	1,37
MA	1,36
GA	1,36
LA	1,33
RI	1,24
VT	1,03

Market share of Round and Princess diamonds in different states

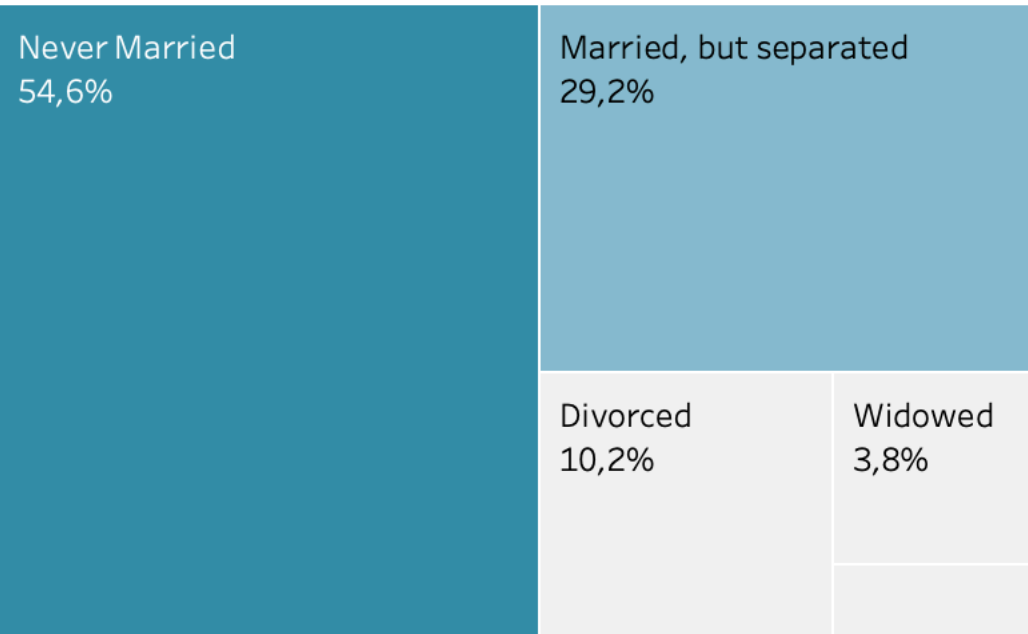


Atlanta: General Demography

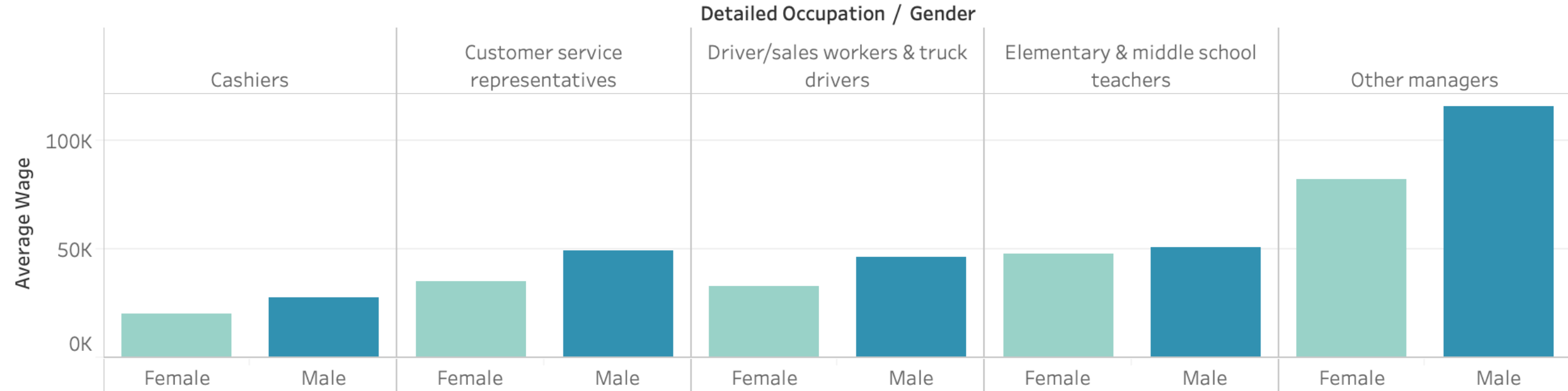
Summary Stats

Statistic	US	Atlanta
Bachelor’s Degree or Higher	32.6%	53.4%
Median Age	38yrs	33yrs
Median Household Income	\$61.9K	\$65.3K
Popn Growth	0.6%	2.4%
Population	327M	0.5M
Poverty Rate	13.1%	20.2%
Unemployment Rate	4.9%	5.7%

Marital Status

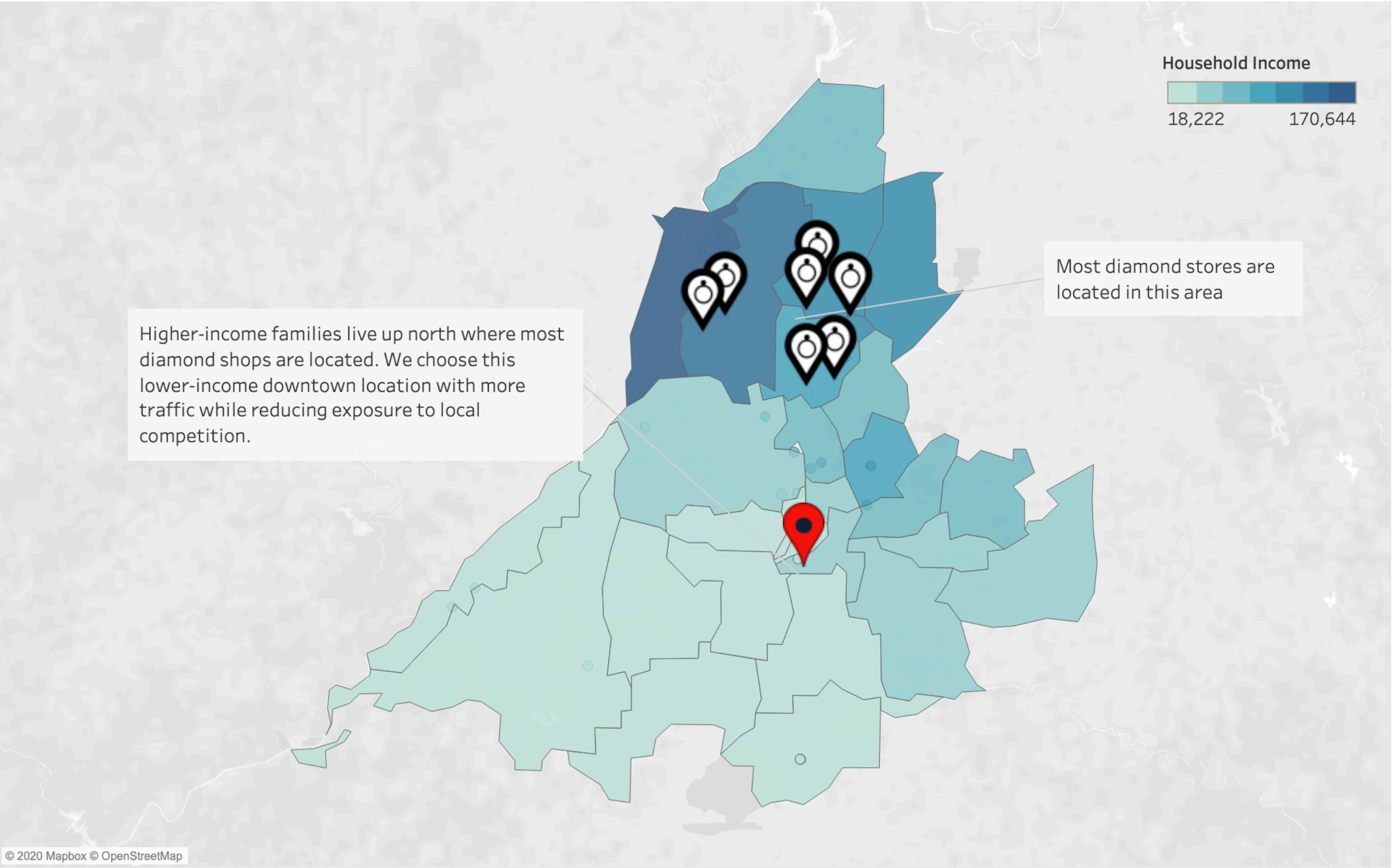


Wage by Gender in Common Jobs



We look at the general overview and demographic characteristics of the Atlantan market as this affects our strategy and marketing. Marital status impacts aslo our chosen customer segment directly and helps us to estimate demand.

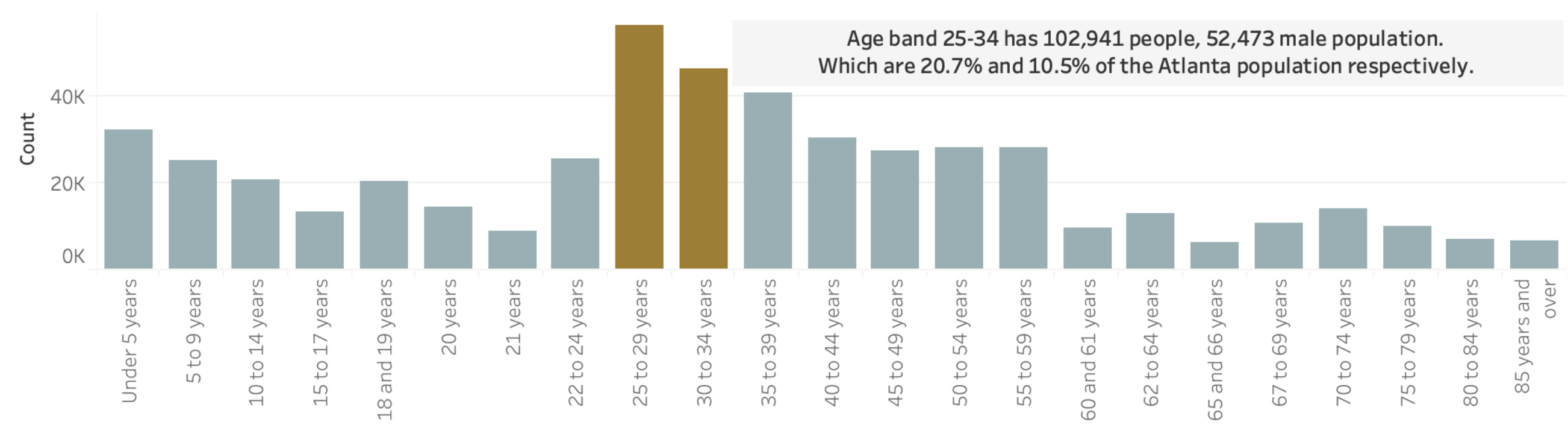
Household Income by Area



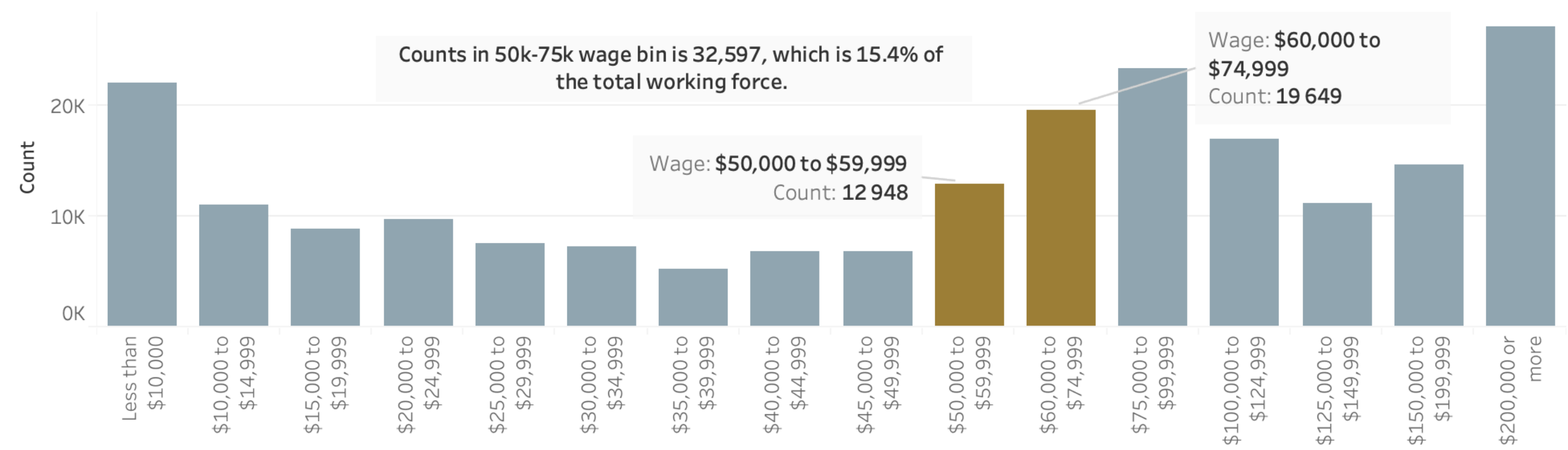
Source: https://www.huduser.gov/portal/datasets/usps_crosswalk.html#data
<https://www.census.gov/programs-surveys/geography/guidance/geo-identifiers.html>
<https://datausa.io/profile/geo/atlanta-ga>

Target Audience and Wage Distribution

Target Audience

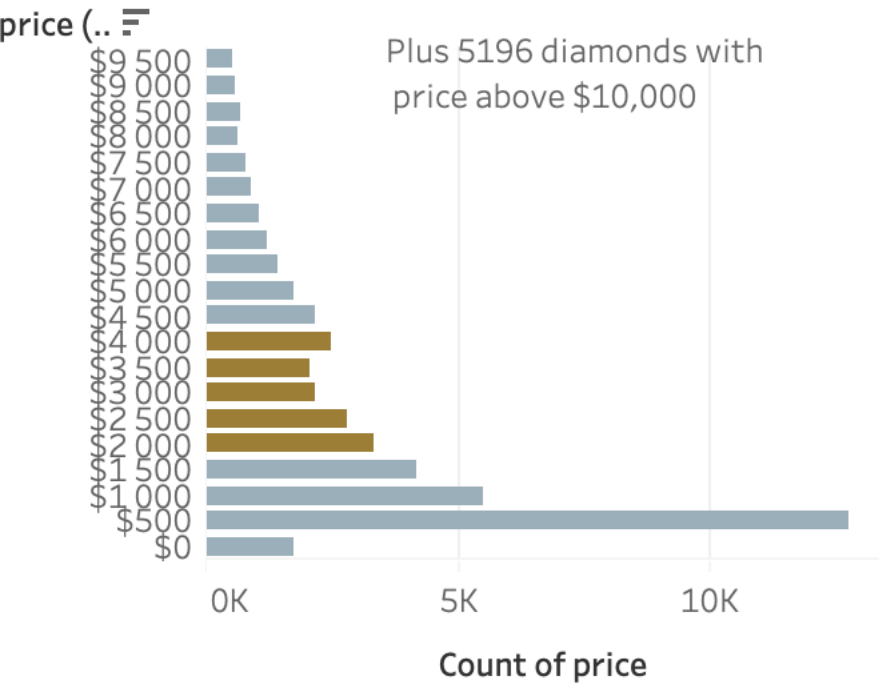


Wage Distribution in Atlanta

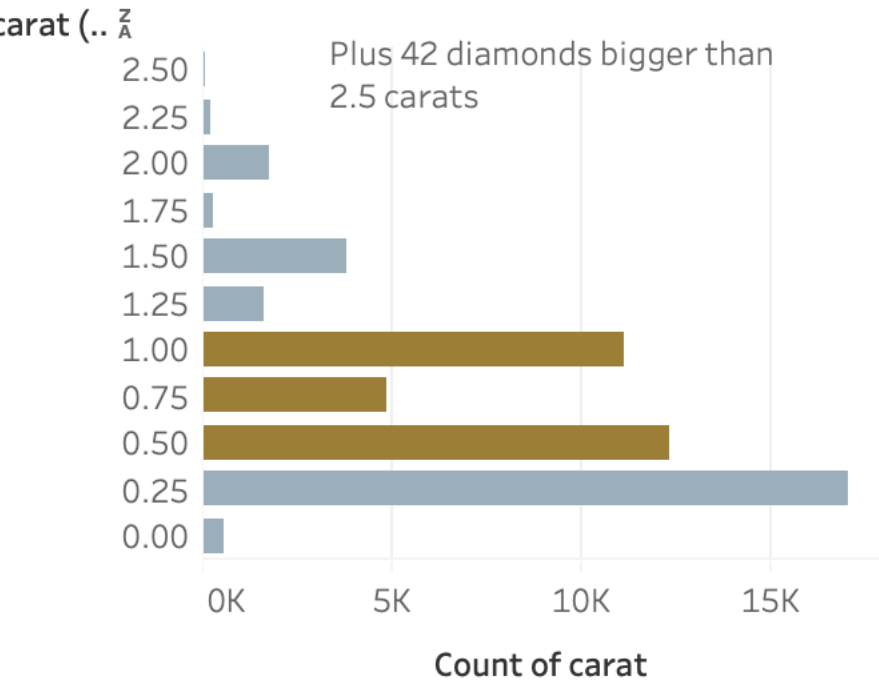


Dataset Analysis

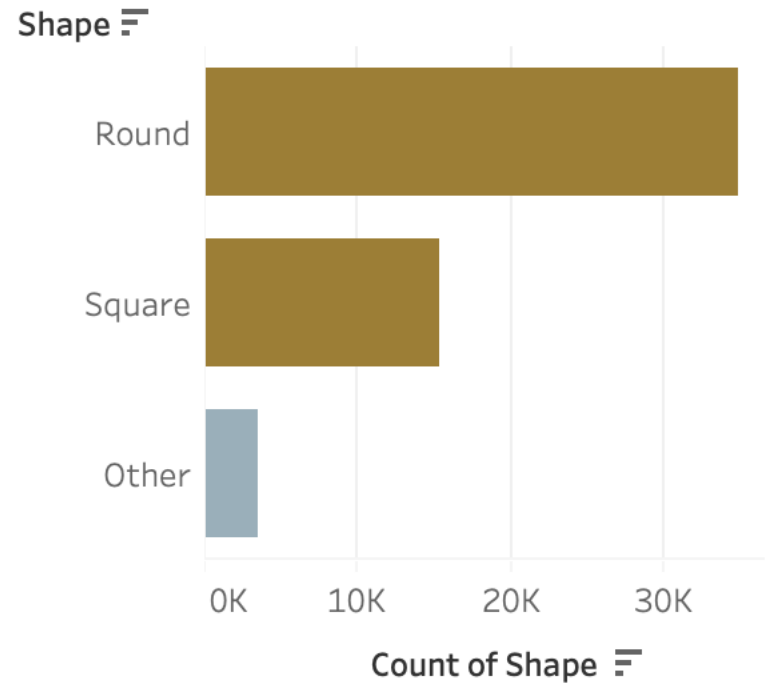
Price in USD



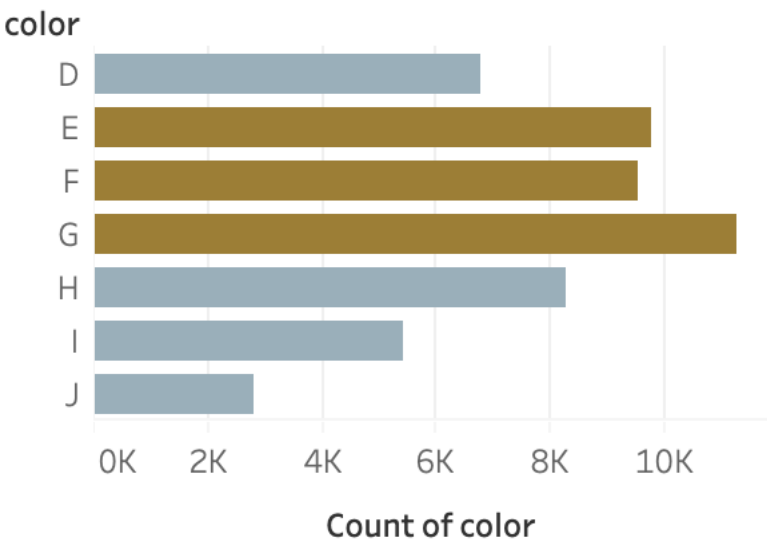
Weight in carat



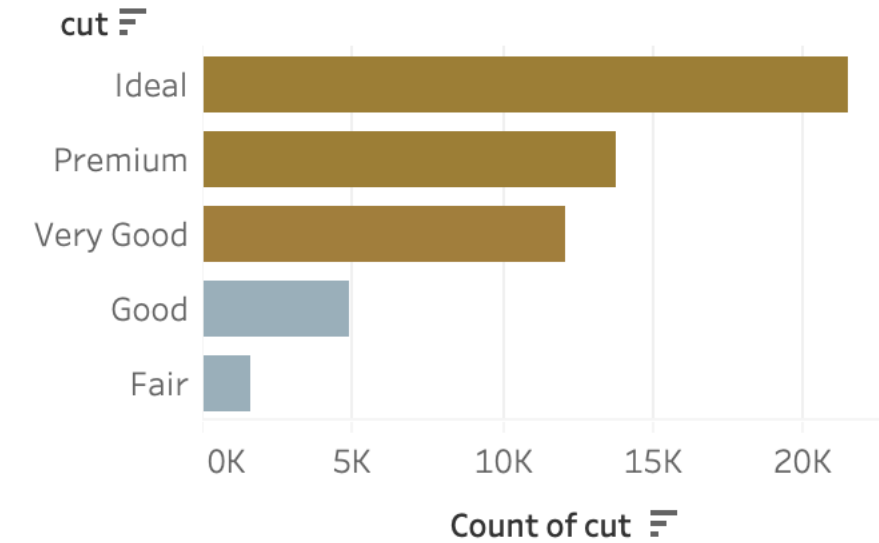
Shape



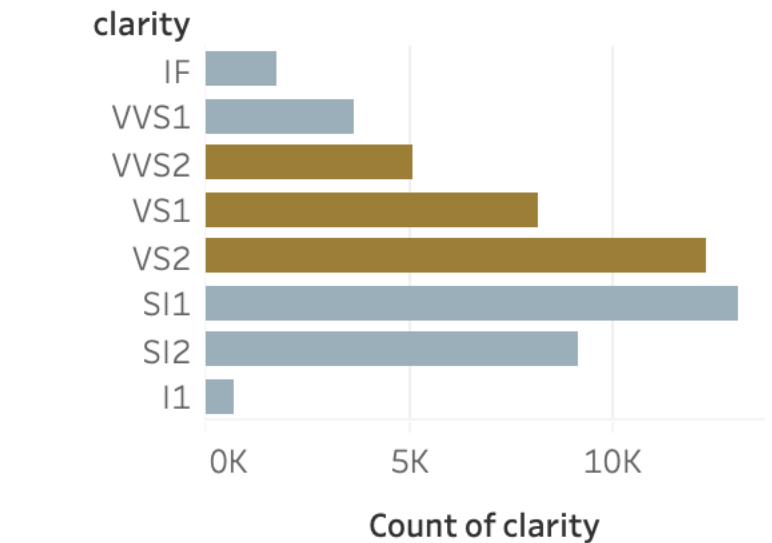
Color



Cut



Clarity



The dataset offers a wide variety of diamonds. Prices ranges from \$326 to \$18,818. The minimum weight is 0.2 carats, with the biggest diamons at 5.01 carats. Shape wise, almost half of the diamonds are round. The second biggest group is square. Of the square diamonds, the fast majority will be princess cut , but this group can also include some cushion and very few asscher cuts. Ther is a good variety in terms of color cut and clarity. The majority is of high quality cut. As color and clarity are calculated against the average the dataset also clusters around that average with fewer diamonds on the extreme sides.

Differentiation Strategy

Target Audience:

-Residents in Atlanta with ages between 25 & 35 and annual income \$50k - \$75k.
The 25-35 age bin has 20% of the population in Atlanta. The salary bin from 50k to 75k is also consist of 15.4% of total labor force.[1]

Where To Place Our Store:

-Downtown, heart of Atlanta.

Majority of the shops are in the north area where the highest income people live and they tend to have a higher price for diamonds. To differentiate our customer we decide to have the shop opened at the downtown where is the heart of Atlanta. The chosen store location also brings us closer to our target segment while reducing exposure to local competition.[5]

Price Range of Target Audience:

-Price in \$2k - \$4k.

The average expense for engagement rings are about \$8k, but research shows us there's plenty of rings ranged in \$2k - \$4k and plenty of them are over 10k.[2]

Atlantans will generally spend less than the 2-month salary tradition given their specific demographic characteristics.[3]

Target Shape:

-Round-shaped, Princess-Shaped

Round-shaped, Princess-Shaped
External research shows that these are the two most-popular diamonds on the market with populations of about 58% and 25% respectively. Since price, carat and cut are the more important attributes for Atlantans, we differentiate by stocking high-quality diamonds at an affordable price.[4]

Diamond selection for our target group

Key segment: Round

These are our key product. Round diamonds of medium to high quality in the price range of \$2k - \$4k. Accordingly they should make up the majority of our stock.

Key Segment: Square

For the same target customer at the same price range. Square diamonds, mostly princess shaped are the second most popular shape.

Source:

[1] <https://censusreporter.org/profiles/16000US1304000-atlanta-ga/>

[2] <https://www.ajc.com/blog/talk-town/how-much-atlantans-spend-engagement-ring/iHZGbluLPaR9VpBYrqWEEN/>

[3] <https://www.theknot.com/content/spending-three-months-salary-on-engagement-ring>

[4] <https://www.wpdiamonds.com/diamond-jewelry/report-2015/>

[5] https://www.google.com/search?rlz=1C1CHBF_enUS886US886&sxsrf=ALeKk02-oRJlmzTsJnWLgLyMQs9ZX0k1A:1585106386153&q=atlanta,+GA+diamond+stores&npsic=0&rflfq=1&rha=0&rllag=33862806,-84416428,4746&tbm=lcl&ved=2ahUKEwiGps-41bToAhU9GDQIHRL2BD4QtgN6BAGLEAU&tbs=lrf:!1m4!1u3!2..

Selected Diamonds

Diamonds in Quality Scope

