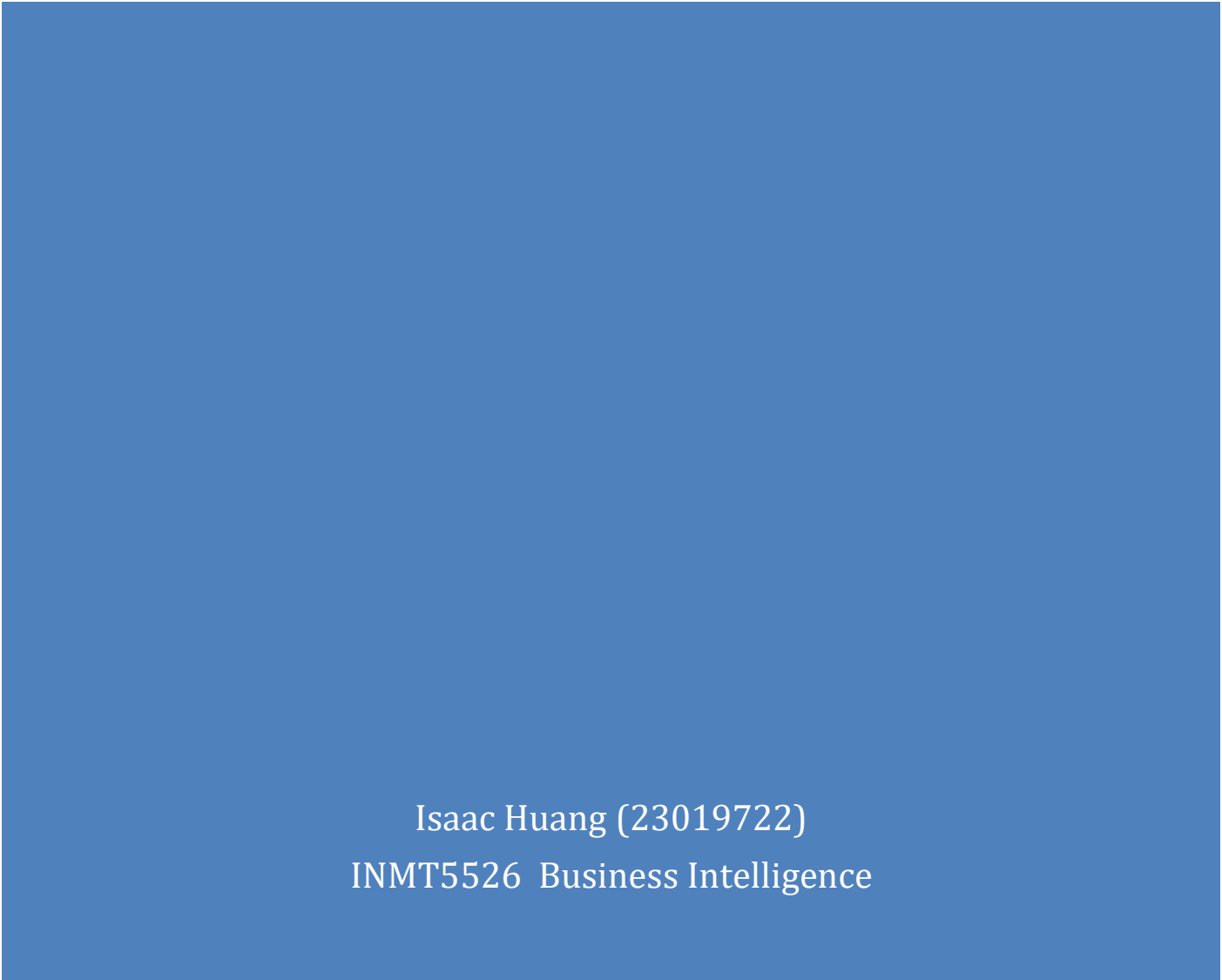




CAN'T FLY OUT?  
WE IMPORT IN FOR YOU!



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## 1. INTRODUCTION

Due to social distancing and lockdowns, more and more people choose to shop online. The competition in the online market has reached another level. If we still only import Chinese products, our business will never grow. The figure of our sales this month has also dropped by 1.5%, since too many people are selling the same products.

However, there is also an opportunity because of Covid. Take myself as an example. I haven't been back to my home country for 3 years. Yesterday I heard there is another virus strain stronger than the Delta variant. I don't think a trip back to my hometown is going to happen any time soon. I can only ask my parents to ship the products and snacks that I need or I am used to but I cannot get in Australia from Taiwan.

I believe there are a lot of people like myself. This is a business opportunity. We need to update our business policy to import diverse products by analysing Australian residents' country of birth. (Australian Bureau of Statics, 2016)

## 2. KEY FINDINGS & USER GUIDE

Our company is aiming for which countries' products to import in, so we removed the data COB\_Australia. We also removed data COB\_Not\_Stated as noise.

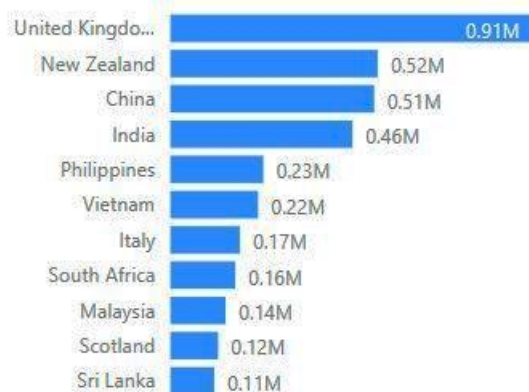


On the dashboard, it clearly shows there are about 6 million Australian residents who were born outside of the country, which is about **25%** of the entire population, and there are potentially more business opportunities, as many people did not state their COB in the census 2016.

Under the "6M" population card, there is a slicer to filter data of countries. Every time you select a country, the figure on the population card will change, as well as on all the other charts.

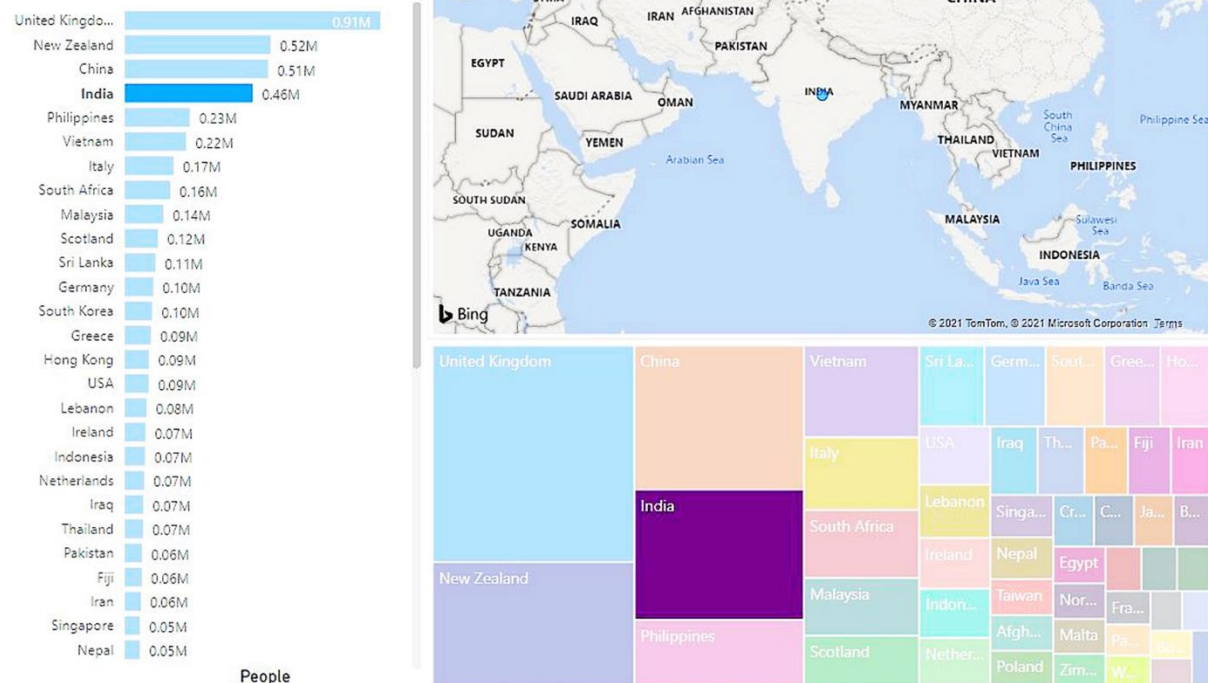
Next to the population card, there is a bar chart clearly showing the top biggest groups.

Every time when I walked in Melbourne or Sydney, I felt like I was walking in one of the cities in China. There were so many Chinese tourists and store signs written in Chinese on the streets, but actually as for residents, Chinese is not the biggest group.



Next to the bar chart, there is a map that you can zoom in and out to see where those countries are and how big the circles are. Under it, there is a treemap emphasizing the differences among those countries in different colours and sizes of rectangles.

## Fly OUT ? Fly IN for You!



Every time you click on one of the countries on the bar chart, the map or the treemap, the other two components will automatically be selected as well. We took India as an example in the above screenshot.

Also, on any of the three components, you can right click on the country you are interested in and select "Drill through" like the screenshot on the right.



## 2.1 DRILL THROUGH

Let's take the Philippines as an example:

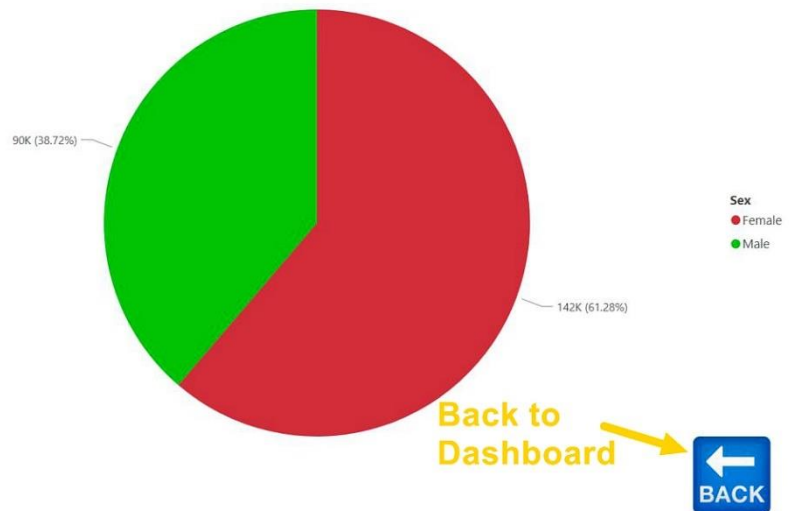
Right click on Philippines → Drill through → Sex

We can see the ratio between males and females to decide whether male or female products are more promising. (See screenshot below.)

■ Philippines

Selected country

## Male or Female Products?



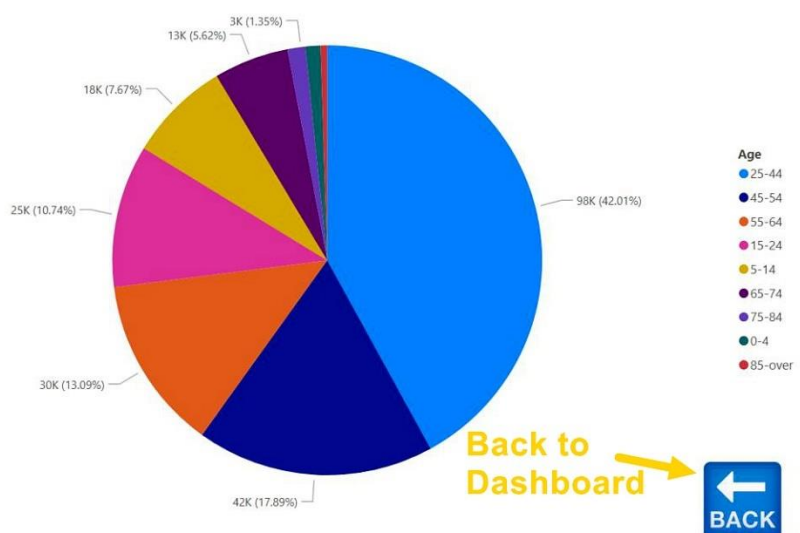
Right click on Philippines → Drill through → Age

We can see the age composition to decide the targeted age group for product selection. (See screenshot below.)

□ Philippines

Selected country

## Targeted Age Group?



### 3. CONCLUSIONS & RECOMMENDATIONS

As a customer, I like to have many different options to shop. As a marketing manager of an import trading company, we have to discover more business opportunities, since our society is facing a huge change due to the pandemic, and our business is facing big competitions. Our business of solely importing Chinese products will soon fall behind the times.

It is a difficult time for customers to Fly Out, so we will Import In for them! My conclusions and recommendations are:

- Australia is a multicultural country. 25% of the entire population, or more, were born in the other countries.
- Habits are hard to change. Some products people have already had in their lives for many years. Some of them are not available in the Australian market and people are not allowed to travel internationally, or at least extremely difficult to do so.
- The top 10 biggest groups on the Dashboard other than China are:
  - United Kingdom
  - New Zealand
  - India
  - Philippines
  - Vietnam
  - Italy
  - South Africa
  - Malaysia
  - Scotland
  - Sri Lanka
- Drill through those 10 countries / areas to see the age and sex compositions to find out the targeted groups.
- Investigate their markets to see what popular products (groceries, food, snacks, etc.) among the targeted groups are not yet in the Australian market.
- Or carry out a survey at the targeted groups to find out what products they desire to see in the Australian market.

### 4. REFERENCES

Australian Bureau of Statistics. (2016). Census DataPacks - General Community Profile - Australia. <https://datapacks.censusdata.abs.gov.au/datapacks/>