



STORE PERFORMANCE DASHBOARD

04/11/2024

Data Refreshed On

Time Slicer

01/01/2021 31/01/2024



YoY Growth

47%

MoM Growth

3%

Slicer

Product Category

All

Store Name

All

Gender

All

Province Name

All

TOTAL REVENUE



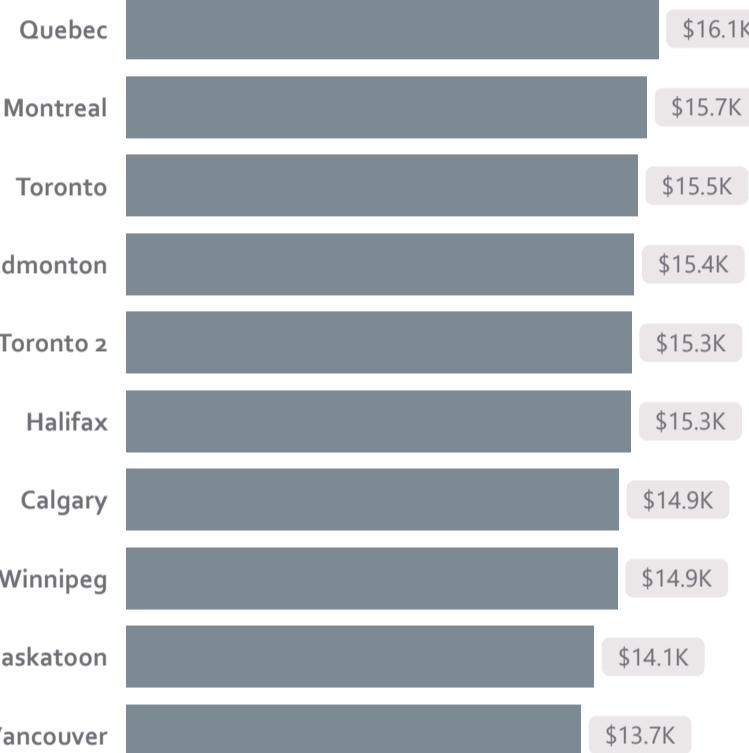
\$150.85K

AVERAGE SALES PER STORE

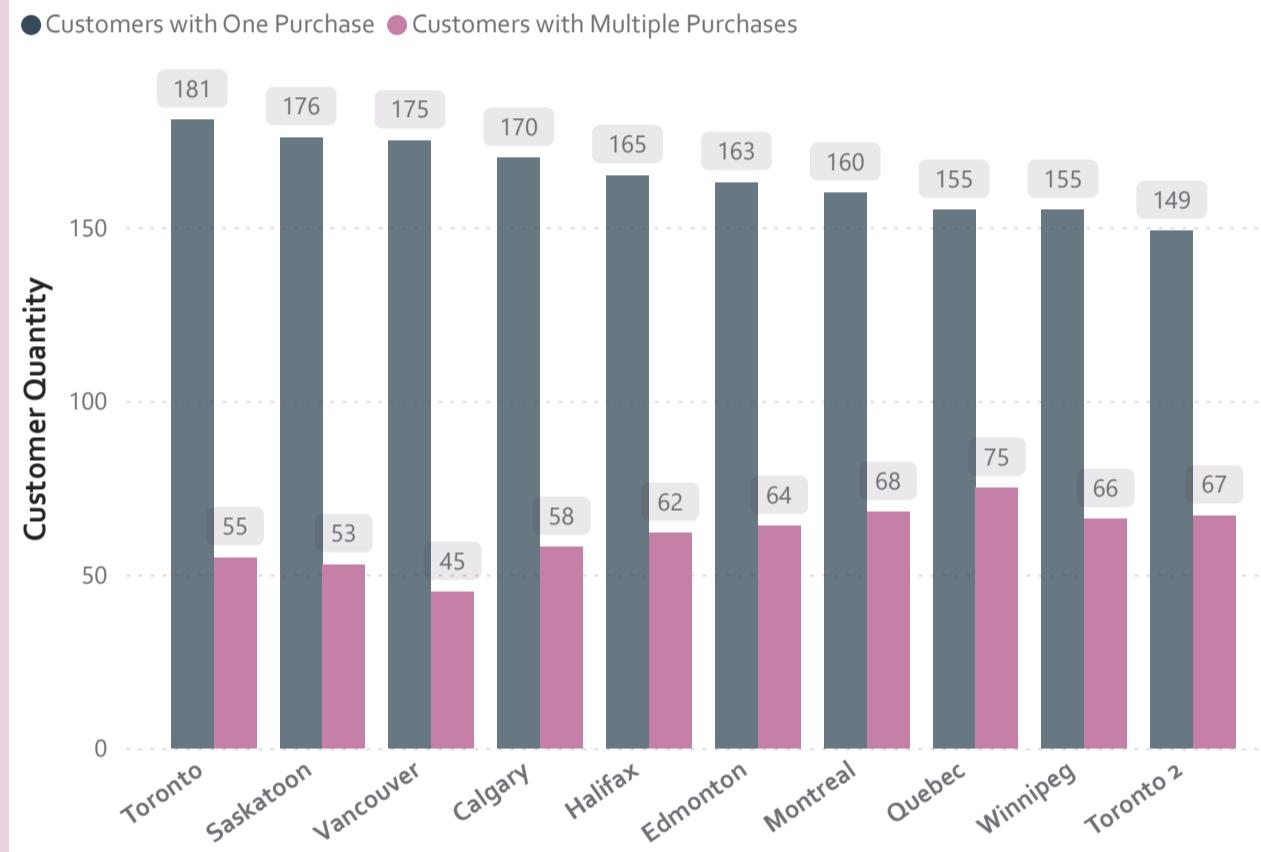


\$15.08K

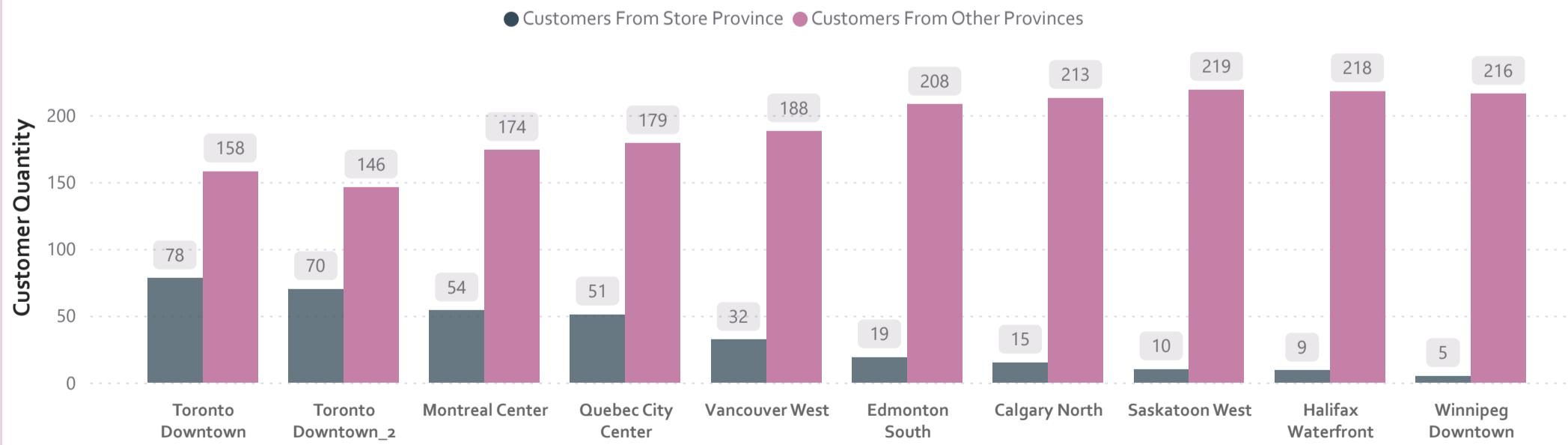
REVENUE | By Store



CUSTOMER PURCHASE PATTERN | By Store



CUSTOMER BASE ANALYSIS | By Store





CUSTOMER ANALYTICS DASHBOARD

04/11/2024
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Slicer

Product Category

All

Store Name

All

Gender

All

Province Name

All

CUSTOMER RETURNING RATIO

98.20%

Returning Customer

AVG ORDER VALUE

\$50.28

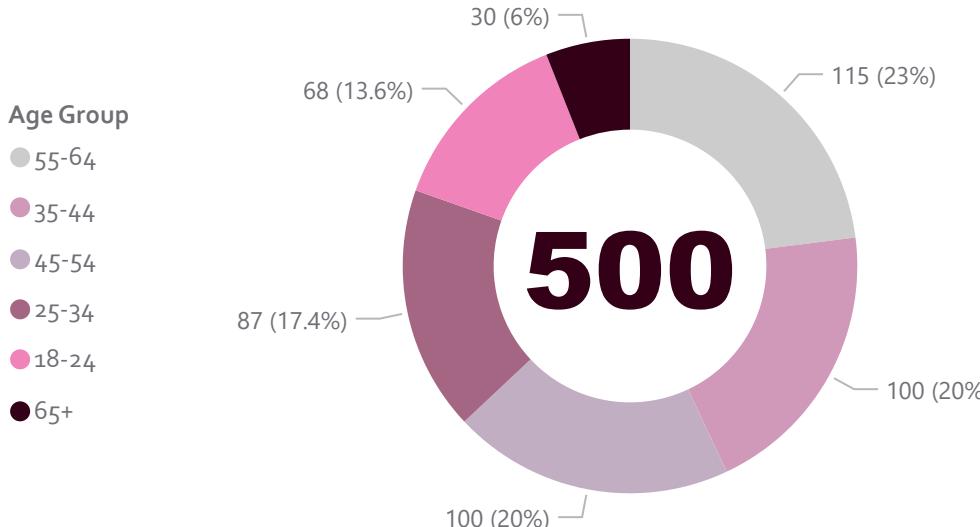
Average Order Value

AVG CLV

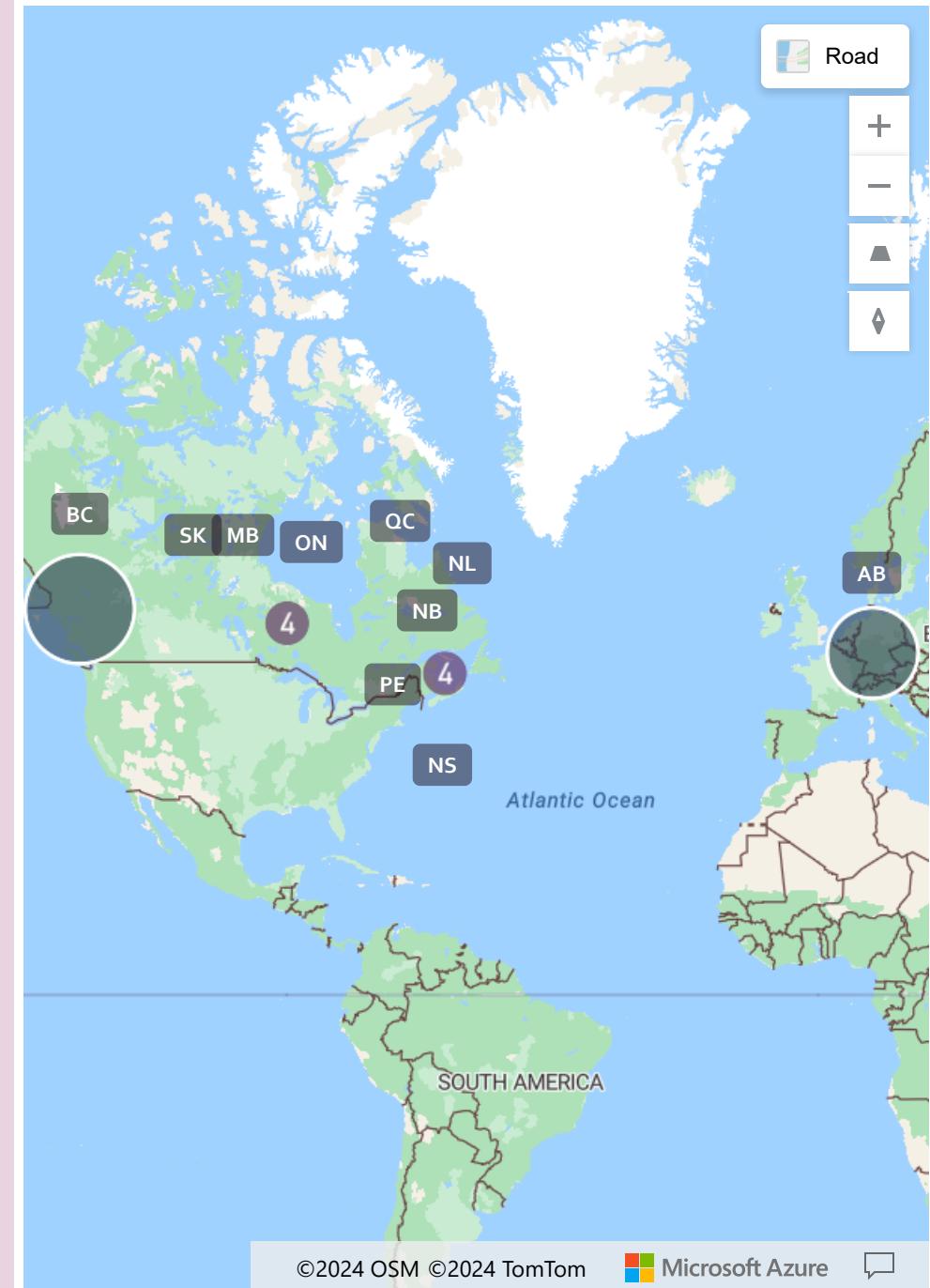
907

Average Customer Lifetime Value

CUSTOMER ANALYSIS | By Age Group

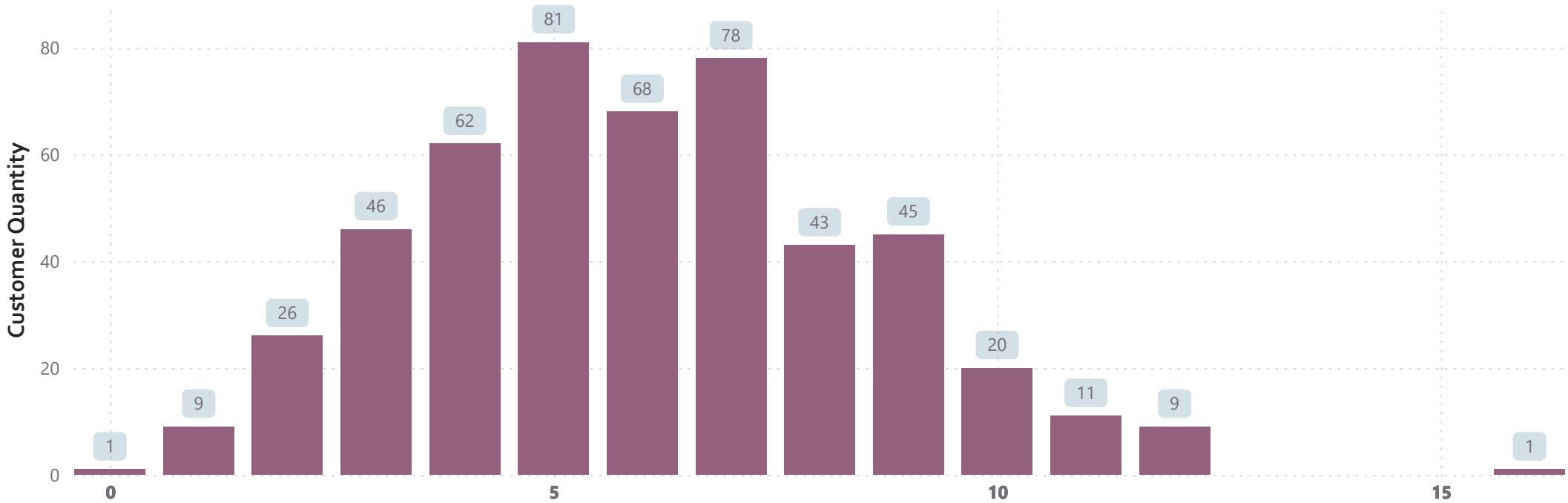


CUSTOMER ANALYSIS | By Province



CUSTOMER ANALYSIS | By Purchase Frequency

Customer Quantity



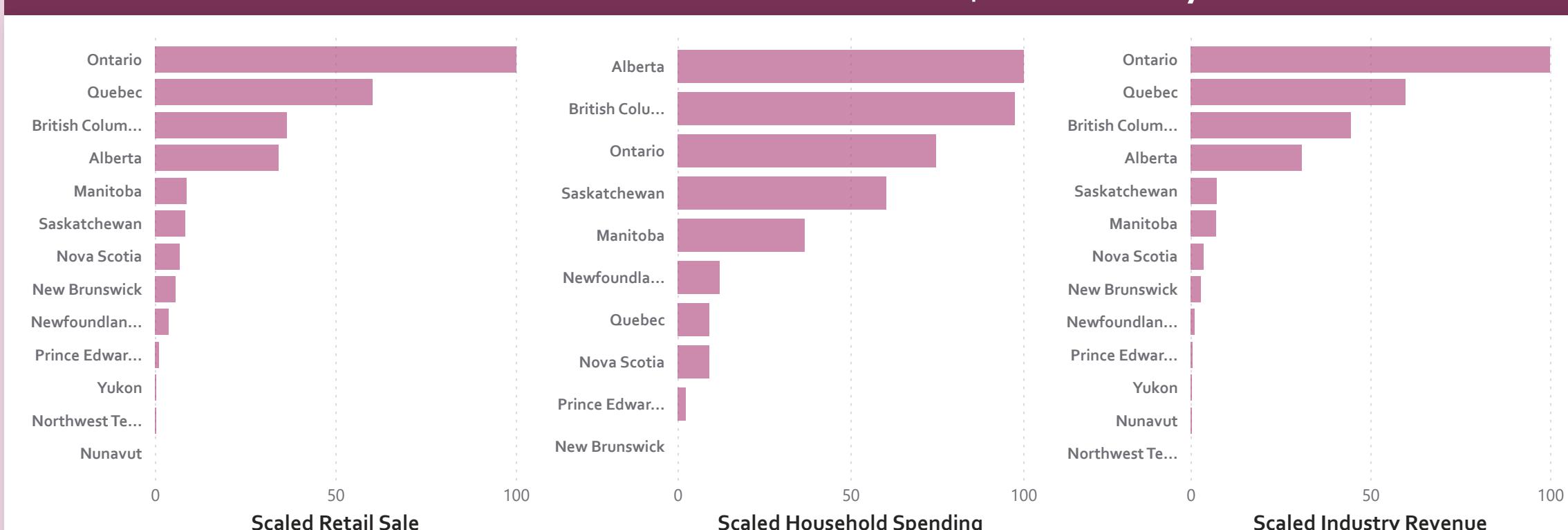


WHAT MAKE A GOOD LOCATION?

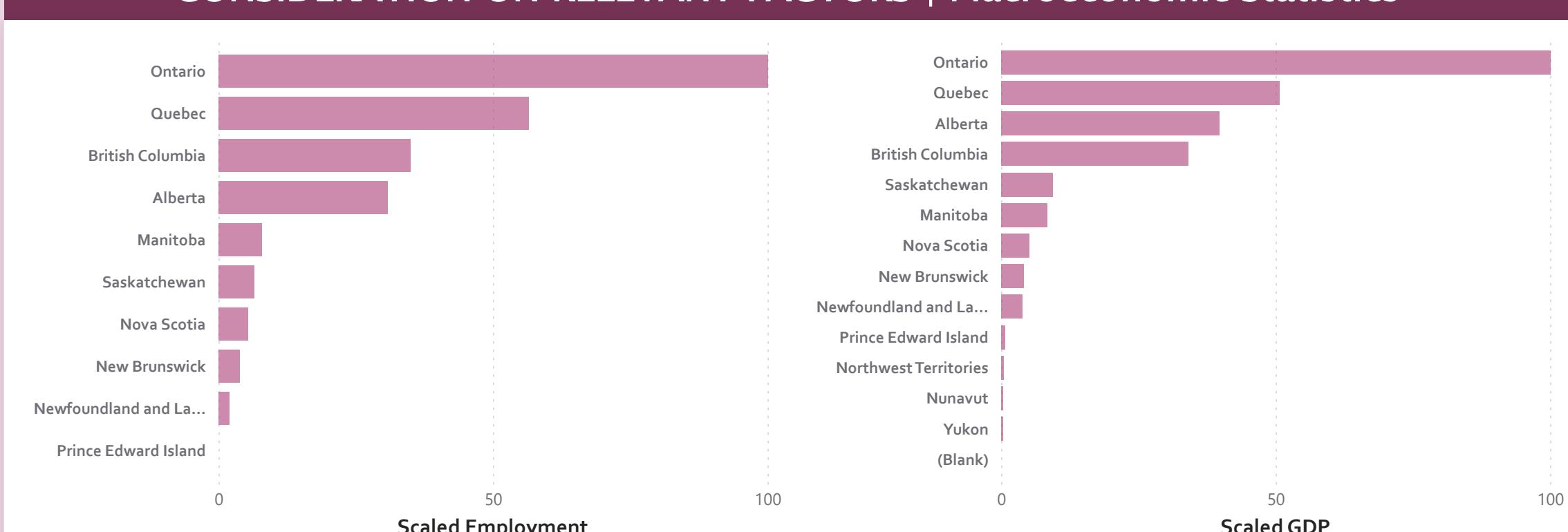
04/11/2024

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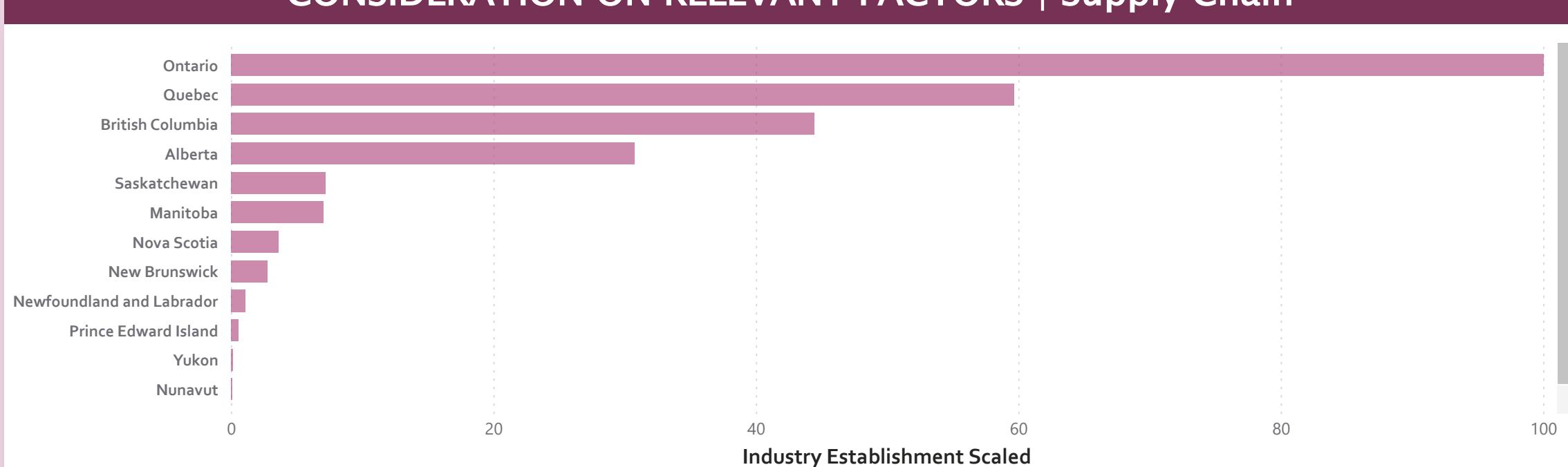
CONSIDERATION ON RELEVANT FACTORS | Current Buyer Power



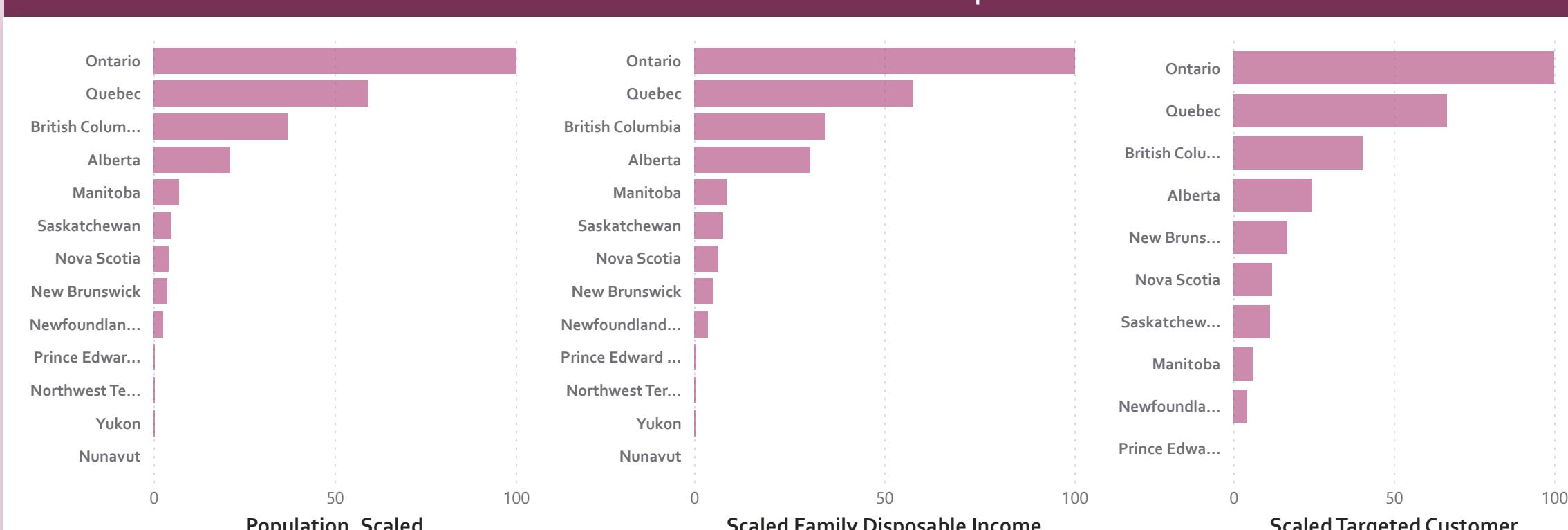
CONSIDERATION ON RELEVANT FACTORS | Macroeconomic Statistics



CONSIDERATION ON RELEVANT FACTORS | Supply Chain



CONSIDERATION ON RELEVANT FACTORS | Customer Potentials





LOCATION SELECTION DASHBOARD

04/11/2024

Data Refreshed On

GOOD LOCATION INDEX CALCULATION



Good Location
Index



Weighted Sum Of
Scaled Metrics

Metrics	Weight
Employment Population	0.10
Estimated Targeted customer Count	0.10
Family Disposable Income	0.10
GDP	0.10
Household Average Spending	0.10
Industry Establishment	0.20
Industry Revenue	0.10
Population	0.10
Retail Sales	0.10

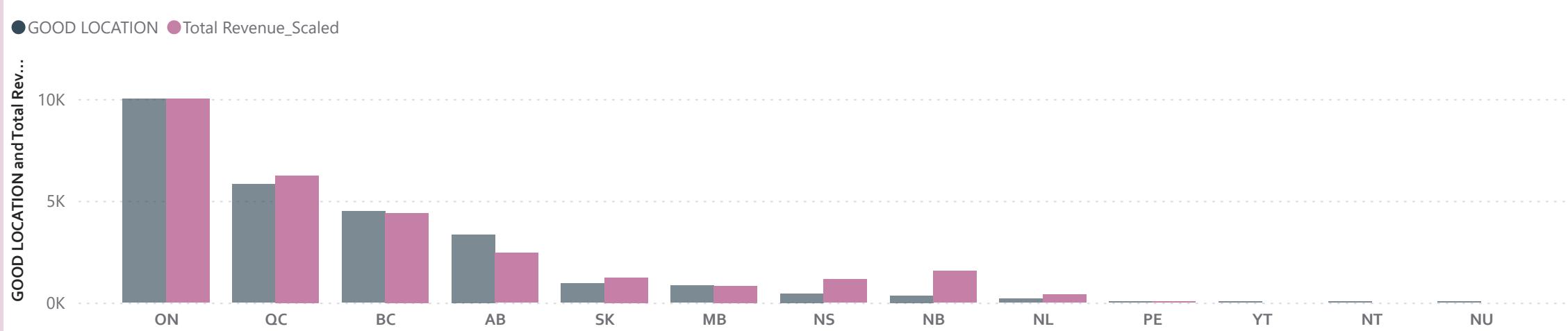
INDEX RESULT

Province Name	GOOD LOCATION	Total Revenue_Scaled	LOCATION POTENTIAL
Ontario	10000	10000	1.00
Quebec	5811	6241	0.93
British Columbia	4500	4403	1.02
Alberta	3341	2454	1.36
Saskatchewan	937	1232	0.76
Manitoba	833	829	1.01
Nova Scotia	450	1152	0.39
New Brunswick	348	1547	0.23
Newfoundland and Labrador	196	388	0.50
Prince Edward Island	60	41	1.44
Yukon	11		0.00
Northwest Territories	3		0.00
Nunavut	3		0.00

LOCATION ANALYSIS | By Potential



LOCATION ANALYSIS | Good Location Index vs. 24Seven Current Scaled Revenue



SALES SCENARIOS ANALYSIS | By Change in Market Share

Market Share Change: 0.00

-0.20	-0.05	0.10
-0.15	0.00	0.15
-0.10	0.05	0.20

\$1.14M

Estimated Store Revenue