Where to Open a Clothing Store

Los Angeles

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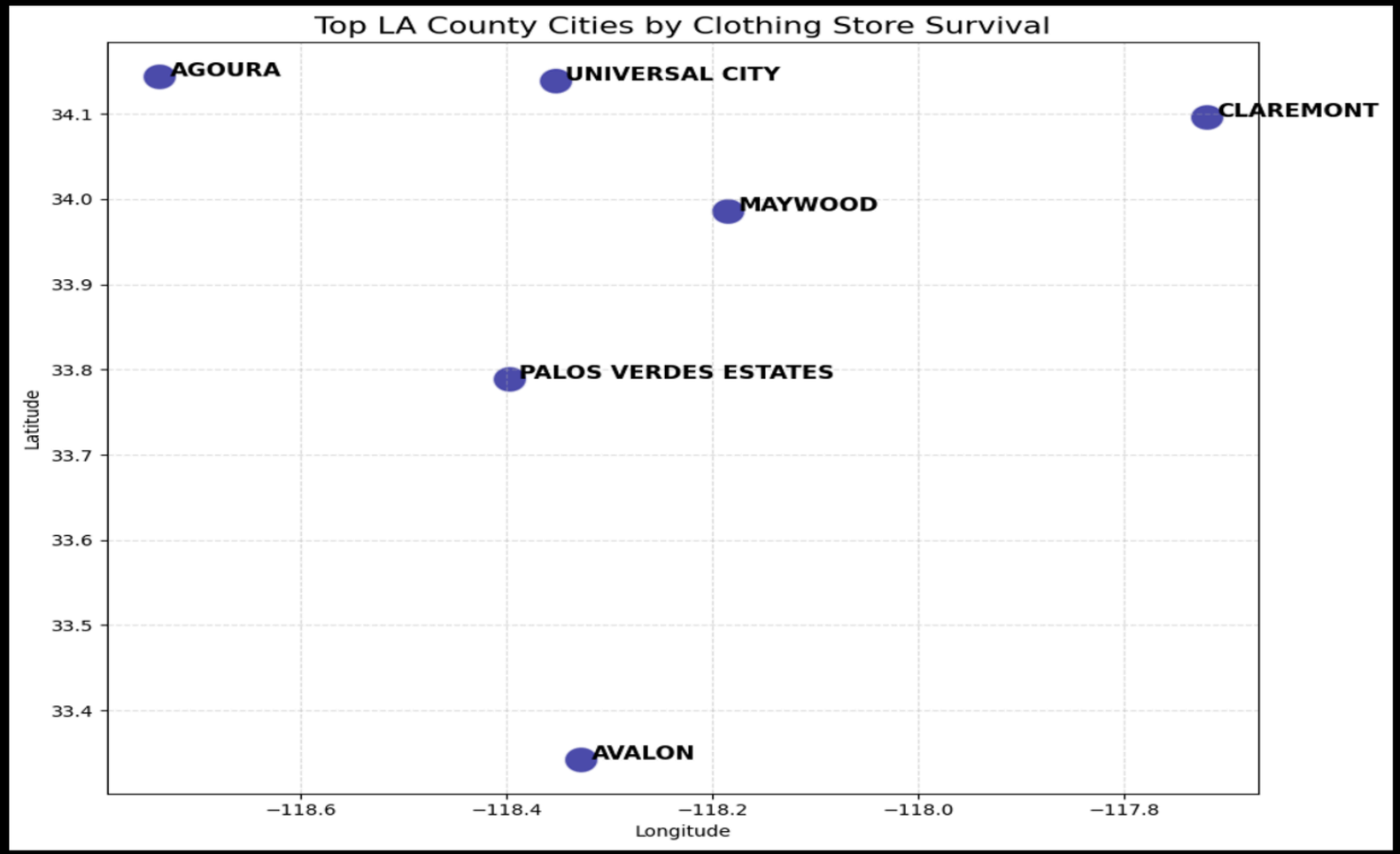
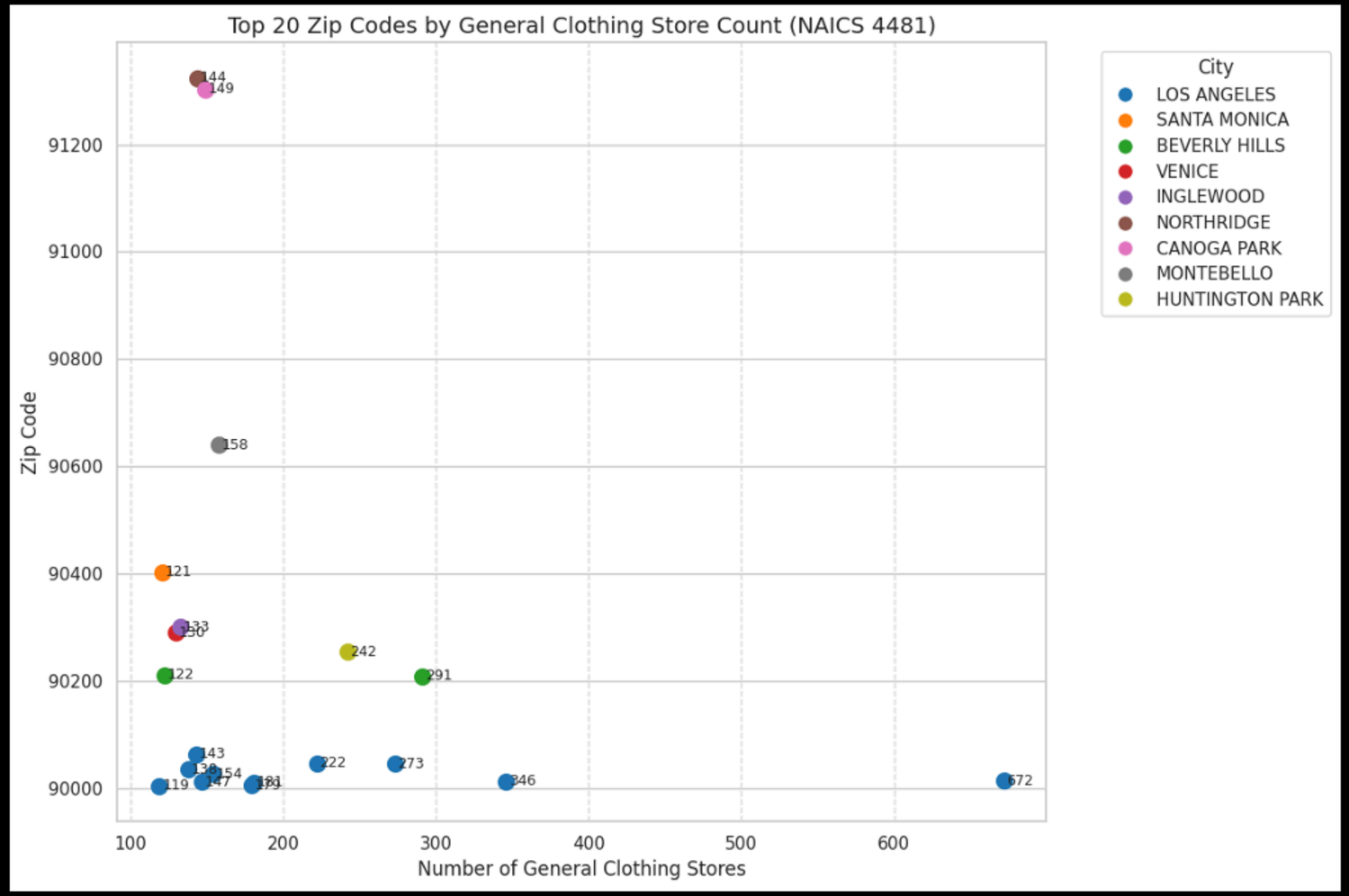
Start Presentation

Business Question & Objective

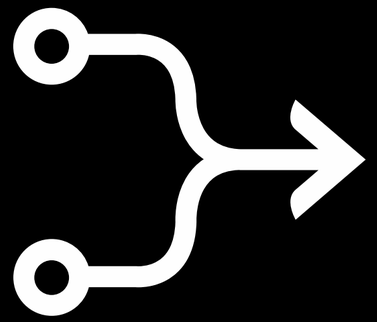
Where should we open a new clothing store in LA County to maximize survival and growth potential?



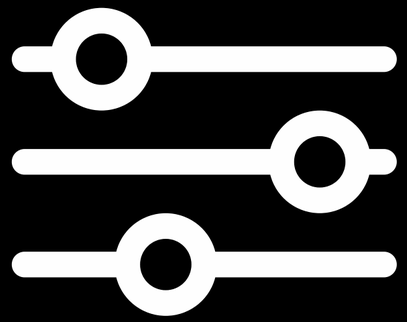
Los Angeles Zip codes lead in Clothing Store Density, Indicating Prime Investment Potential in Fashion Retail.



Methodology



Merged



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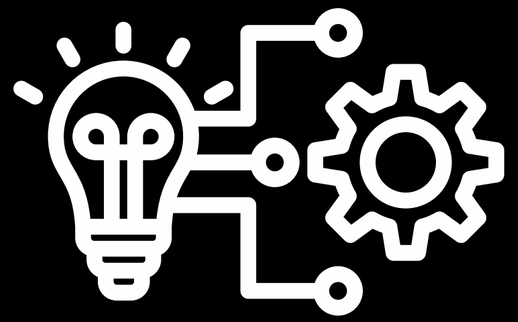

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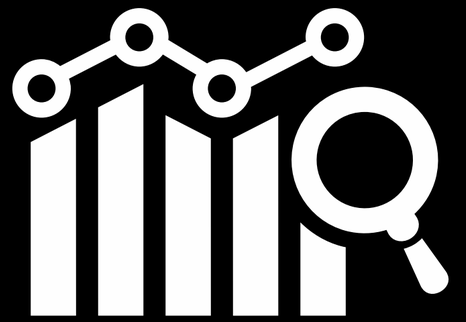
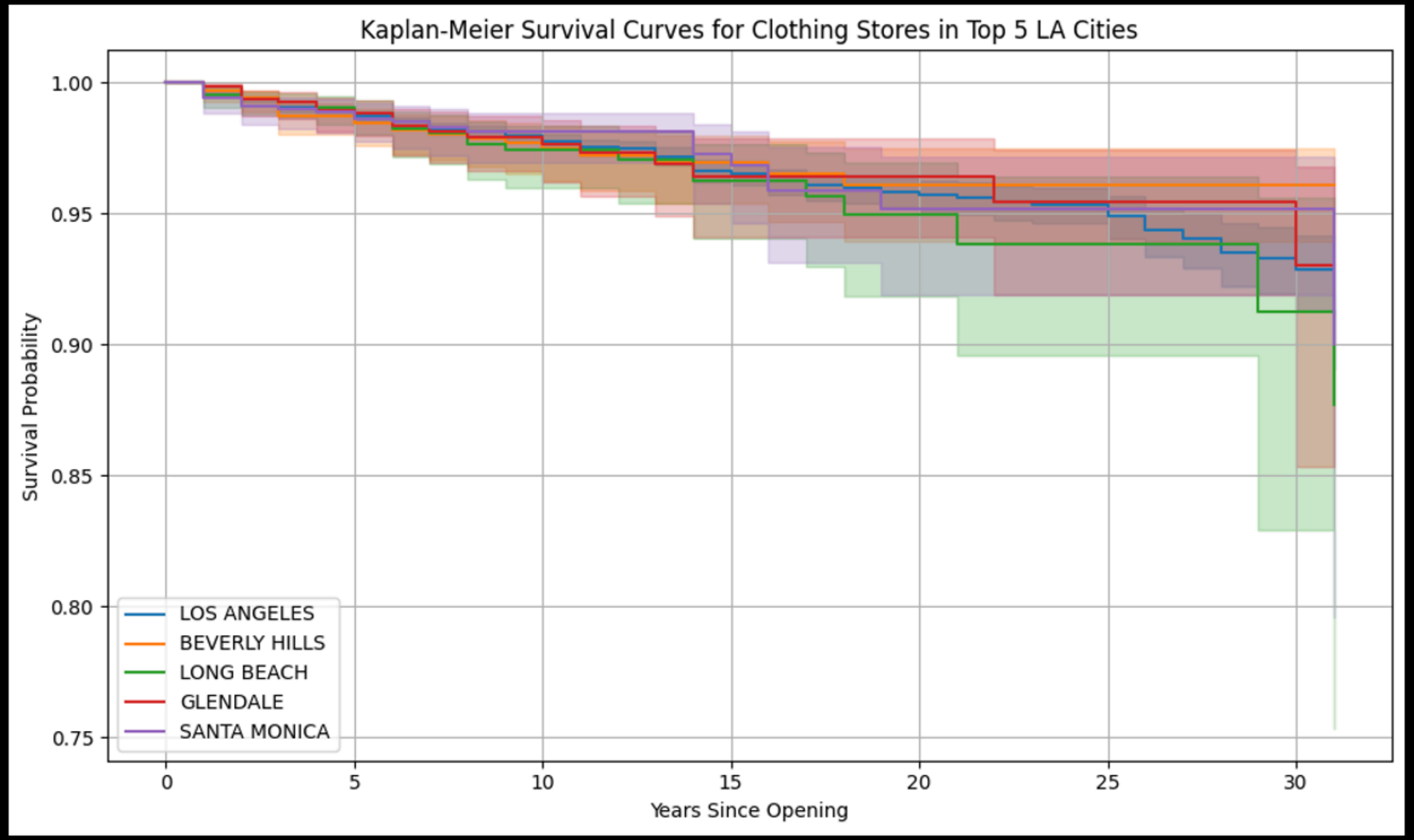


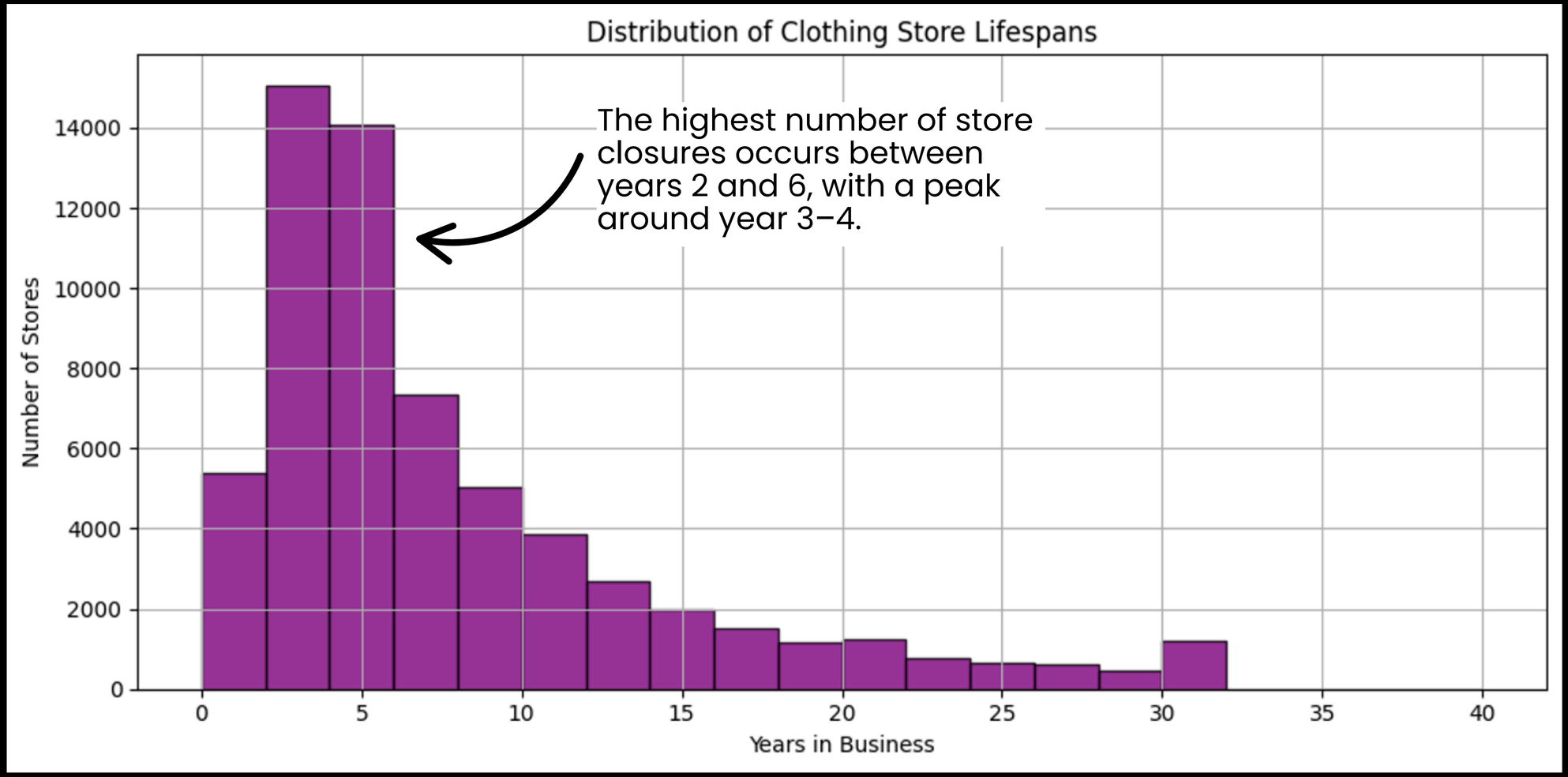
Analyzed

Findings

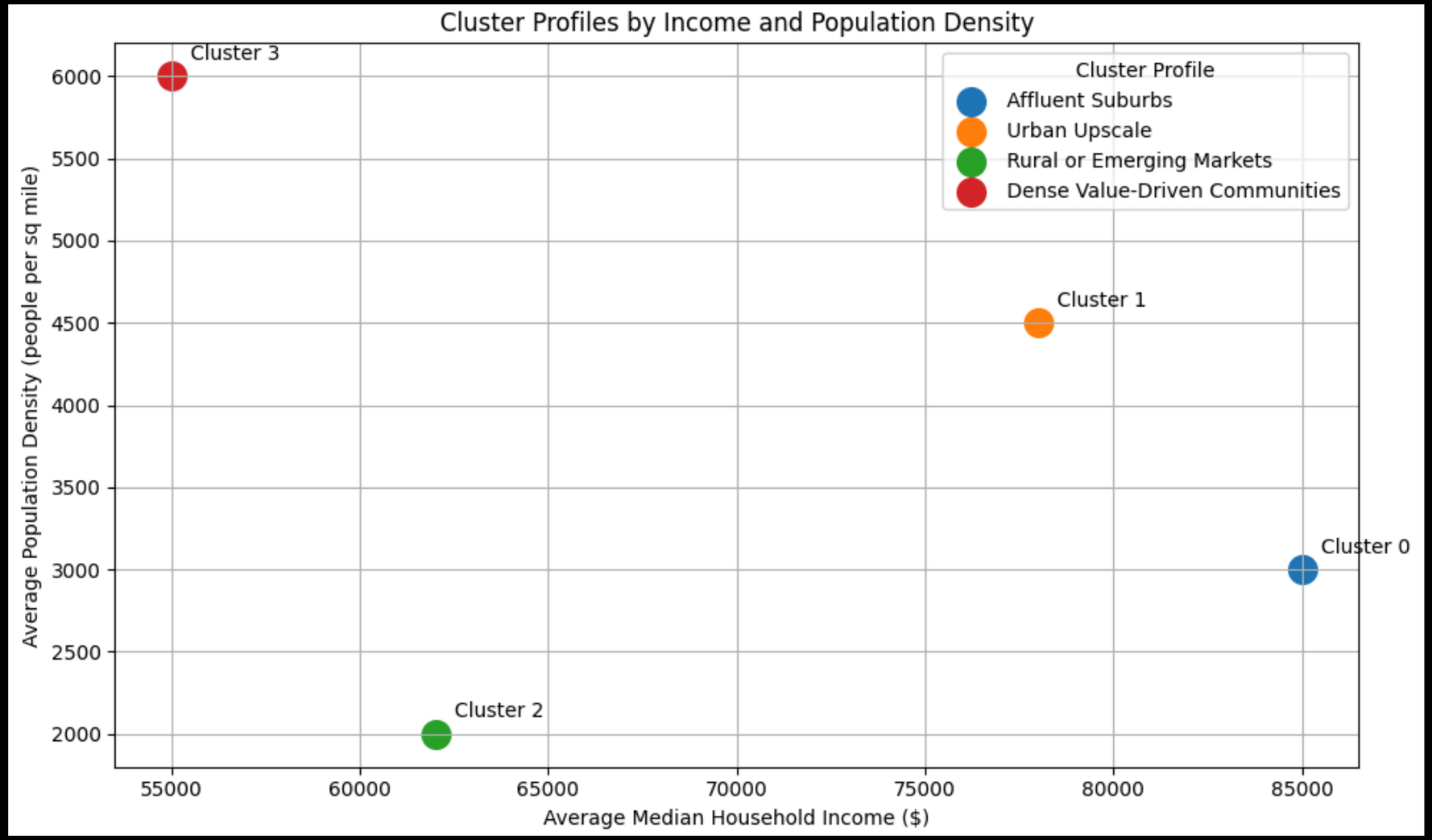
Clothing Stores in Beverly Hills and Glendale Show Highest Long-Term Survival Rates Among Top LA Cities



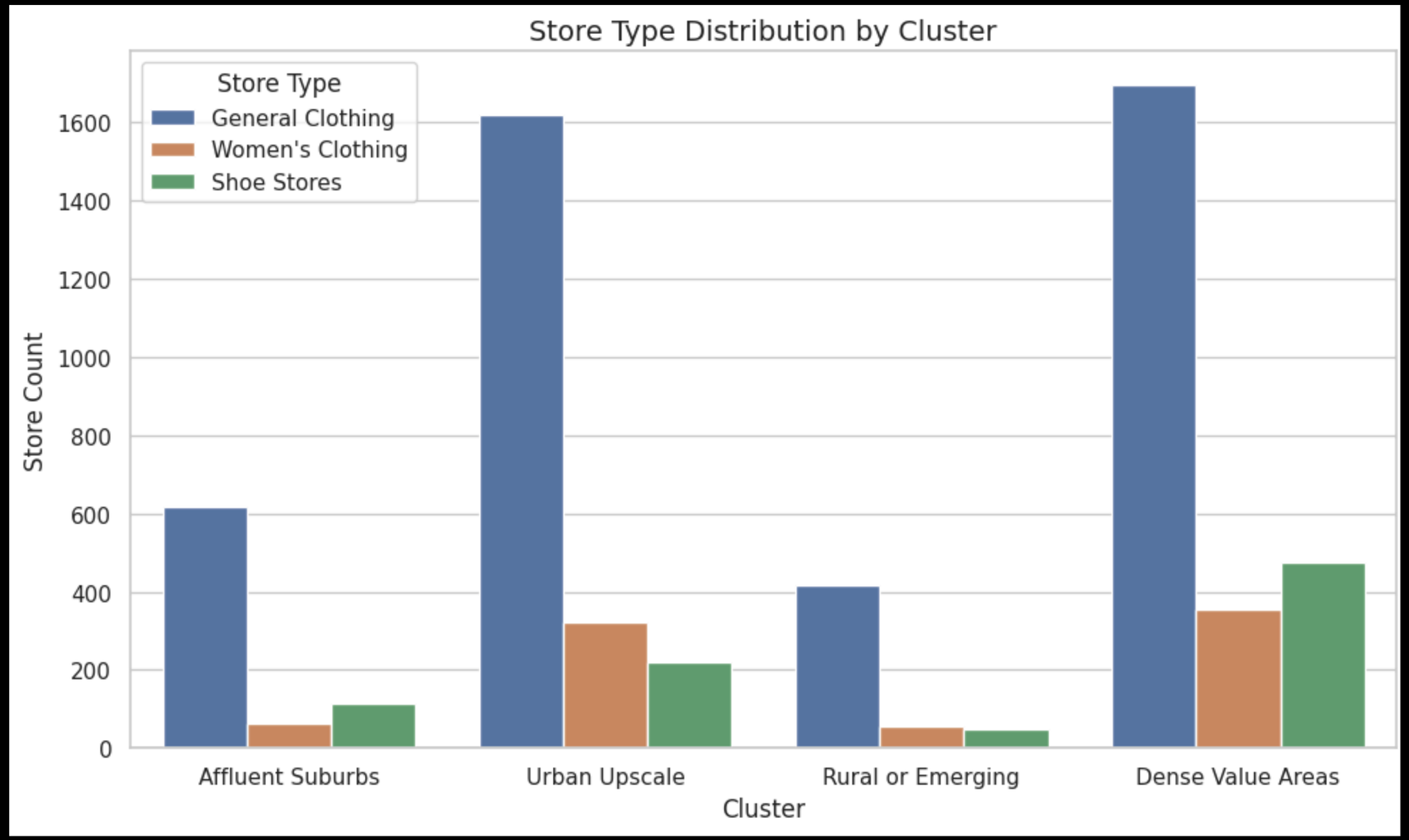
Over Half of Clothing Stores Close Within Their First 6 Years in Business



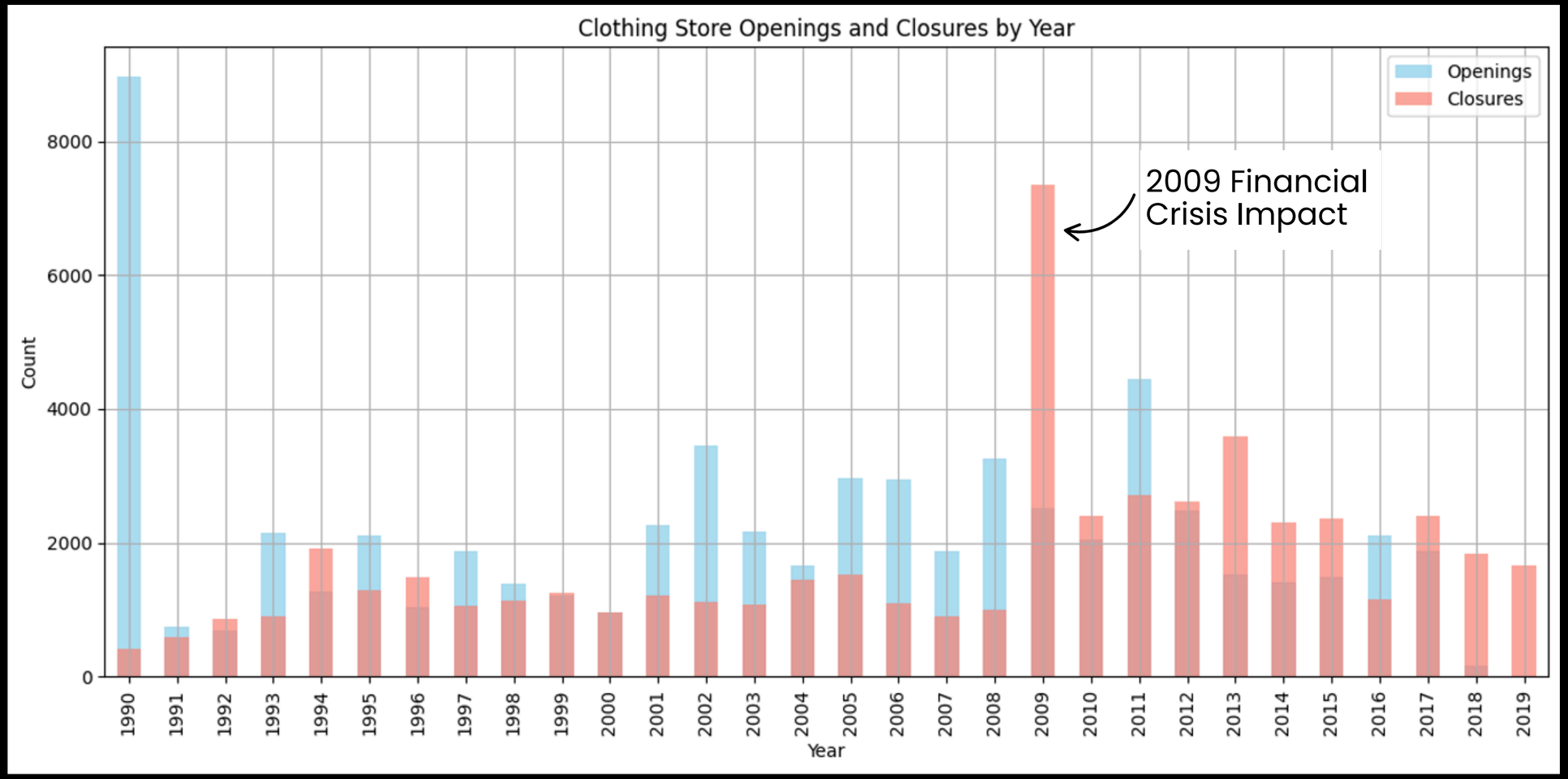
What Do Our Market Clusters Look Like?



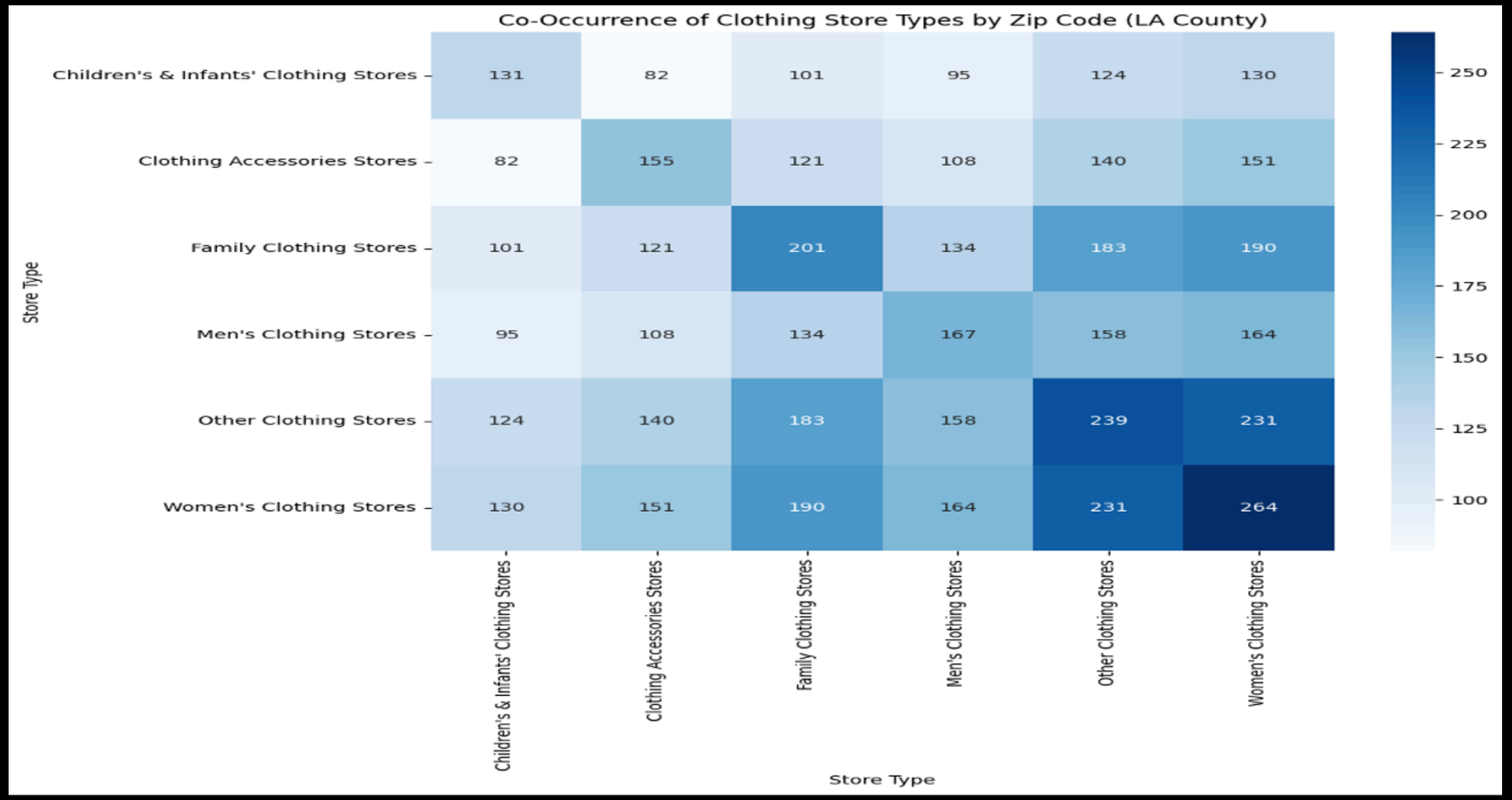
Dense Value Areas Hosts the Most Diverse Mix of Store Types, While General Clothing Dominates Across All Clusters



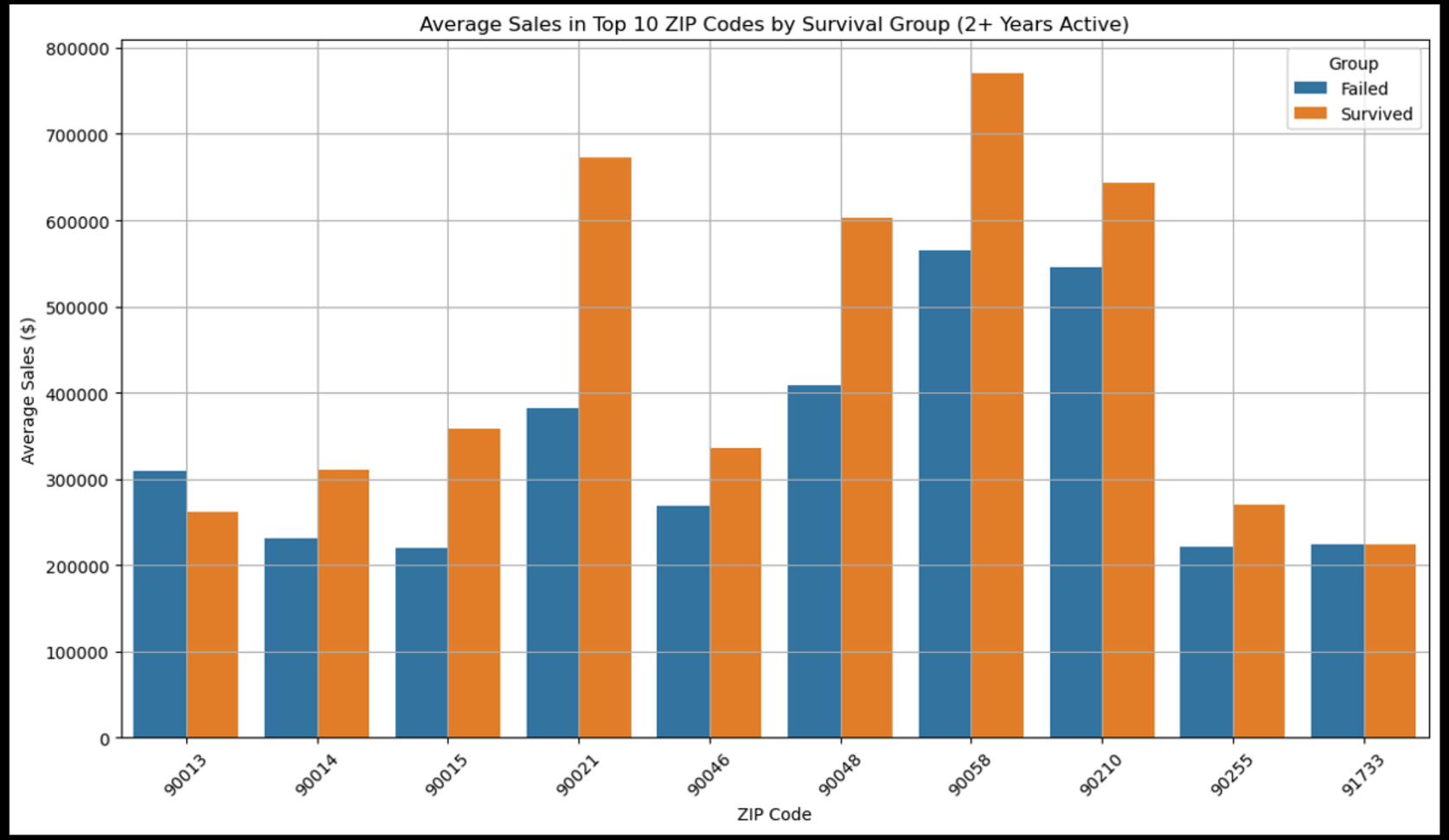
2009 Marks a Turning Point: Clothing Store Closures Surpass Openings and Remain Elevated Through the 2010s.



Women’s and Other Clothing Stores Most Frequently Co-Locate Across LA County Zip Codes



Do Stronger Sales Predict Store Survival?



Recommendations

Where Should We Launch Next?

1

Claremont

- High survival rate, moderate saturation, strong community demographics

2

Agoura

- Excellent average store lifespan, high-income suburban base

3

Maywoood

- Underserved cluster with surprising stability and solid foot traffic

4

Northridge / Canoga Park

- Family-focused zones with high general apparel demand

Where Should We Avoid (For Now)?

1

Downtown LA

- Extremely saturated, high foot traffic but high competition

2

Beverly Hills

- Premium zone, but tough entry without strong brand positioning

3

90014/13

- Adjacent to Fashion District; high turnover despite dense activity

4

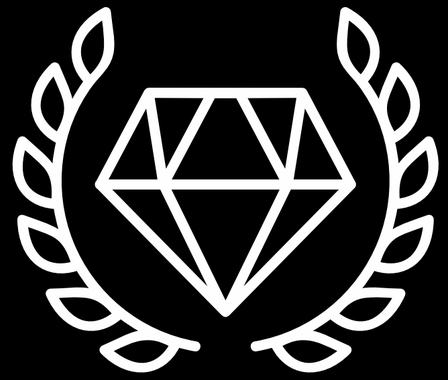
Santa Monica

- Expensive leases; survival rate not proportional to cost

Choose the Right Store Type for the Market

Dense Value-Driven Communities

- Launch General and Women’s Clothing
- Northridge, Canoga Park



Affluent Suburbs

- Target Premium or Boutique Apparel
- Agoura, Palos Verdes

Urban Upscale

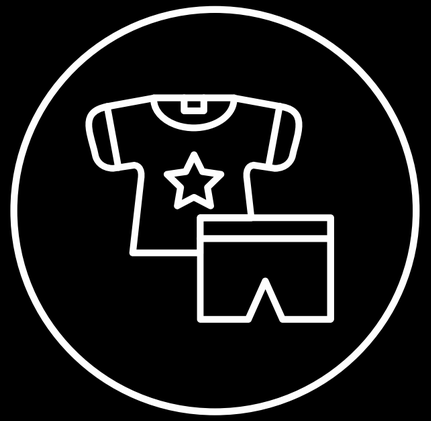
- Mix of Foot-Traffic Retail + Online Hybrid
- Glendale, Santa Monica

Rural Markets

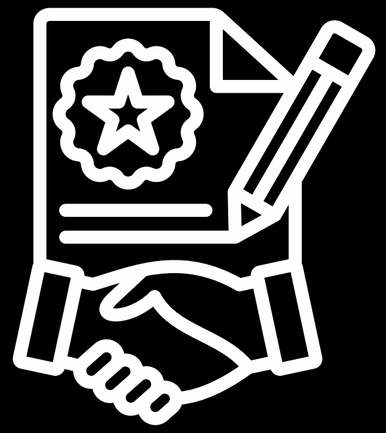
- Deprioritize for now
- Low demand, few stores, and weak demographic fit

Launch Stores Together — Where It Makes Sense

Women’s + Family Clothing



Children’s Clothing + General Apparel



Co-location data

Dense Zip Codes

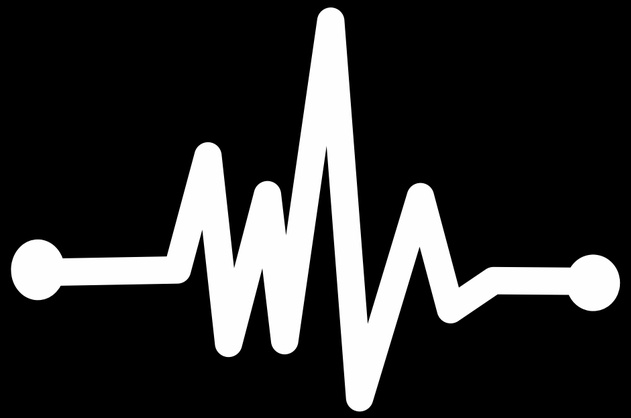
Thinking Ahead: Estimating ROI Potential

While this project focused on survival, saturation, and store type alignment, our model could be extended to estimate ROI using inputs like:

- Estimated lease cost per zip code
- Local foot traffic or store density (as a proxy)
- Historical churn rate or store lifespan

These factors could be combined into a location scoring model to guide investments.

Conclusion



Where Store Survive?

Where the market is saturated?

What store types fit each location?

Thank You