

# Retail Data Analysis

## Case Study: Distribution & Sentiment of Indomaret Stores in Jakarta

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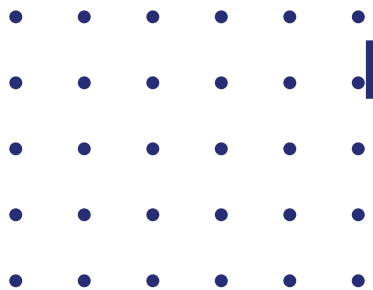
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# Context & Objectives



## Context:

Amidst intense retail competition, understanding strategic locations and customer sentiment is key to gaining a competitive edge in the market.



## Objectives:

This analysis aims to examine the distribution and sentiment data of Indomaret stores to uncover concrete and actionable business insights.

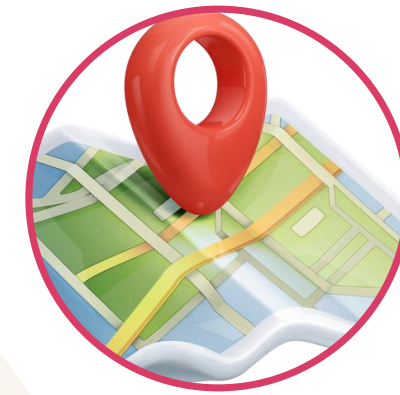




**Google Places API**  
Data Collection

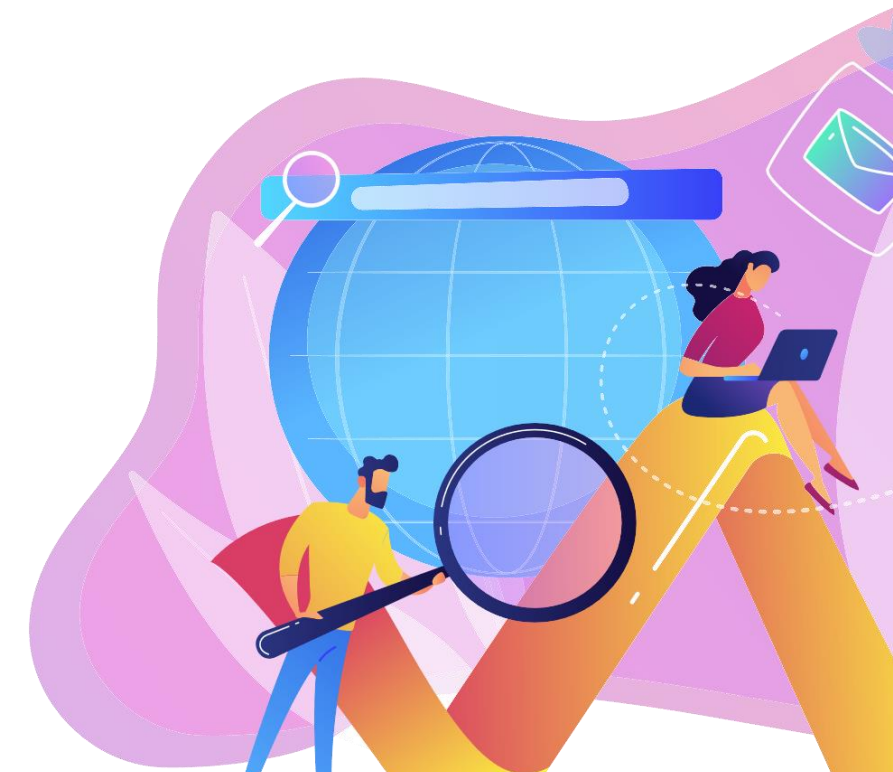


**Sentiment Analysis & NLP**  
Processing & Analysis



**Geospasial & Grafik**  
Insight Visualization

# Analysis Methodology



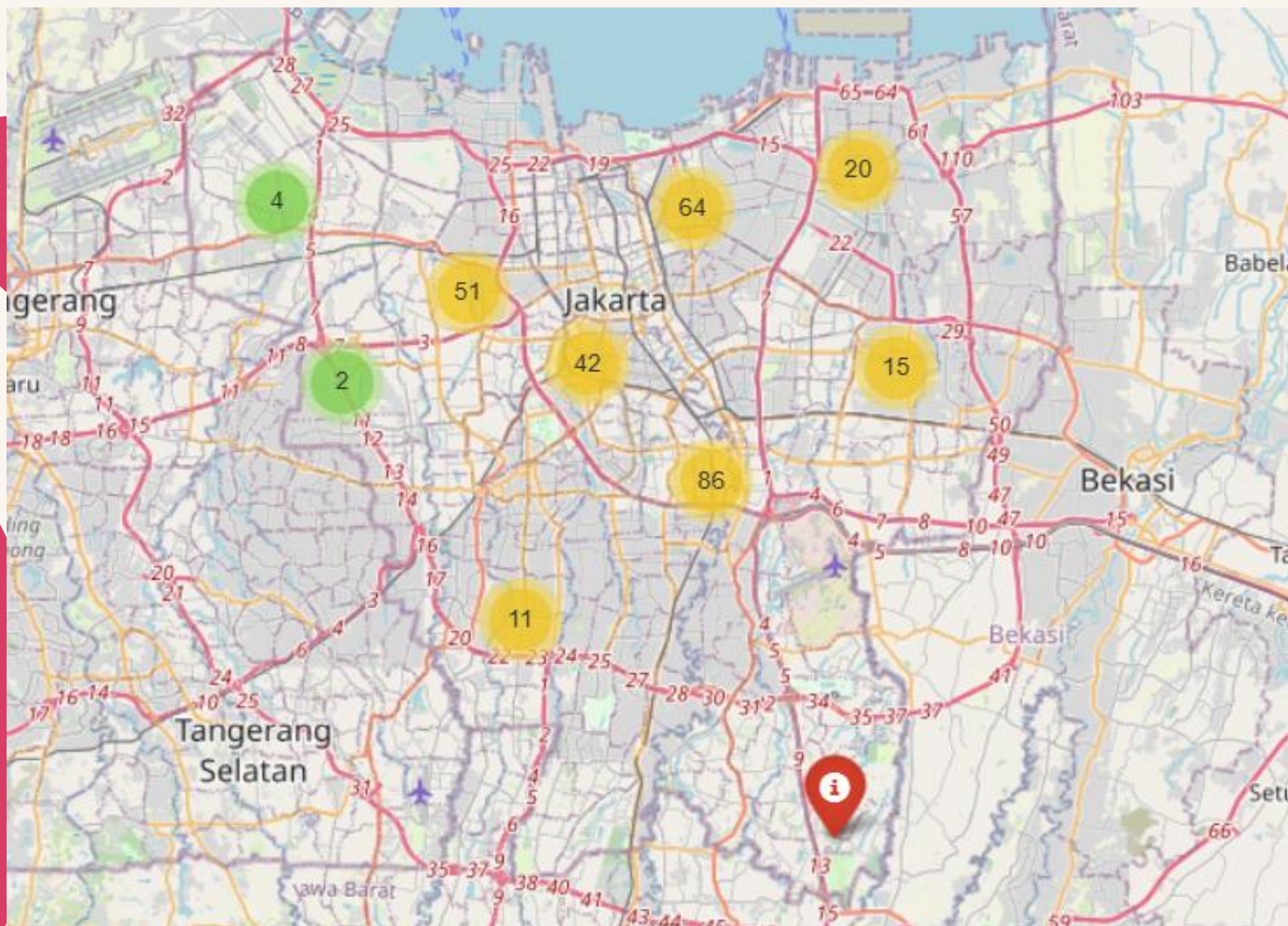


# What Does the Data Say?

Diving into data to  
uncover facts and  
sentiments in the field.



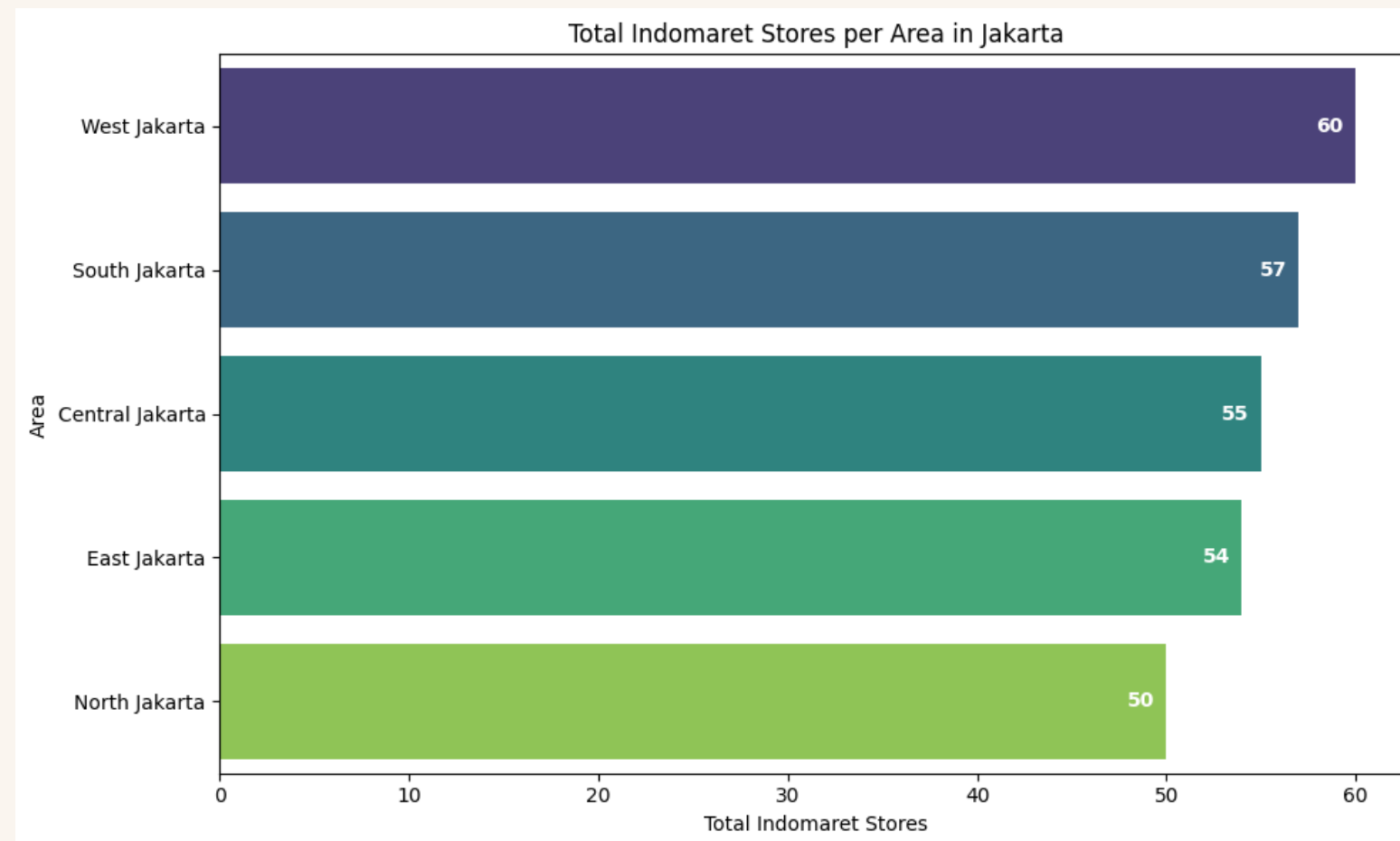
# Strength Map: Domination in Densely Populated Areas



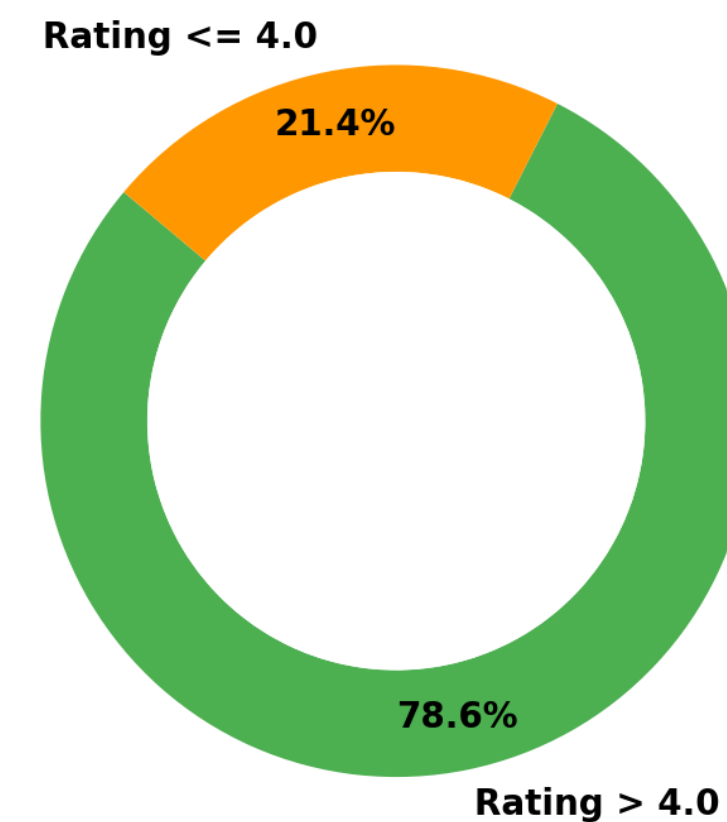
The highest concentration of stores is identified in West Jakarta (60 locations), followed closely by South Jakarta (57), Central Jakarta (55), East Jakarta (54), and North Jakarta (50).

It should be noted that these results, based on a sample of 276 unique locations, are influenced by API data retrieval limitations. This reflects the distribution based on the limited data collected.

# Outlet Quantity and Rating Standard

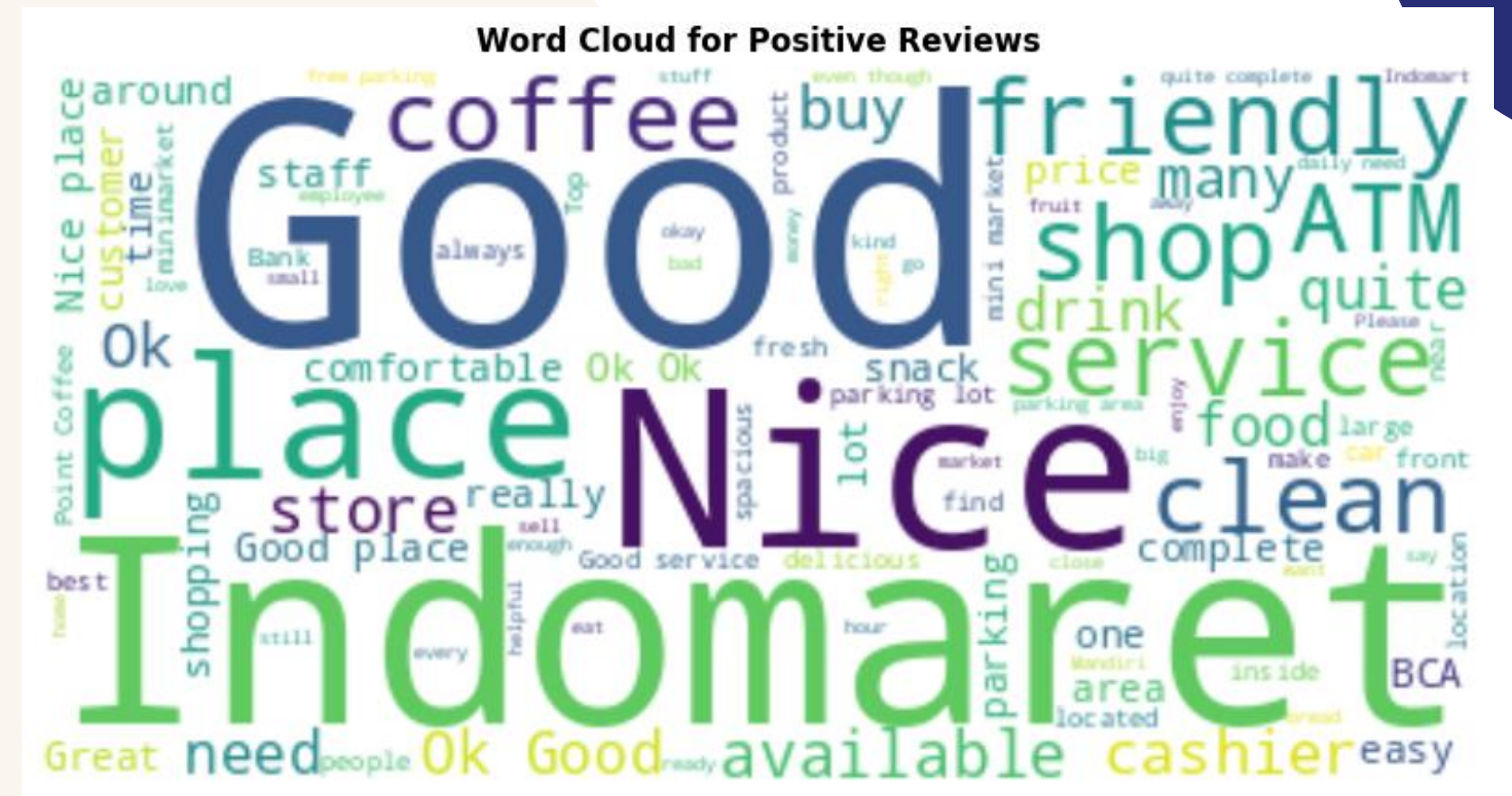


Indomaret Rating Distribution (Rating > 4.0 vs <= 4.0)





# Voice of the Customer: Service and Facility Issues





# Action 1: Focus on Cashier Staff Training

The data shows that 'Cashier' and 'Service' are the primary pain points for customers.

**Recommendation:** Implement a customer service excellence training program, improve Standard Operating Procedures (SOPs) for queue management, and introduce a rewards system for high-performing staff.



# Action 2: Prioritize Parking Convenience

While not a top complaint, 'parking' is the most frequently mentioned facility in reviews, making it a decisive factor for convenience.

**Recommendation:** Develop a clear standard for parking availability and security at key outlets. Establish cooperation with local authorities to manage the surrounding area and ensure a safe environment for customers.



# Action 3: Investigate Problematic Outlets

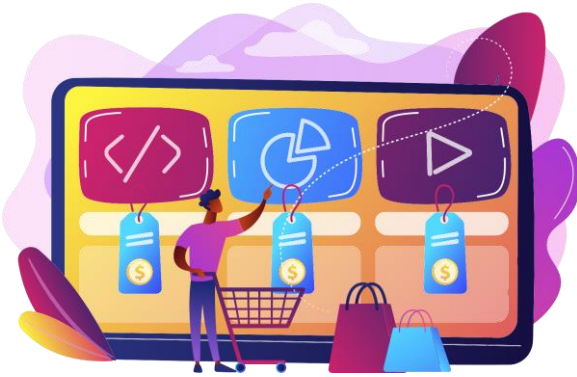
Negative sentiment is not evenly distributed across all locations.

**Recommendation:** Identify the 10 stores with the lowest sentiment scores. Conduct on-site visits (e.g., using mystery shoppers) and create a focused improvement plan for these specific locations.





# 3 Key Points from This Analysis



## DISTRIBUTION PATTERN:

The sample analysis uncovers strong clustering of Indomaret stores in specific areas, suggesting a **targeted market strategy** that warrants further validation with **comprehensive data**.



## SENTIMENT:

The most prominent complaints in negative reviews center around **cashier behavior, poor service quality, and limited store space**. Although 'Indomaret' and 'not' appear most frequently, they serve more as context than specific complaints.



## ACTION:

Focused improvements on **staff** and **facilities** will have a significant impact.

# Opening Opportunities for Future Analysis

This analysis can be deepened through:

- **Competitor Analysis** (e.g., mapping Alfamart locations).
- **Topic Modeling (NLP)** to uncover more specific complaint themes (like cleanliness, product availability, or promotions).
- **Predictive Analysis** for new store locations.
- **More Comprehensive Data Collection** from sources beyond the Google Places API to strengthen the findings.



# THANK YOU



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