Indianapolis S-Curve Presentation

An intuitive overview of the Indianapolis competitve landscape
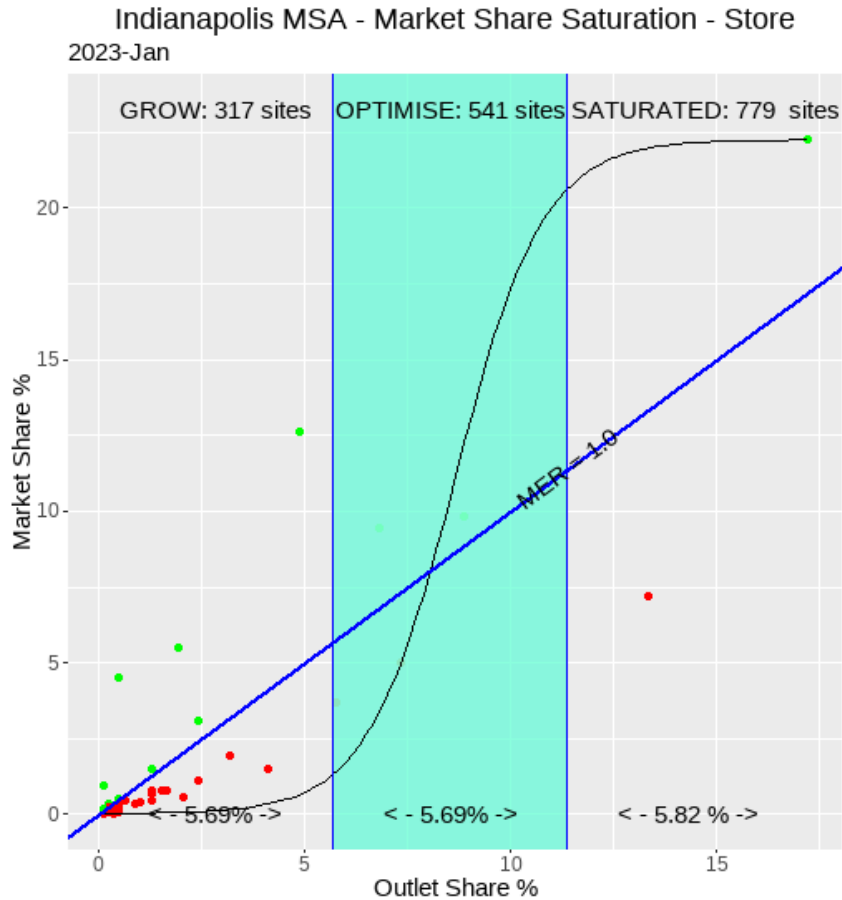
Indianapolis S-Curve

This presentation will show you outcomes of an S-Curve analysis, including:

- Visual representation of MS% and MER – two key metrics for growth
- Data driven input into strategy
- Links increasing MS% to a financial benefit
- Highlights risk of over-saturation

...and much more

Indianapolis s-curve

Plot

Indianapolis MSA - Market Share Saturation - Store
2023-Jan

GROW: 317 sites | OPTIMISE: 541 sites | SATURATED: 779 sites

MER = 1.0

< - 5.69% -> | < - 5.69% -> | < - 5.82 % ->

Market Share %

Outlet Share %

```
# ![](images/202301_indy_store.png){.absolute top="170" left="30" width="400" height="400"
# knitr::include_graphics(here::here("dashboard/anim/", "orl_corp_state_03_01_quad_trail_0
# library(ggplot2)
# ggplot(mtcars, aes(hp, mpg, color = am)) +
#   geom_point() +
#   geom_smooth(formula = y ~ x, method = "loess")
```

Data

```
library(DT)
knitr::kable(dt[msa == 5,c(3,13,17,5:9)])
```