

India Expansion

Slicing into New Markets



Our Next Slice: India Market Entry

Our business aims to expand by opening three new pizza shops in India's top major cities. Since our successful online launch in January 2023, we've received an overwhelmingly positive response.

Now, it's time to leverage that momentum and establish a physical presence.

Online Success

Strong engagement

Growth Opportunity

Expand physical footprint



Data-Driven Decisions: Where to Bake Next?

As data analysts, our task is to provide actionable insights. We will analyze sales data to recommend the top three cities for our pizza shop expansion.

Sales Data Analysis

Dive deep into performance metrics

City Selection

Identify prime expansion targets

Strategic Recommendations

Support business growth

THE ANALYTICAL JOURNEY

Chapter 1: Foundational Insights

We began our analysis with fundamental questions to build a solid understanding of the market.

1

Consumer Count

2

Revenue & Sales

3

City Demographics

Behind the scenes: Our SQL queries bring the data to life.



Market Snapshot: Our Pizza Potential

Initial findings reveal promising trends across key indicators for our pizza business.

40%

Pizza Consumers

Estimated population share

\$1.9M

Total Revenue

Last Q4 2023 sales

We've also mapped city populations against estimated pizza consumers, highlighting key urban centers for consideration.

Unpacking City Dynamics

Top Selling Products by City

Understanding local preferences is crucial. We've identified the top 3 selling pizza products in each city by sales volume.



Customer Segmentation

Our analysis reveals the number of unique customers engaging with our pizza products in each city. This metric helps gauge market penetration.

STRATEGIC FORESIGHT

Chapter 2: Strategic Projections

Moving beyond current performance, we project future growth and assess comprehensive market potential.



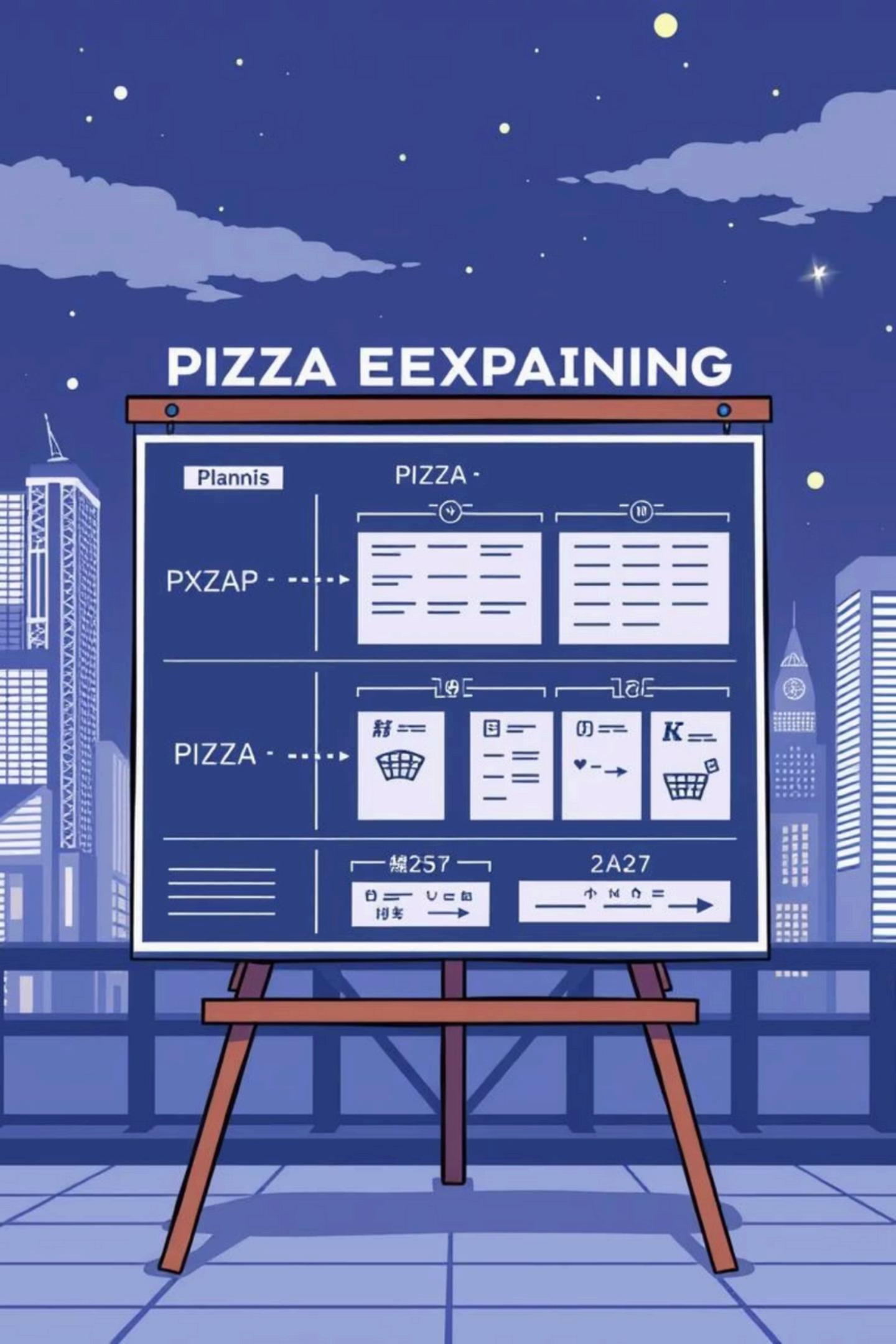
Market Potential

Identify top contenders



Final Recommendations

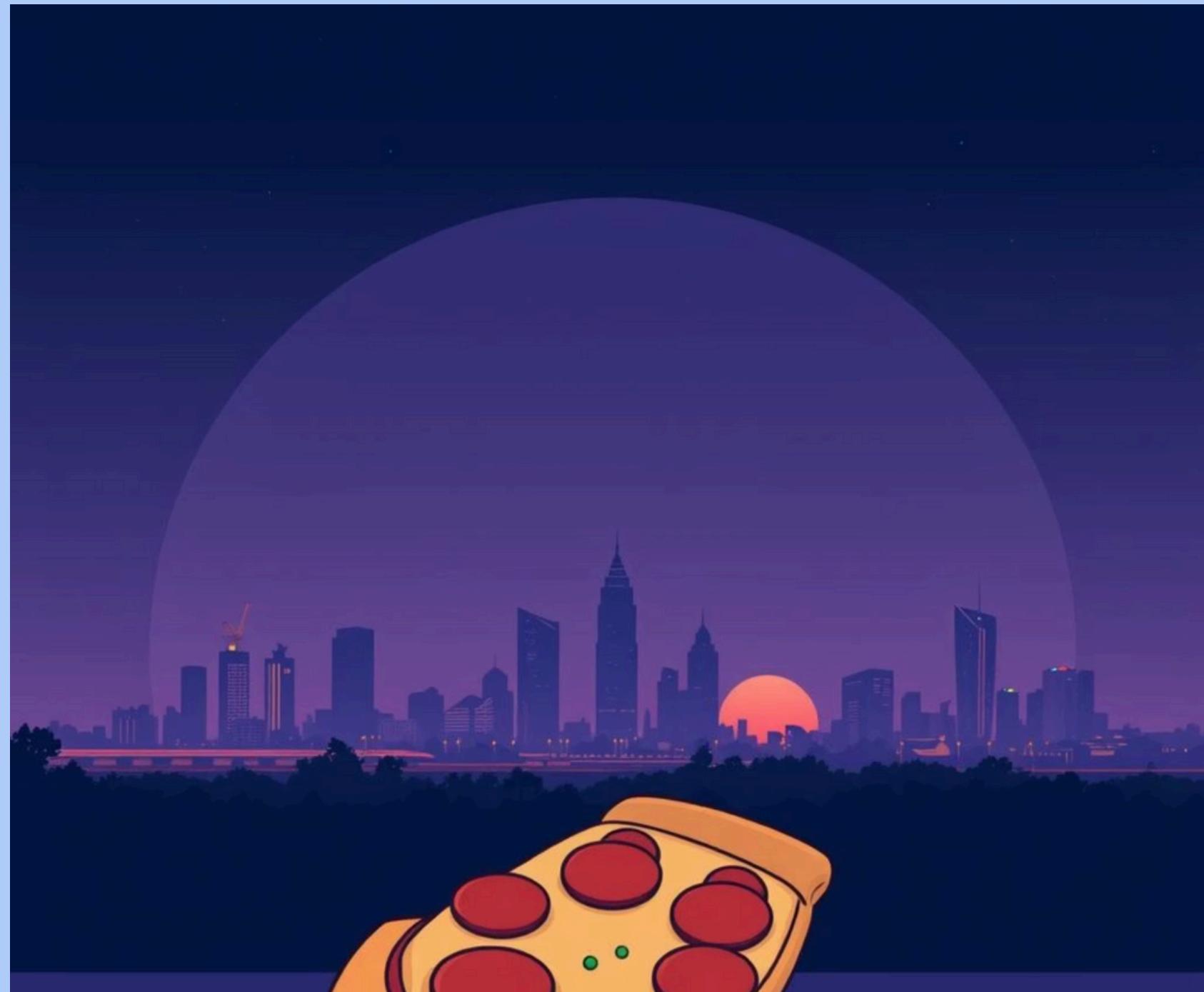
Actionable city choices



Our Top Picks: Pune & Delhi

Our detailed analysis pinpoints the best locations for our next three pizza shops.

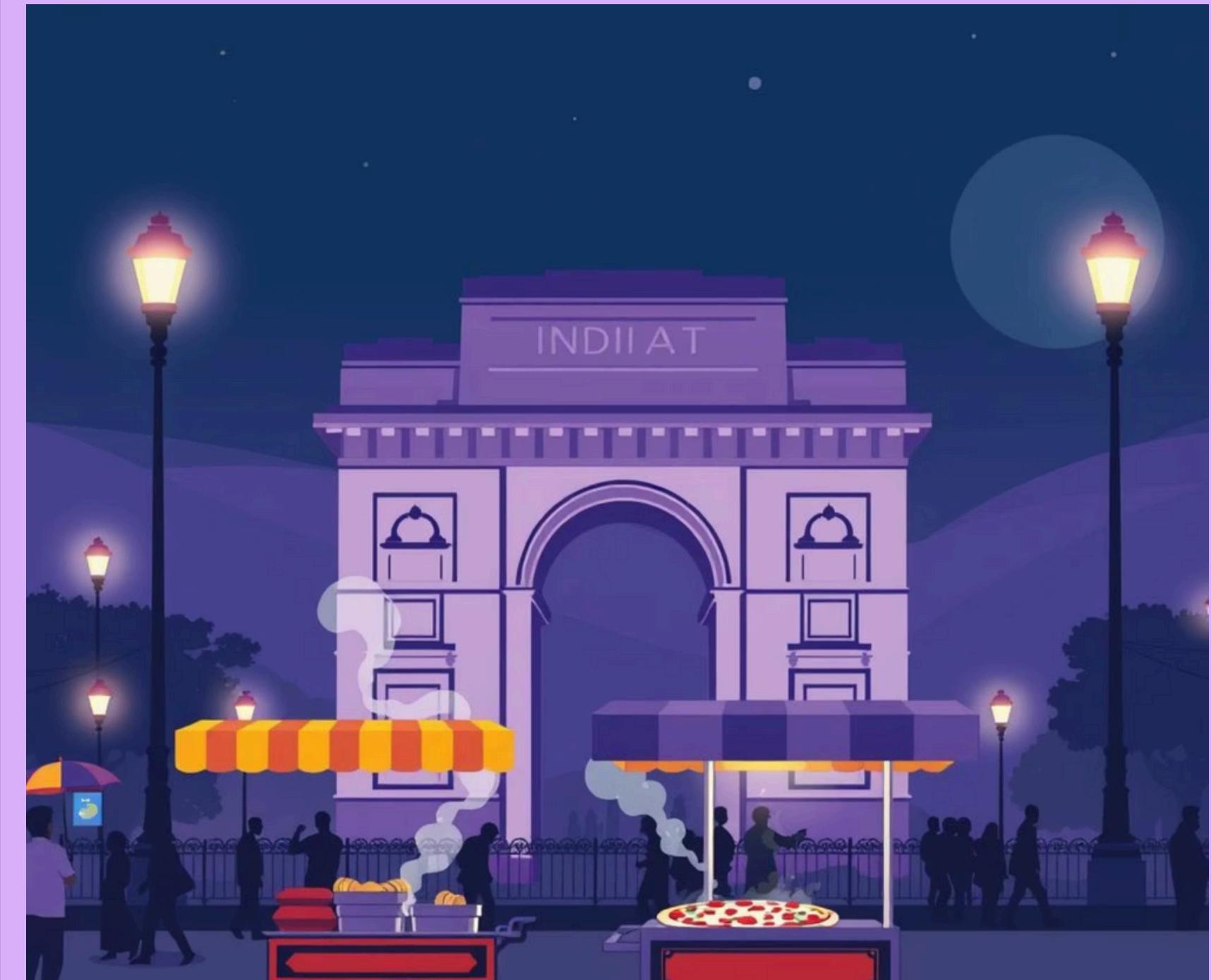
City 1: Pune



- Very low average rent per customer.
- Highest total revenue overall.
- High average sales per customer.

City 2: Delhi

- Highest estimated pizza consumers (12.4 million).
- Highest total number of unique customers (68).
- Average rent per customer is reasonable (\$330).



Rounding Out Our Expansion: Jaipur & Next Steps

City 3: Jaipur

- Strong customer base (69 unique customers).
- Extremely low average rent per customer (\$156).
- Excellent average sales per customer (\$11.6k).



Action Plan for Success

With Pune, Delhi, and Jaipur identified, our next steps are clear:

- **Site Selection:** Secure optimal locations within these cities.
- **Local Sourcing:** Establish partnerships for fresh ingredients.
- **Marketing Campaign:** Tailor launch strategies to local tastes.
- **Team Building:** Recruit and train local talent.

