# FATER GEO-ANALYTICS CHALLENGE

Analyzing Fater's Diaper Market Potential and Enhancing Revenue Estimation for Naples* Stores in the Entire Province: A Socio-Demographic, Territorial, and Points of Interest Perspective.
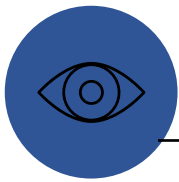


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\* Includes all the 92 municipalities of the Metropolitan City of Naples, Campania, Italy.
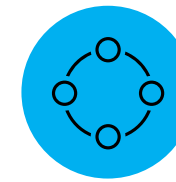
Version No: 7.0

**EXPLORE**
- Reviewing metadata
- Inspecting heads and data types
- Understanding data dimensions
- Performing spatial exploration

**PRE-PROCESS**
- Cleaning the data
- Performing Spatial processing
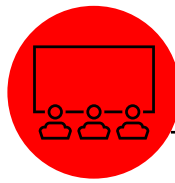- Merging the datasets
- Handling missing values.

**ANALYZE**
- Descriptive statistics
- Univariate analysis
- Bivariate analysis
- Correlation analysis
- Contingency table
- Population gravitation analyses
- Pareto Analysis
- Geo-spatial analysis
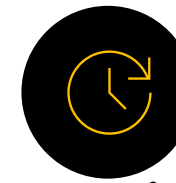- Predictive modeling
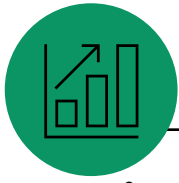
**SHARE**
- Findings & Observations

**ACT**
- Recommendations

**COMPLIMENTARY**
- Population Dynamics of Naples up till 2043
- Population and Household Projections for South Italy
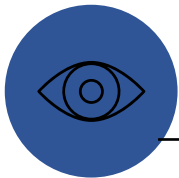- Strategies

**BIBLIOGRAPHY & REFERENCES**

**ADDENDUM**
- List of stores with the highest potential

**LIBRARIES & MODULES**

# EXPLORE

Exploring Data Types, Dimensions, and Spatial Relationships

| Stores Dataset | Shapes Dataset | Demographics Dataset | Gravitation Dataset |
|---|---|---|---|
| store_ID: int | geometry : str | microcode: int | Unamed: int |
| store_name: str | microcode: int | district: str | microcode: int |
| store_type: str | | province: str | daytype: int |
| store_size: float | | region: str | time_slot: int |
| parking: str | | population: int | datatype: str |
| address: str | | population_m: int | media_annuale: float |
| lat: float | Requires spatial exploration | population_f: int | |
| long: float | | population_age_00_04_yr: int | |
| comune: str | | population_age_05_14_yr: int | |
| province: bool | | population_age_15_34_yr: int | |
| potential: float | | population_age_35_44_yr: int | |
| | | population_age_45_54_yr: int | |
| | | population_age_55_64_yr: int | |
| | | population_age_65_up_yr: int | |
| Dimension: 1270, 11 | Dimension: 10077, 2 | Dimension: 10077, 14 | Dimension: 806160, 6 |

**Note:** The datasets have not been processed yet.
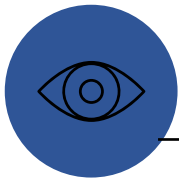
# EXPLORE

Performing spatial exploration
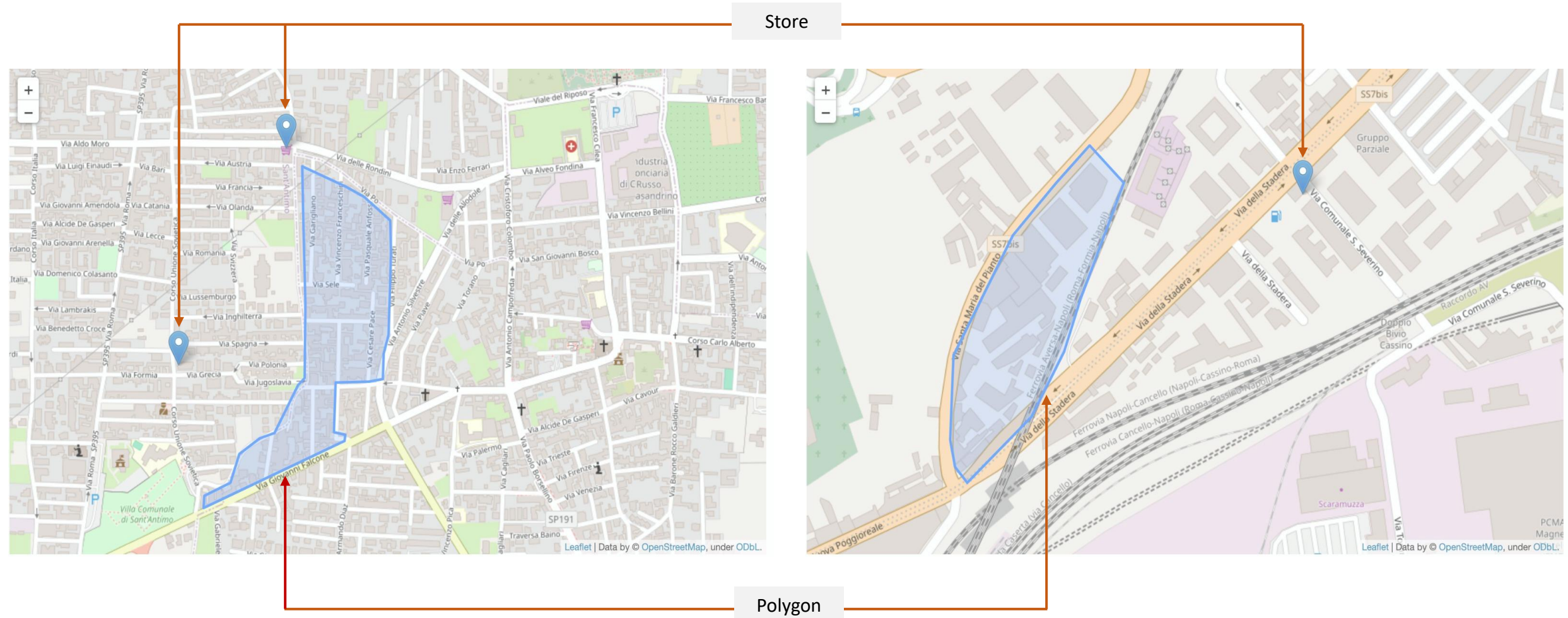
Store



Polygon

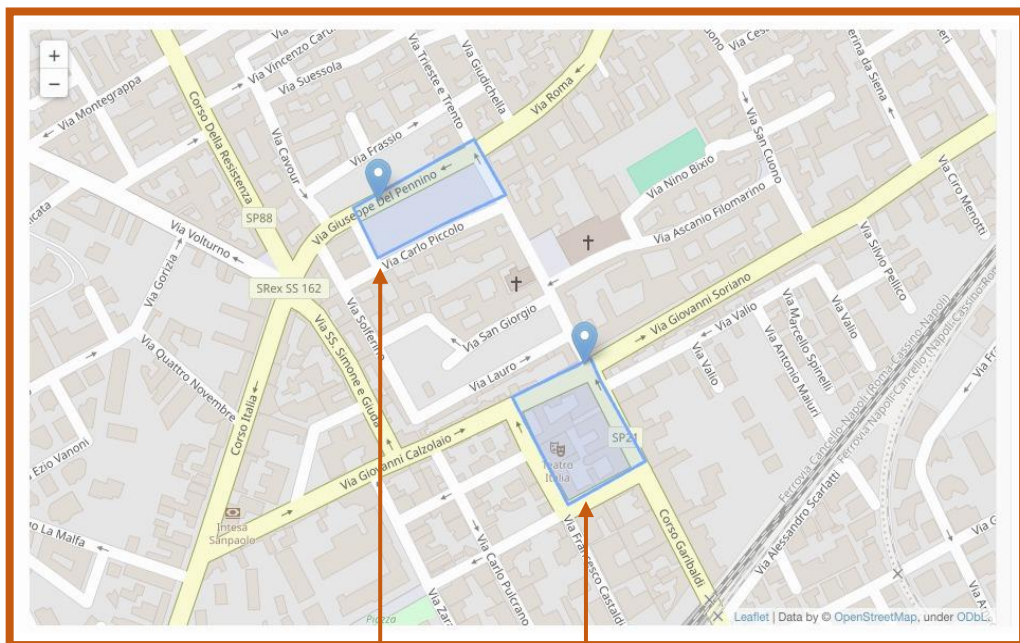**Note:** Plotting the stores and polygons on the maps to explore whether there is mapping between them.

# PRE-PROCESS

Performing spatial processing

Store



Stores inside the correct polygons

**Note:** Plotting the stores inside the correct polygons to extract accurate micro-codes.
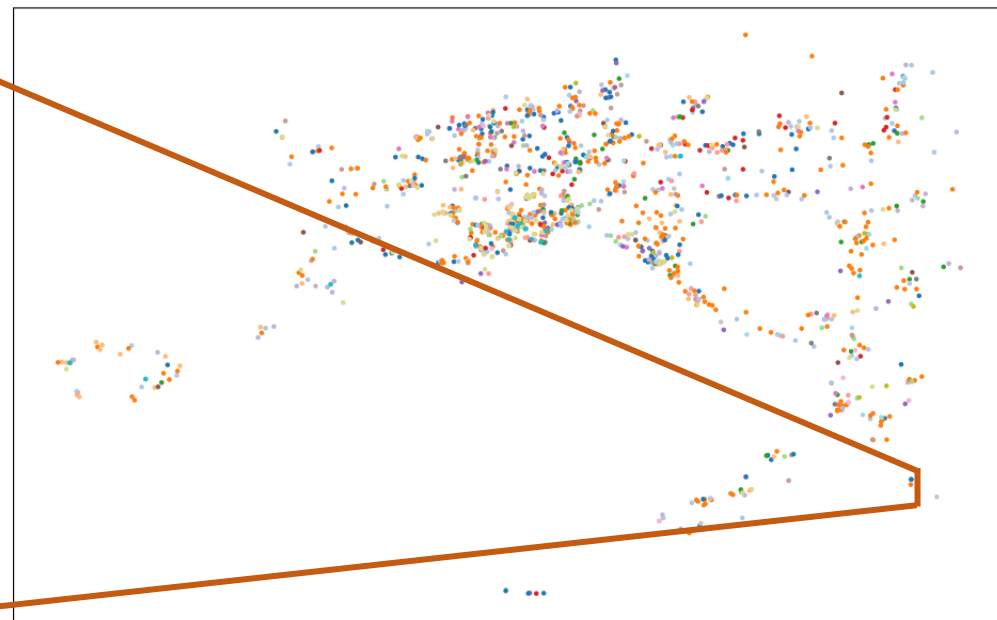
Stores

- DECO' MARKET
- CONAD
- PELLICANO
- MARKETPIU'
- OTTIMO
- CONAD CITY
- SISA
- MD
- EUROESSE
- CARREFOUR MARKET
- N. D.
- SOLE365
- DECO' SUPERMERCATI
- SIGMA
- CARREFOUR EXPRESS
- SEBON
- DOK
- ETE'
- TODIS
- EUROSPIN
- IL SUPERMERCATO
- ENNESI
- MAXI SIDIS
- IL PUNTO SIGMA
- SAPORI & DINTORNI
- DODECA
- SP SUPERMERCATI PICCOLO
- PENNY
- CONAD SUPERSTORE
- FLOR DO CAFE'
- DECO' MAXISTORE
- AMODIO
- GRAN RISPARMIO
- MARGHERITA
- SUPERMERCATI HELLO
- SUPERO'
- QUARI'
- MIO MERCATO
- DESPAR
- OK SIGMA
- CUOR DI CRAI
- SPESA MIA PICK UP
- EUROSPAR
- DIMEGLIO
- AUCHAN
- QUI DISCOUNT
- DECO' SUPERSTORE
- PREMIUM SU
- IPERCOOP
- CRAI
- INTERSPAR
- LIDL
- FAMILA SUPERSTORE
- MAXIPIU'
- SIGMA SUPERSTORE
- SIMPATIA CRAI
- A&O
- SIDIS
- SAI
- ENNE MARKET
- SPENDIBENE
- COOP
- COMAS SUPERMERCATI
- PELLICANO EXPRESS
- DESPAR EXPRESS
- SUPERFOOD
- SPAZIO CONAD
- GRAN RISPARMIO MINI
- SIDISMINI
- BRIO'
- GRAN RISPARMIO SUPER
- PICK UP
- ACQUA & SAPONE
- PROSHOP
- OPPORTUNITY SHOP
- MISTER RISPARMIO
- DECO' IGIENE E BELLEZZA
- AMATO POINT
- PILATO
- TUTTO PER TUTTI
- UNIVERSO DEL PULITO
- SHUKI
- PUNTOPI
- IPER MAGAZZINI MAURY'S

# PRE-PROCESS

Analyzing Categorical Feature Scales

| Categorical Feature | Description |
|---|---|
| store_ID | Unique store identification number |
| store_type | Type of the store: (IPR: Hypermarket; SUP: Supermarket; LIS; Libero Servizio; SSD: Drugstore; DIS: Discount Store) |
| parking * | True is parking is available, else False |
| comune | Municipality where the store is situated |
| microcode | ISTAT microcell |
| daytype | 1: weekday; 2: weekend |
| time_slot | 2: 07 am – 10 am; 3: 10 am – 13 pm; 4: 13 pm – 14 pm; 5: 14 pm  – 17 pm; 6: 17 pm – 20 pm |
| datatype | F1: population under 18 years; F2: population aged 18 – 30 years; F3: population aged 31 – 40 years; F4: population aged 41 -50 years; F5: population aged 51 – 60 years; F6: population over 60 years; Gf: female population; Gm: male population |

**Note:** All the datasets have been merged; data has been cleaned.
* parking is a Boolean feature.

Analyzing Numerical Feature Scales

| Numerical Feature | Description |
|---|---|
| store_size | Size of the store |
| potential | Italian diaper market (In 1000s) |
| population | Total population |
| population_m | Male population |
| population_f | Female population |
| population_age_00_04_yr | - |
| population_age_05_14_yr: | - |
| population_age_15_34_yr | - |
| population_age_35_44_yr | - |
| population_age_45_54_yr | - |
| population_age_55_64_yr | - |
| population_age_65_up_yr | - |
| annual_average | the yearly average of people gravitating by the combination of microcode, daytype, time slot and datatype |

Target variable

# PRE-PROCESS

**Observations and Decision:**

- The missing values account for 2.14% of total rows for *annual_average* and 0.1% for other features.

- Despite 100,494 rows in the dataset, the missing values are relatively insignificant.

- However, given the potential importance of the *annual_average* feature, a decision has been made to **impute the missing values in the numerical features**.

| Numerical Feature | Count of missing values |
|---|---|
| population | 14 |
| population_m | 14 |
| population_f | 14 |
| population_age_00_04_yr | 14 |
| population_age_05_14_yr | 14 |
| population_age_15_34_yr | 14 |
| population_age_35_44_yr | 14 |
| population_age_45_54_yr | 14 |
| population_age_55_64_yr | 14 |
| population_age_65_up_yr | 14 |
| annual_average | 2145 |

| Categorical Feature | Count of missing values |
|---|---|
| microcode | 14 |
| daytype | 14 |
| time_slot | 14 |
| datatype | 14 |

Handling missing values (2/2)

Plotting histograms to check for normality in the numerical features with missing values.
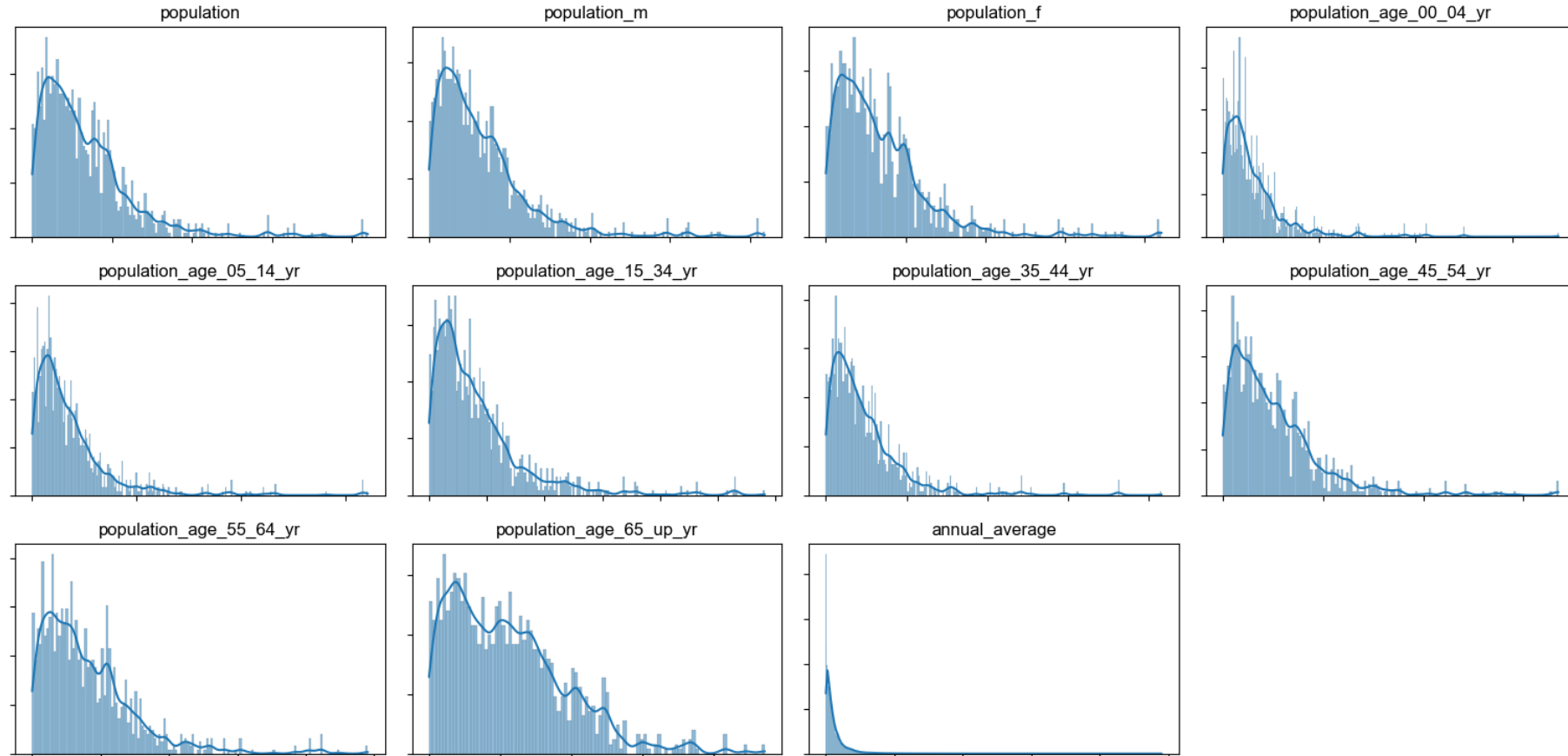


**Observations & Decision:** Upon observing histograms, it has been determined that the features do not adhere to a normal distribution. As a result, **missing values will be imputed using the median. The missing categorical values are imputed using the mode**. There are no duplicate values in the data.
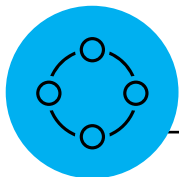
# ANALYZE

Exploring Descriptive Statistics

| Numerical Feature | Min | Q1 | Median | Mean | Q3 | Max | SD |
|---|---|---|---|---|---|---|---|
| store_size | 100.0 | 150.0 | 250.0 | 413.6 | 480.0 | 11978.0 | 641.8 |
| population | 0.0 | 253.0 | 513.5 | 655.2 | 891.0 | 4197.0 | 582.7 |
| population_m | 0.0 | 122.0 | 249.0 | 318.4 | 425.0 | 2089.0 | 289.5 |
| population_f | 0.0 | 133.0 | 270.5 | 336.8 | 465.0 | 2108.0 | 294.2 |
| population_age_00_04_yr | 0.0 | 11.0 | 22.0 | 30.5 | 39.0 | 348.0 | 33.1 |
| population_age_05_14_yr: | 0.0 | 26.0 | 52.0 | 72.5 | 91.0 | 642.0 | 77.3 |
| population_age_15_34_yr | 0.0 | 59.0 | 122.0 | 164.4 | 214.0 | 1163.0 | 161.2 |
| population_age_35_44_yr | 0.0 | 35.0 | 70.0 | 93.8 | 122.0 | 831.0 | 93.3 |
| population_age_45_54_yr | 0.0 | 36.0 | 78.0 | 100.8 | 140.0 | 670.0 | 91.3 |
| population_age_55_64_yr | 0.0 | 31.0 | 64.0 | 81.5 | 112.0 | 491.0 | 69.9 |
| population_age_65_up_yr | 0.0 | 45.0 | 98.5 | 111.7 | 159.0 | 472.0 | 82.5 |
| annual_average | 1.0 | 25.0 | 68.0 | 122.9 | 147.0 | 4903.0 | 182.6 |
| Potential | 0.001 | 0.002 | 0.005 | 0.01 | 0.013 | 0.83 | 0.04 |

**Observation:** As can be seen, there is a difference between the mean and standard deviation of the features.
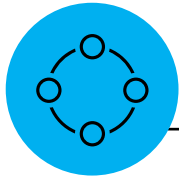
# ANALYZE

Univariate Analysis: Visualizing Numerical Features
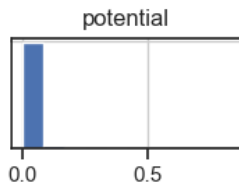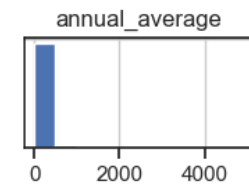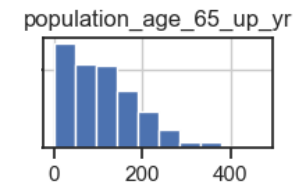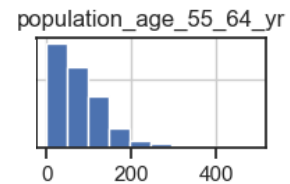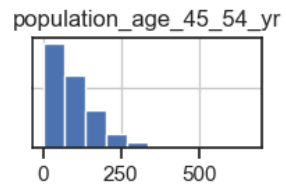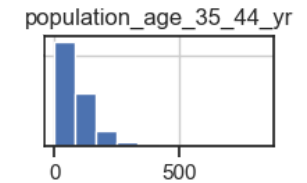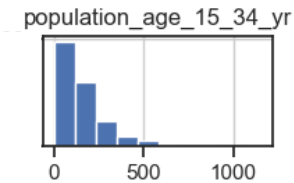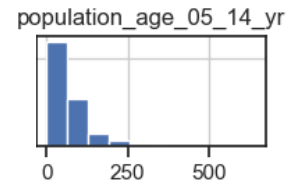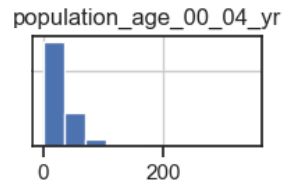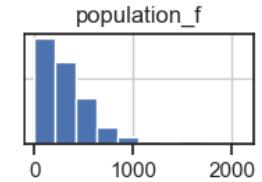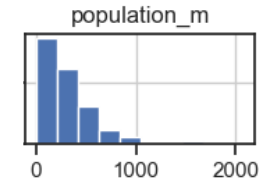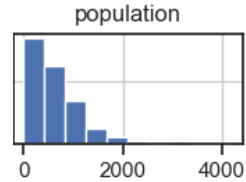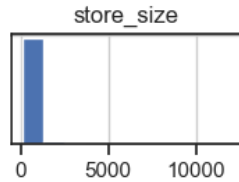


**Observation:** It has been established that none of the numerical features follow a normal distribution; specifically, *store_size*, *annual_average*, and *potential* appear constant.
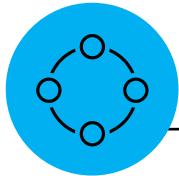
# ANALYZE

Univariate Analysis: Visualizing Categorical Features
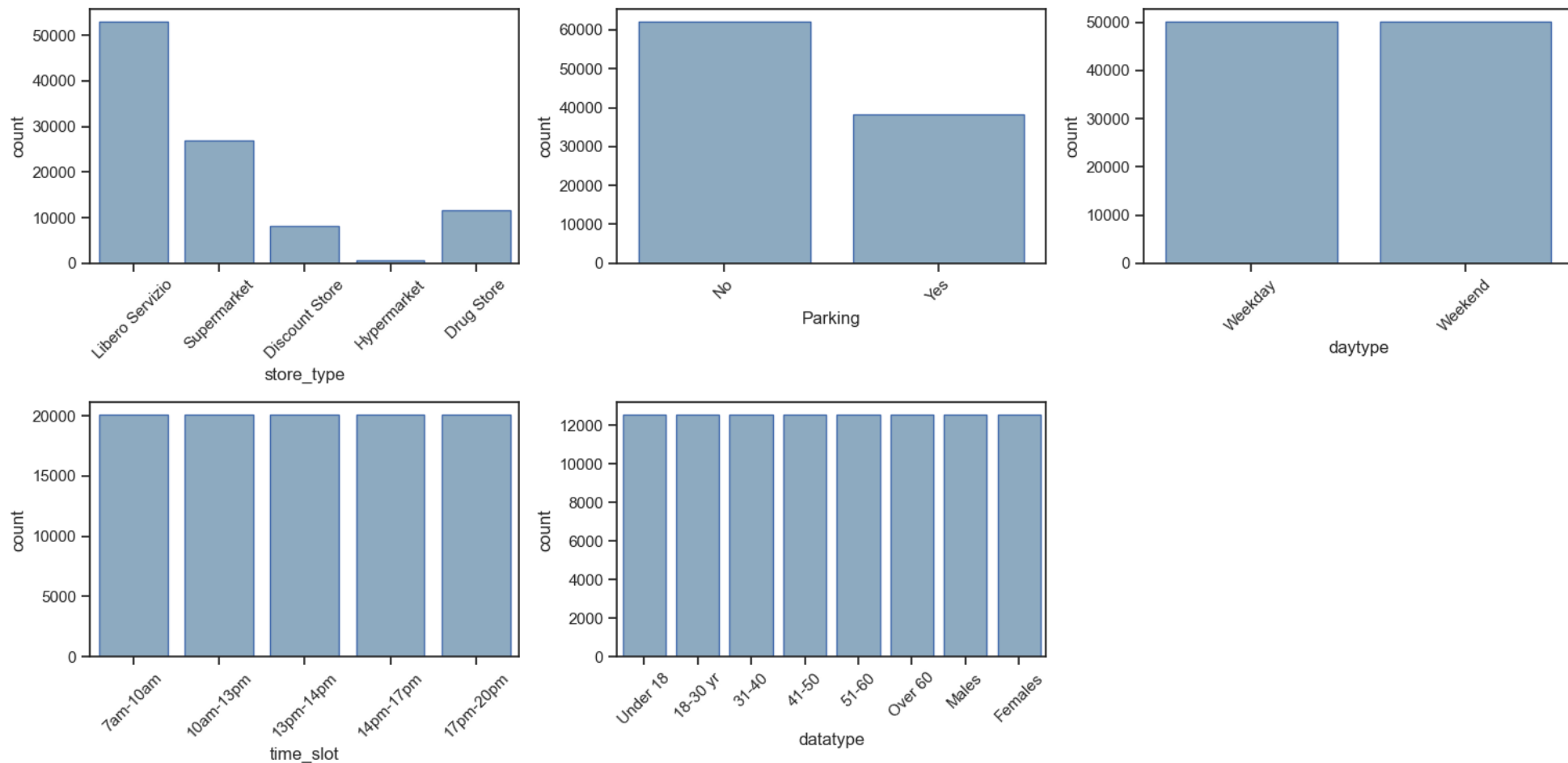


**Observation:** As can be seen from the bar charts, *Libero Servizio* and *Supermarkets* dominate in the store type category, while most stores have no parking.
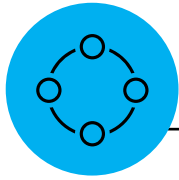
# ANALYZE

Bivariate Analysis: Exploring Relationships Between Numerical Predictors and Potential
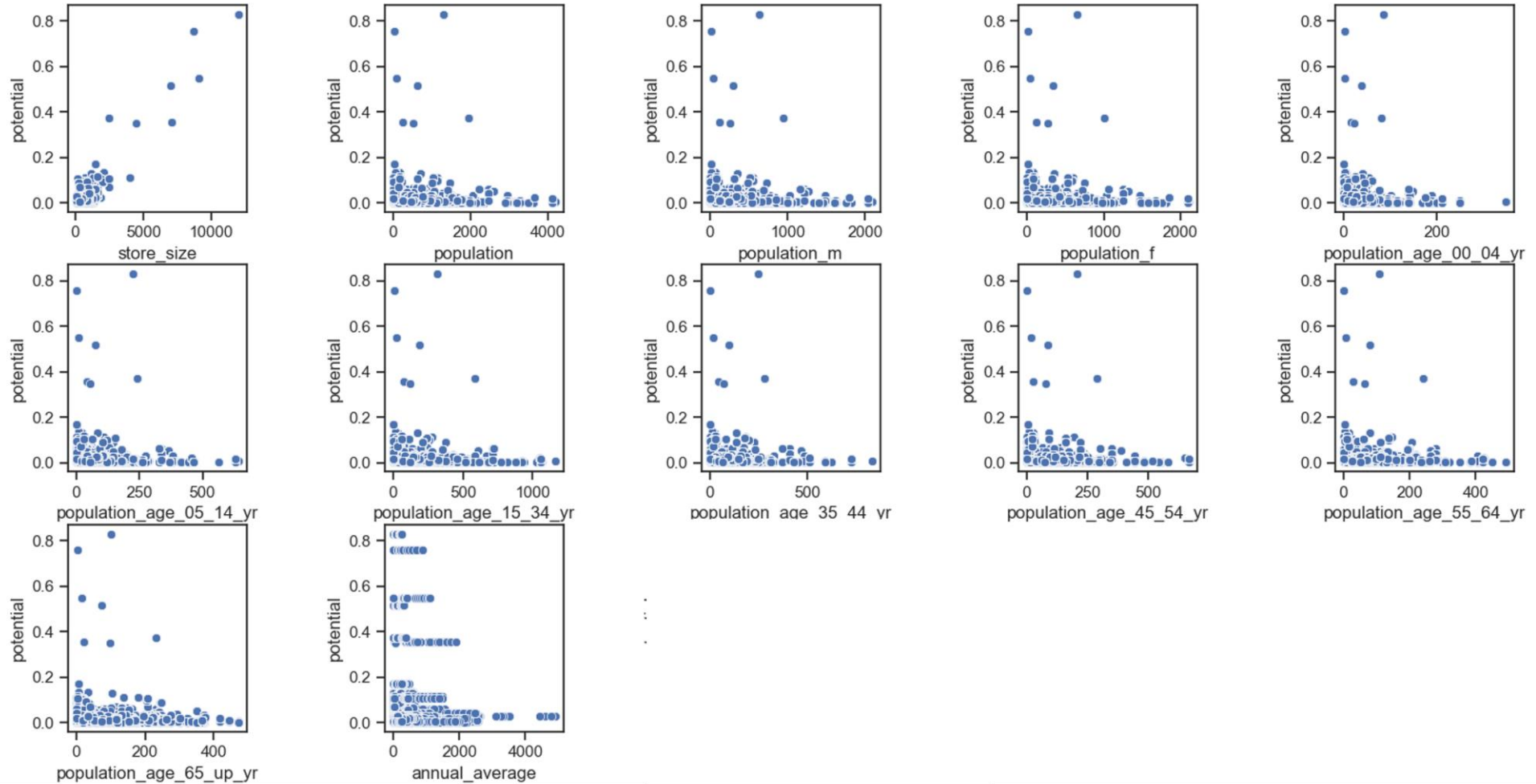


**Observation:** There appears to be a somewhat linear relationship between *store_size* and *potential*.
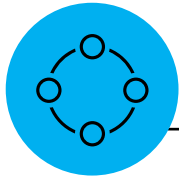
# ANALYZE

Bivariate Analysis: Exploring Relationships Between Categorical Predictors and Potential
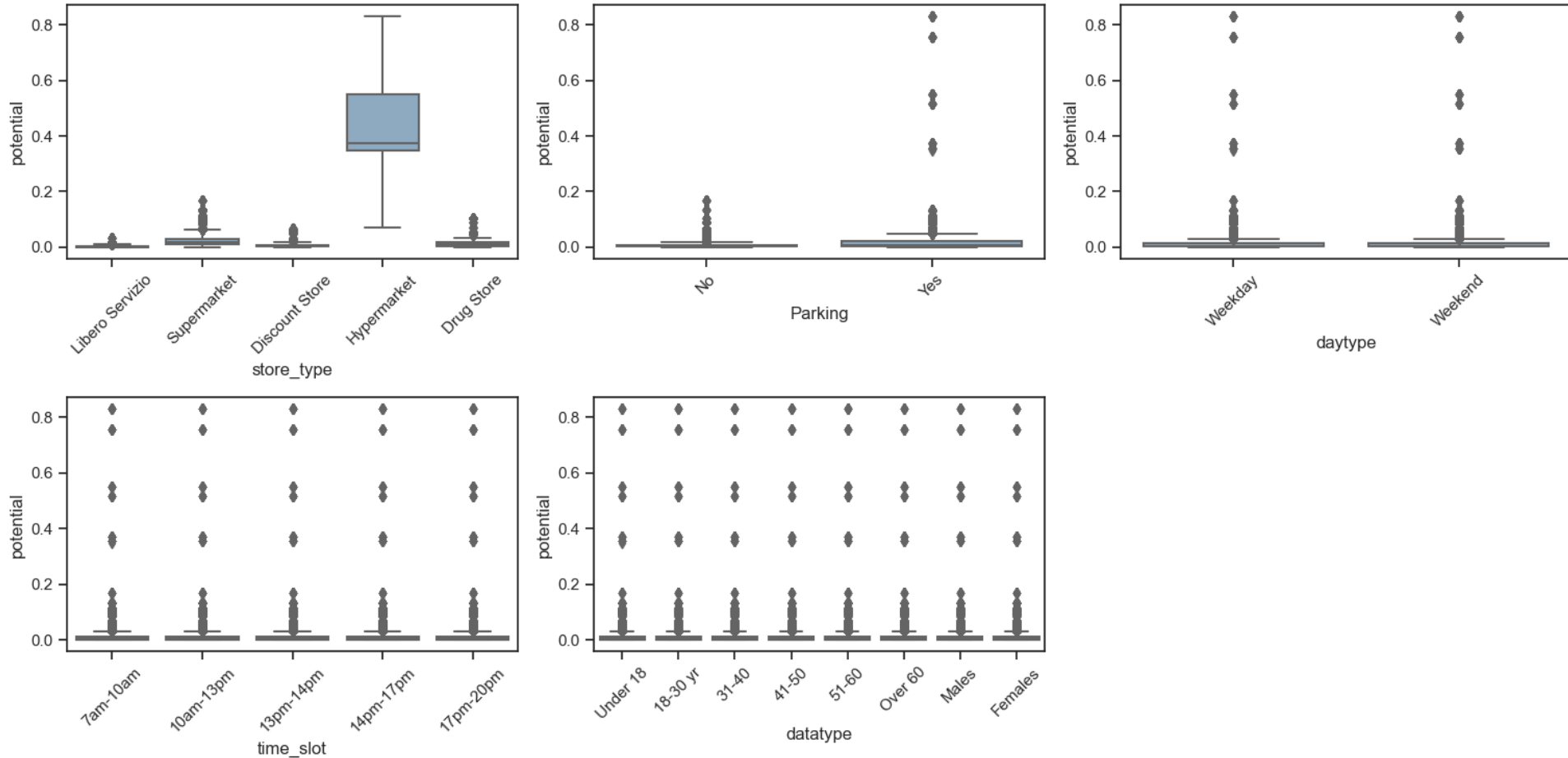
**Observation:** It is evident that the potential values *for Hypermarkets* are generally much larger and have greater variability as compared to other stores. Additionally, stores with parking exhibit somewhat higher potential values than those without parking. **An additional statistical test will be conducted to determine the statistical significance of the observed differences in potential values between store types and parking status.**
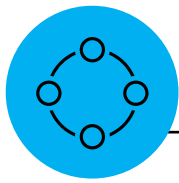
# ANALYZE

Hypothesis Testing: Assessing Statistical Significance of Potential Differences Among Store Types and Parking Status

As the data is not normally distributed, hence non-parametric tests are being conducted.

**Kruskal-Wallis test on store type and potential**

$H_o$: There is no significant difference in the median potential among the different types of stores.

$H_1$: There is a significant difference in the median potential among the different types of stores.

***Result: p-value: 0.0***

**Mann-Whitney U test on potential and parking status:**

$H_o$: There is no significant difference in the median between Potential and Parking Status.

$H_1$: There is a significant difference in the median between Potential and Parking Status.

***Result: p-value: 0.0***

**Observation:** Based on the very small p-values approaching 0, we can suggest that the differences in potential values between *store_type* and *parking* are statistically significant, with more potential values lying within *Hypermarkets* and stores with parking. This implies that store type and parking status significantly influence potential values. **The correlation between them will determine if there is any linear relationship.**
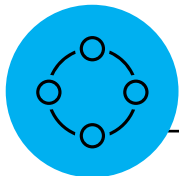
# ANALYZE

Correlation Analysis: Examining Relationships Between Numerical Predictors and Potential

Multicollinearity between population features

| | store_size | Parking | population | population_m | population_f | population_age_00_04_yr | population_age_05_14_yr | population_age_15_34_yr | population_age_35_44_yr | population_age_45_54_yr | population_age_55_64_yr | population_age_65_up_yr | annual_average | potential |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| store_size | 1.00 | 0.29 | -0.05 | -0.05 | -0.05 | -0.02 | -0.02 | -0.04 | -0.03 | -0.05 | -0.07 | -0.10 | 0.09 | 0.90 |
| Parking | 0.29 | 1.00 | 0.06 | 0.06 | 0.05 | 0.08 | 0.07 | 0.07 | 0.07 | 0.06 | 0.05 | -0.02 | 0.08 | 0.19 |
| population | -0.05 | 0.06 | 1.00 | 1.00 | 1.00 | 0.95 | 0.97 | 0.98 | 0.98 | 0.99 | 0.96 | 0.84 | 0.28 | -0.03 |
| population_m | -0.05 | 0.06 | 1.00 | 1.00 | 0.99 | 0.95 | 0.97 | 0.99 | 0.98 | 0.98 | 0.96 | 0.82 | 0.29 | -0.03 |
| population_f | -0.05 | 0.05 | 1.00 | 0.99 | 1.00 | 0.94 | 0.97 | 0.98 | 0.98 | 0.99 | 0.96 | 0.85 | 0.28 | -0.03 |
| population_age_00_04_yr | -0.02 | 0.08 | 0.95 | 0.95 | 0.94 | 1.00 | 0.96 | 0.95 | 0.97 | 0.92 | 0.88 | 0.69 | 0.29 | -0.00 |
| population_age_05_14_yr | -0.02 | 0.07 | 0.97 | 0.97 | 0.97 | 0.96 | 1.00 | 0.97 | 0.98 | 0.96 | 0.89 | 0.71 | 0.28 | 0.00 |
| population_age_15_34_yr | -0.04 | 0.07 | 0.98 | 0.99 | 0.98 | 0.95 | 0.97 | 1.00 | 0.97 | 0.97 | 0.93 | 0.75 | 0.29 | -0.02 |
| population_age_35_44_yr | -0.03 | 0.07 | 0.98 | 0.98 | 0.98 | 0.97 | 0.98 | 0.97 | 1.00 | 0.96 | 0.91 | 0.76 | 0.28 | -0.01 |
| population_age_45_54_yr | -0.05 | 0.06 | 0.99 | 0.98 | 0.99 | 0.92 | 0.96 | 0.97 | 0.96 | 1.00 | 0.94 | 0.81 | 0.28 | -0.03 |
| population_age_55_64_yr | -0.07 | 0.05 | 0.96 | 0.96 | 0.96 | 0.88 | 0.89 | 0.93 | 0.91 | 0.94 | 1.00 | 0.86 | 0.27 | -0.04 |
| population_age_65_up_yr | -0.10 | -0.02 | 0.84 | 0.82 | 0.85 | 0.69 | 0.71 | 0.75 | 0.76 | 0.81 | 0.86 | 1.00 | 0.21 | -0.07 |
| annual_average | 0.09 | 0.08 | 0.28 | 0.29 | 0.28 | 0.29 | 0.28 | 0.29 | 0.28 | 0.28 | 0.27 | 0.21 | 1.00 | 0.07 |
| potential | 0.90 | 0.19 | -0.03 | -0.03 | -0.03 | -0.00 | 0.00 | -0.02 | -0.01 | -0.03 | -0.04 | -0.07 | 0.07 | 1.00 |

**Correlation method used: Linear**

**Observations:** It is apparent that all the population features are highly correlated, which is indicative of multicollinearity. For further analysis, only population_m and population_f will be used. There appears to be strong positive correlation between *potential* and *store_size.*
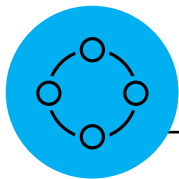
# ANALYZE

Contingency Table of Store Potential analyses with respect to store type, store size, and parking status.

| Potential\Store Type | Discount Store | Hypermarket | Libero Servizio | Drug Store | Supermarket | Total |
|---|---|---|---|---|---|---|
| Low (0.001 - 0.241) | 8242 | 160 | 53126 | 11601 | 26884 | 100013 |
| Medium (0.241 - 0.601) | 0 | 321 | 0 | 0 | 0 | 321 |
| High (0.601 - 0.841) | 0 | 160 | 0 | 0 | 0 | 160 |
| Total | 8242 | 641 | 53126 | 11601 | 26884 | 100494 |

| Potential\Store Size | Small (100 - 1000) | Medium (1000 - 5000) | Large (5000 - 12701) | Total |
|---|---|---|---|---|
| Low (0.001 - 0.241) | 94653 | 5360 | 0 | 100013 |
| Medium (0.241 - 0.601) | 0 | 81 | 240 | 321 |
| High (0.601 - 0.841) | 0 | 0 | 160 | 160 |
| Total | 94653 | 5441 | 400 | 100494 |

| Potential\Parking | No | Yes | Total |
|---|---|---|---|
| Low (0.001 - 0.241) | 62247 | 37766 | 100013 |
| Medium (0.241 - 0.601) | 0 | 321 | 321 |
| High (0.601 - 0.841) | 0 | 160 | 160 |
| Total | 62247 | 38247 | 100494 |

**Observation:** It is evident that Hypermarkets have the highest potential compared to other types of stores. Larger stores, in general, exhibit more potential. Additionally, stores with parking facilities also show increased potential.
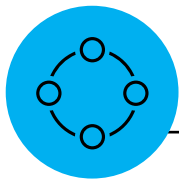
# ANALYZE

Average population gravitation analyses with respect to day type, time slot, and demographics.



Day Type Analysis | Temporal Analysis | Demographic Trend Analysis
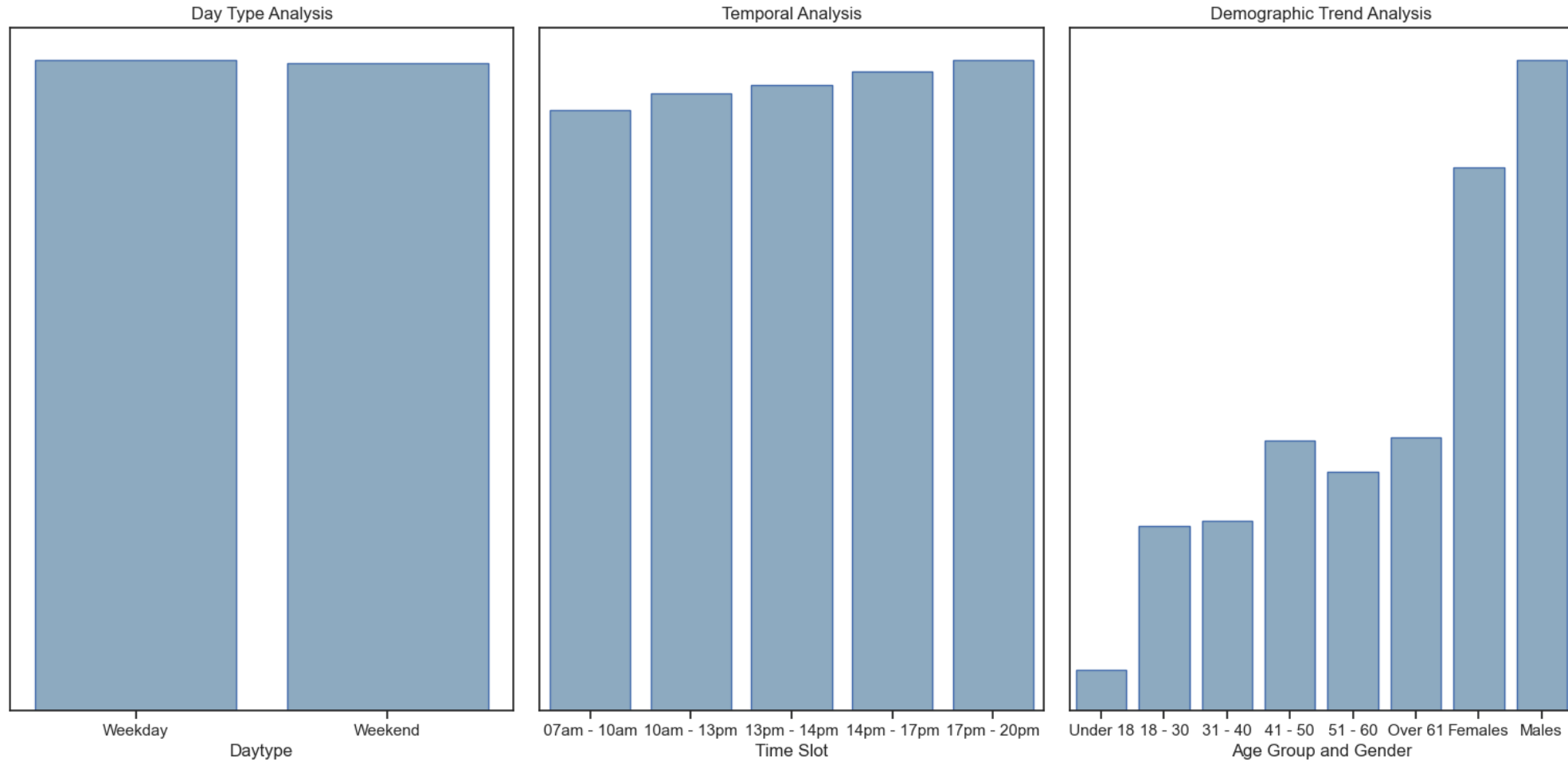
**Observations:** The gravitational pull during the 5-day workweek is like that of the 2-day weekend, implying that most people gravitate during those 2 weekend days. The time slot when the gravitational force is the strongest is from 17pm – 20pm. The demographic that gravitates the most consists of age groups 41–50 and those over 61. Males tend to gravitate towards stores the most.
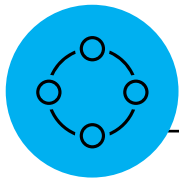
# ANALYZE

Geo-Spatial analysis: Visualizing Potential Across Different Store Types

Average potential across stores
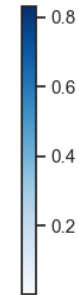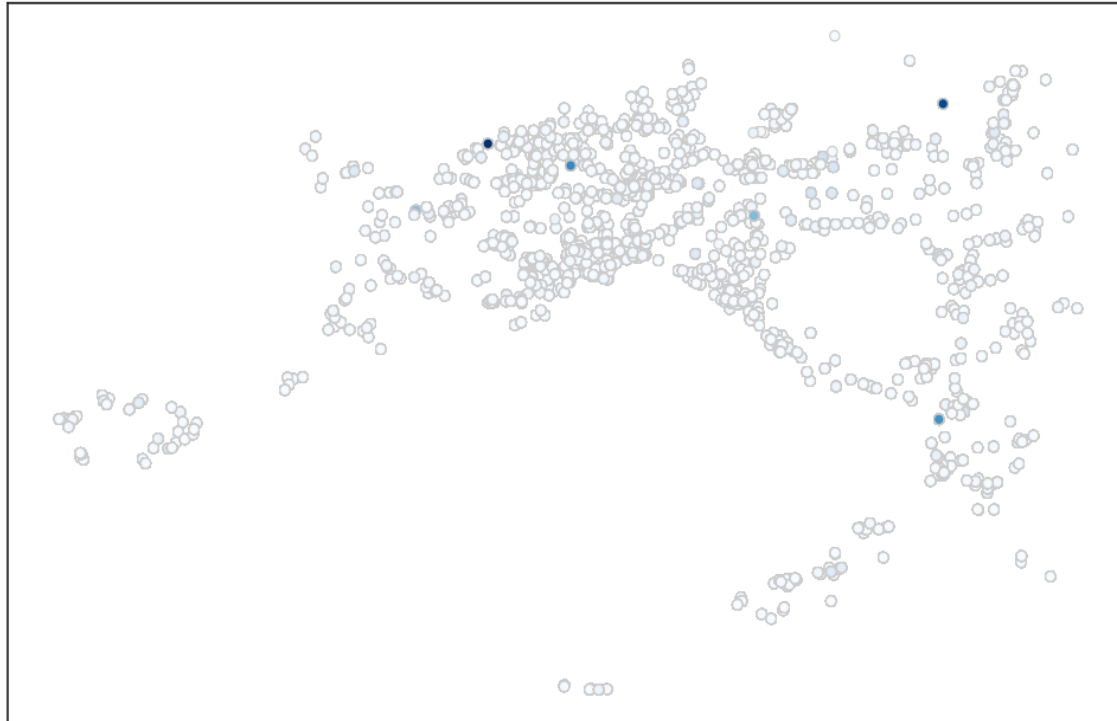


| Store ID | Store Name | Comune | Store Type |
|---|---|---|---|
| 7161 | AUCHAN | GIUGLIANO IN CAMPANIA | IPR |
| 7816 | AUCHAN | NOLA | IPR |
| 11626 | AUCHAN | MUGNANO DI NAPOLI | IPR |
| 11412 | AUCHAN | POMPEI | IPR |
| 23157 | SPAZIO CONAD | VOLLA | IPR |
| 7815 | IPERCOOP | QUARTO | IPR |
| 10356 | IPERCOOP | AFRAGOLA | IPR |
| 20804 | SP SUPERMERCATI PICCOLO | CASTELLO DI CISTERNA | SUP |
| 7456 | DECO' SUPERSTORE | SANT'ANASTASIA | SUP |
| 4381 | CONAD SUPERSTORE | POMPEI | SUP |

**Observation:** In the top 10 stores with the most potential, 7 are Hypermarkets, further substantiating the positive relationship identified previously in the correlation matrix between potential and Hypermarkets.
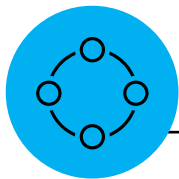
# ANALYZE

Pareto Analysis: Identifying stores and store types that generate the most potential
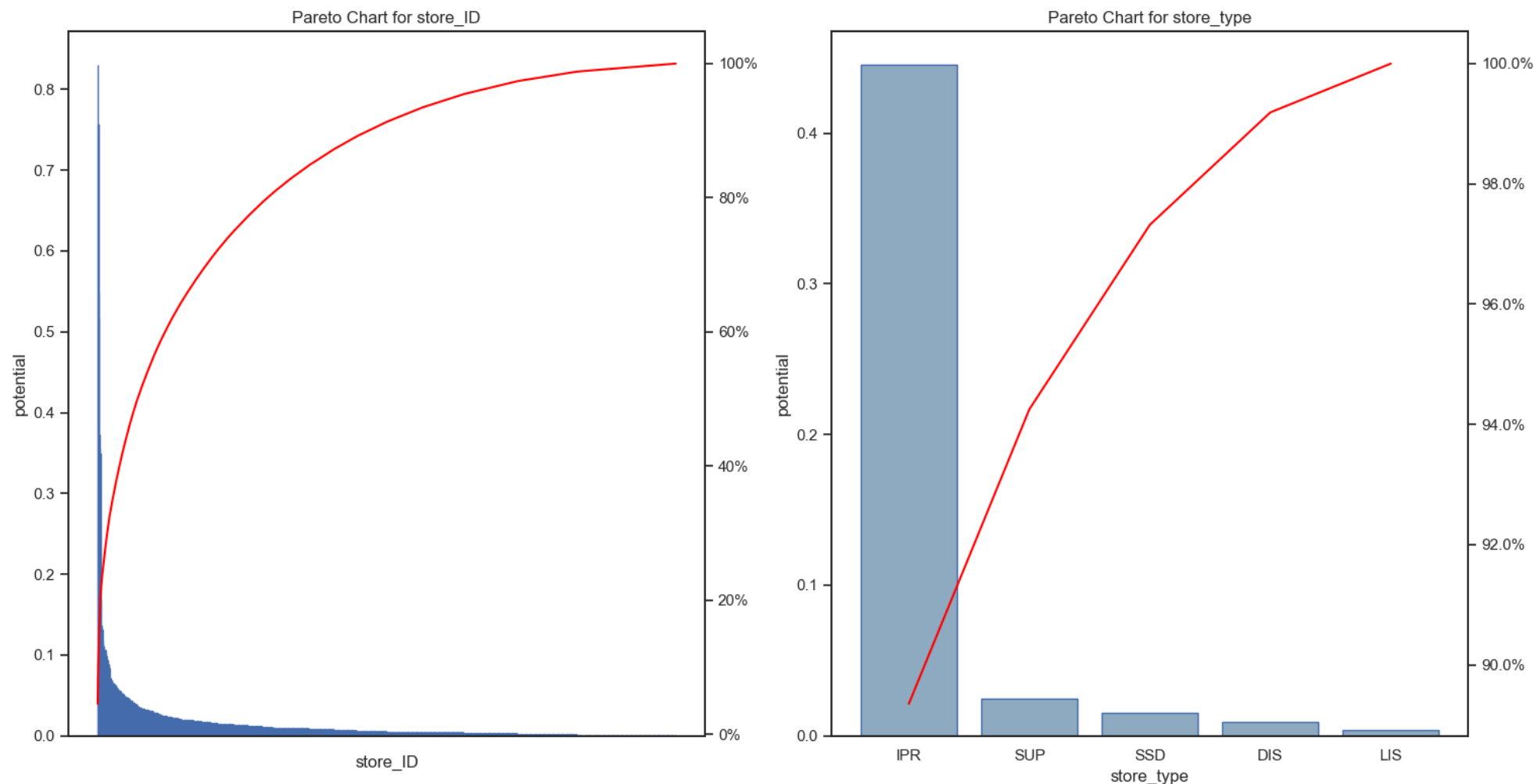


**Observation:** As observed in the Pareto Charts, roughly 80% of the combined potential is generated by 20% of the unique stores, totaling 373 out of the 1270 stores. The list of these 373 stores is appended in the addendum section. Furthermore, Hyperstores, which constitute 20% of the store types, contribute to more than 80% of the potential.
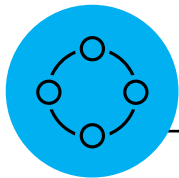
# ANALYZE

## Predictive Modeling: Model Selection and Hyperparameter Tuning with Cross Validation

The hyperparameter tuning process involved exploring various configurations for the Decision Tree, Random Forest, Gradient Boosting, and AdaBoost models using 80% of the data for training while reserving 20% as a hold-out set—data that the model has not seen. Bagging was used to reduce variance (overfitting) while boosting was employed to reduce bias (underfitting).

These model parameters were subjected to k-fold cross-validation (k = 10) to identify the best-performing configurations. The choice of k = 10 aligns with established best practices, supported by empirical evidence. Ron Kohavi's experiments on diverse real-world datasets indicate that a 10-fold cross-validation strategy strikes an optimal balance between bias and variance in model assessment.

| Model | n_estimators | max_depth | learning_rate |
|---|---|---|---|
| Decision Tree | Not Applicable | None, 5 | Not Applicable |
| Random Forest | 50, 100 | None, 5 | Not Applicable |
| Gradient Boosting | 50, 100 | 3, 5 | 0.01, 0.1 |
| Adaptive Boosting | 50, 100 | Not Applicable | 0.01, 0.1 |

After an exhaustive grid search based on the negative mean square error scoring metric, the best hyperparameters for each ensemble regressor were identified, providing a foundation for subsequent model evaluation.

| Model | n_estimators | max_depth | learning_rate |
|---|---|---|---|
| Decision Tree | Not Applicable | None | Not Applicable |
| Random Forest | 100 | None | Not Applicable |
| Gradient Boosting | 100 | 5 | 0.1 |
| Adaptive Boosting | 100 | Not Applicable | 0.01 |

**Note:** Ron Kohavi. "A Study of Cross-Validation and Bootstrap for Accuracy Estimation and Model Selection". International Joint Conference on Artificial Intelligence (IJCAI), 14 (2): 1137-43, 1995. https://www.ijcai.org/Proceedings/95-2/Papers/016.pdf
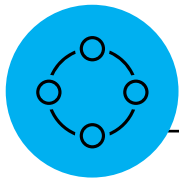
# ANALYZE

Predictive Modeling: Model Selection based on Optimal Hyperparameters

Following the hyperparameter tuning, the models underwent rigorous evaluation using a 10-fold cross-validation approach. The root mean squared error (RMSE) was employed as a key metric to assess the predictive performance of each model. The RMSE values give an indication of how well each model is performing in terms of predicting the target variable. The lower the RMSE, the better the model's predictions align with the actual values

| Model | Root Mean Square Error | Standard Deviation |
|---|---|---|
| Decision Tree | 0.0009674833109087932 | 0.0005208617581119908 |
| Random Forest | 0.0008442124556278822 | 0.0005500335117800331 |
| Gradient Boosting | 0.005899866091907829 | 0.0002649940076146541 |
| Adaptive Boosting | 0.014027114258543435 | 0.0003043495517493041 |

**Observation:** Random Forest exhibits the lowest RMSE and standard deviation compared to the other two models, suggesting superior performance in our evaluation.
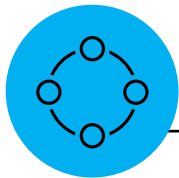
# ANALYZE

Predictive Modeling: Performance Evaluation of the Model

The optimal model was then trained on the entire 100% of the training data. Subsequently, the model underwent evaluation on the reserved holdout set to assess its performance. Mean Squared Error (MSE), Mean Absolute Error (MAE) and coefficient of determination (R2) metrics were employed to evaluate the Random Forest Regressor's performance.

| Performance Metrices | Training Data | Holdout Data |
|---|---|---|
| Mean Squared Error | 0.0000002354 | 0.0000004056 |
| Mean Absolute Error | 0.0000318994 | 0.0000565263 |
| Coefficient of Determination | 0.9998815325 | 0.9997456078 |

The standard error of the predicted values is **0.00028**, which indicates that predicted values, on the average, are closer to the true values.

**Observation:** The Mean Squared Error (MSE) and Mean Absolute Error (MAE) values for both sets are quite low, suggesting that the model is making accurate predictions with both large and small errors respectively. The R2 values for both the training and holdout sets are very high (close to 1), indicating that the model is explaining a significant amount of variance in both datasets. It is a measure of goodness of fit.
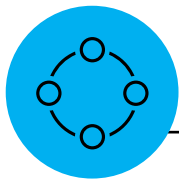
# ANALYZE

Predictive Modeling: Feature Importance Analysis

It is unsurprising that store size significantly influences the decision-making process of the Random Forest Regressor in predicting potential values.



Feature Importance Analysis

# SHARE
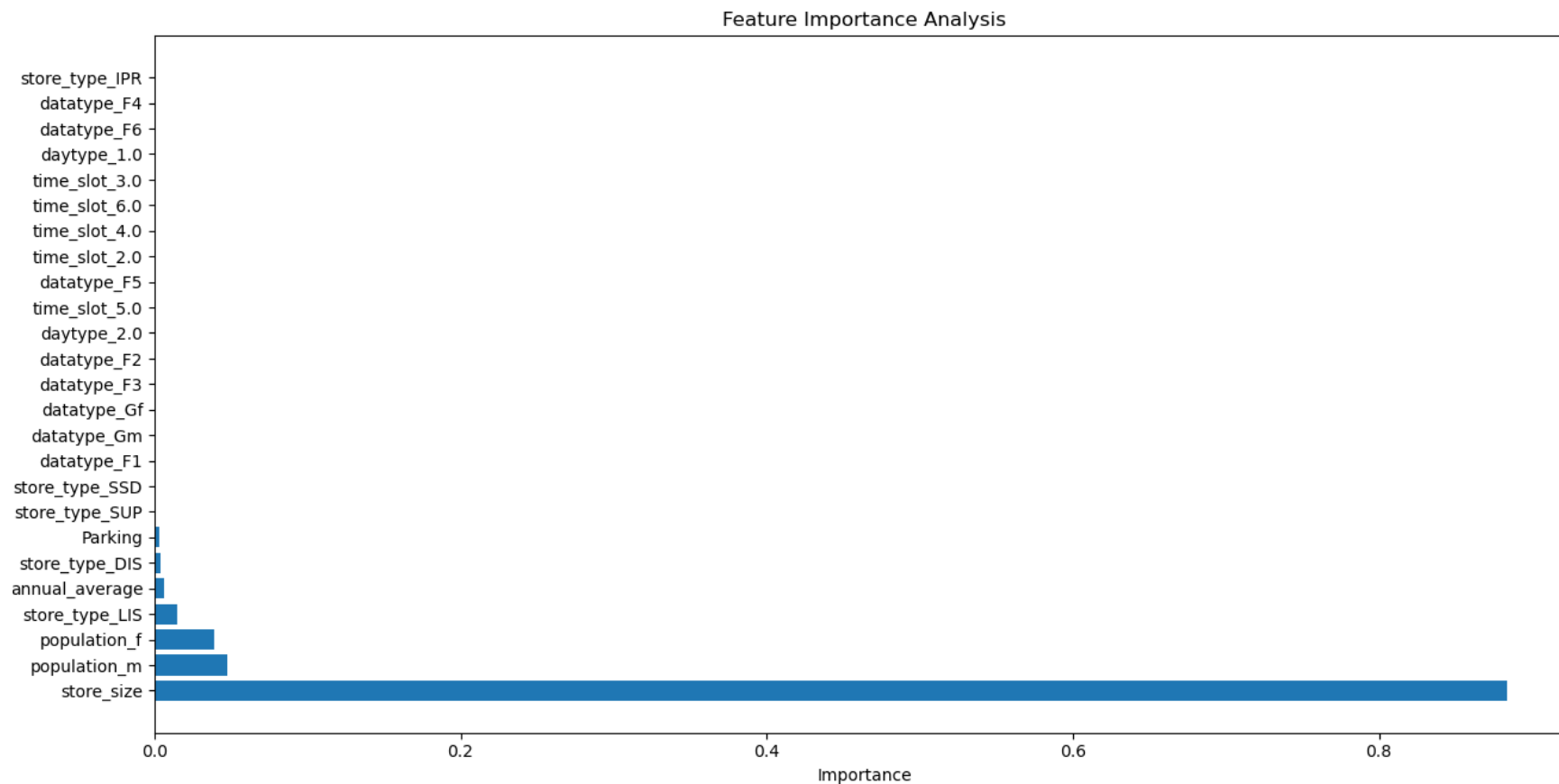
**With respect to existing customers:**
**these observations can help with customer retention**

- Bigger stores tend to have more potential for drawing in customers and generating sales.
- Stores with parking spaces tend to have higher potential values.
- Hypermarkets tend to show higher potential values.
- 80% of the combined potential is being generated by 20% (373) of the stores.
- Hyperstores, which make up less than 20% of the store types, generate more than 80% of the combined potential.

**With respect to new customers:**
**these observations can help with customer acquisition**

- Population is likely to gravitate more during weekends.
- Population is likely to gravitate more during 14 pm – 17 pm and 17 pm – 20 pm.
- Population with age groups 41-50 and over 60 years are likely to gravitate more towards stores.
- Males, on average, gravitate more towards stores.

**Note:** Findings and observations are based on Multivariate analysis, One-Way ANOVA test, Tukey HSD Test, Correlation analysis, Temporal analysis, Demographic trend analysis, Pareto analysis, and Feature Importance Analysis.

# ACT
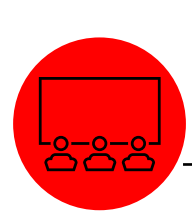
- ***Strategic Marketing Focus:***
  - Allocate marketing resources to prioritize hypermarkets and larger stores, given their higher potential.
  - Tailor marketing campaigns to emphasize the unique offerings of hypermarkets.

- ***Peak Hour Promotions:***
  - Schedule promotions during peak evening hours (17:00–20:00) to capitalize on heightened customer gravitation.

- ***Demographic Targeting:***
  - Design targeted campaigns for age groups 41–50 and those over 61, highlighting diaper options for both children and adults.
  - Craft marketing materials specifically designed to appeal to male customers, acknowledging their higher average gravitation towards stores. Highlight the features and benefits of diapers suitable for men, ensuring inclusivity in the product messaging.

- ***Parking Facility Emphasis:***
  - Emphasize and promote stores with parking facilities to leverage the positive correlation with potential.

**Note:** The strategies will contribute not only to the retention of existing customers but also to the acquisition of new customers, thereby increasing the store's potential for the diaper product in Naples.

Population Dynamics of Naples up till 2043



Live Births Over the Years

Ageing Population Over the Years
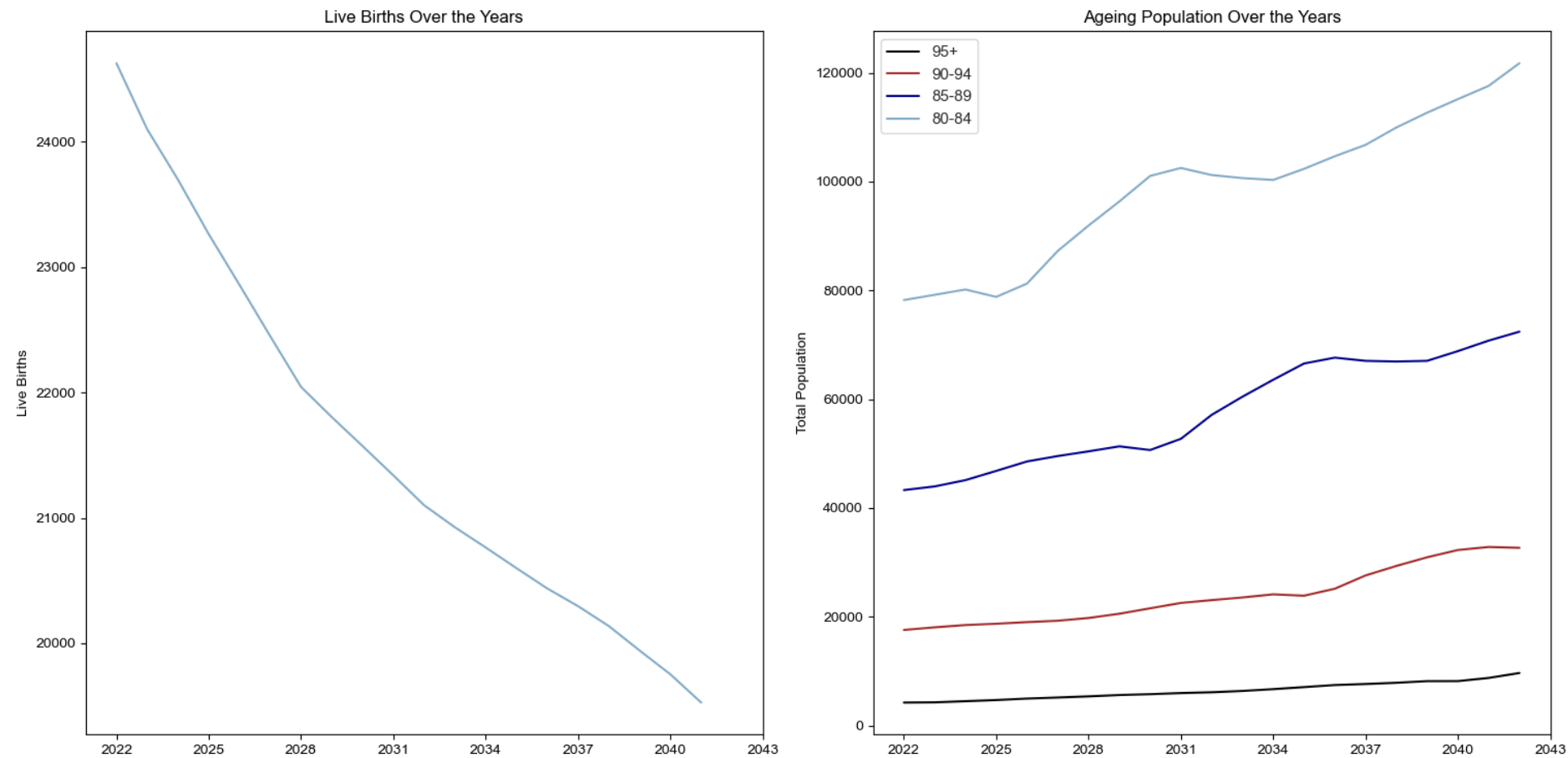
**Source:** The National Institute of Statistics

**Observation:** The dynamics present a shift in the population landscape of Naples.

# COMPLIMENTARY

Population and Household Projections for South Italy

## Couples with Children

A decline of more than seven percentage points in couples with children, from 36.1 percent in 2022 to 28.5 percent in 2042.

## Couples with "Young" Children

Couples with at least one child under 20 years are projected to decrease by about seven percentage points.

## Single Persons

Single persons are expected to grow more rapidly than the national average, reaching 35 percent in 2042, starting from 30.3 percent.

## Childless Couples

Childless couples will increase from 17.9 percent to 19.5 percent

## Lone Parents' Presence

Lone parents' presence will increase to 13.3 percent in 2042.

## Average Family Size

The average family size is expected to decrease from 2.44 components in 2022 to 2.18 components in 2042.

**Source:** The National Institute of Statistics

**Observation:**
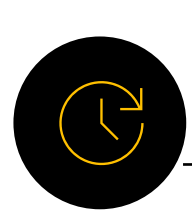
# COMPLIMENTARY

Strategies

- ***Diversification of Product Line:***

    o   Introduce a wider range of diaper products catering to different age groups, including toddlers and preschoolers.

- ***Bulk Discount:***

    o   Offer discounts for bulk purchases to appeal to caretakers and family members buying for elderly relatives.

- ***Create a Referral Program:***

    o   Establish a referral program that incentivizes healthcare professionals to recommend your brand.

- **Urinary Incontinence Awareness Campaign*:***

    o   A comprehensive TV, radio, and print campaign to destigmatize urinary incontinence, using engaging stories and expert interviews to encourage open conversations and promote Fater's commitment to community well-being.

# ADDENDUM

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 1 | 198 | DECO' MARKET | VIA GIOVANNI DE FRAJA 32/40 | POZZUOLI | FALSE | LIS |
| 2 | 1933 | CARREFOUR MARKET | VIA PLINIO - SS 18 KM 24.1 | POMPEI | FALSE | SUP |
| 3 | 1936 | SOLE365 | VIALE EUROPA 160 | CASTELLAMMARE DI STABIA | TRUE | SUP |
| 4 | 1941 | CONAD | PIAZZA MERCATO 34 | PIANO DI SORRENTO | FALSE | SUP |
| 5 | 1943 | DECO' SUPERMERCATI | CORSO ITALIA 221 | SORRENTO | FALSE | SUP |
| 6 | 1948 | DOK | CORSO RIZZOLI 8 | LACCO AMENO | TRUE | SUP |
| 7 | 1949 | DOK | VIA DELLE TERME 52 | ISCHIA | TRUE | SUP |
| 8 | 1950 | SISA | VIA ANFITEATRO 1 | POZZUOLI | TRUE | SUP |
| 9 | 1951 | EUROESSE | VIA G JANNELLI 190 | NAPOLI | TRUE | SUP |
| 10 | 1954 | CARREFOUR MARKET | VIA GIOCHI DEL MEDITERRANEO | NAPOLI | FALSE | SUP |
| 11 | 1955 | CARREFOUR MARKET | CORSO EUROPA | NAPOLI | FALSE | SUP |
| 12 | 1956 | CARREFOUR MARKET | VIA RAFFAELE MORGHEN 28/30 | NAPOLI | FALSE | SUP |
| 13 | 2305 | SEBON | VIA OASI DEL SACRO CUORE 121 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 14 | 3027 | DOK | VIA CASA FIORENTINO 9 | FORIO | FALSE | SUP |
| 15 | 3269 | SOLE365 | VIALE CAMPANIA 21 | TORRE DEL GRECO | TRUE | SUP |
| 16 | 3283 | SOLE365 | VIA LEPANTO 55/65 | NAPOLI | TRUE | SUP |
| 17 | 3548 | SEBON | VIA ARCORA 100 | CASALNUOVO DI NAPOLI | FALSE | SUP |
| 18 | 3590 | CONAD | VIA LAGO PATRIA 144 | GIUGLIANO IN CAMPANIA | FALSE | SUP |
| 19 | 3805 | ENNESI | VIA CARUSO SETTIMIO SEVERO 4/8 | NAPOLI | FALSE | SUP |
| 20 | 3842 | MAXI SIDIS | VIA SAN LEONARDO 50 | OTTAVIANO | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 21 | 3894 | SAPORI & DINTORNI | CORSO ARNALDO LUCCI 156 | NAPOLI | FALSE | SUP |
| 22 | 3901 | DODECA | VIA DANTE ALIGHIERI 4 | QUARTO | TRUE | SUP |
| 23 | 3909 | CONAD | PIAZZA GUGLIELMO MARCONI 9 | GRAGNANO | FALSE | SUP |
| 24 | 3957 | SP SUPERMERCATI PICCOLO | SDA PROV NOLA CICCIANO 41 | CAMPOSANO | TRUE | SUP |
| 25 | 3965 | DECO' SUPERMERCATI | VIA CUPA CATENA 66 | NAPOLI | TRUE | SUP |
| 26 | 4106 | SOLE365 | VIA LIBERTA' II TRAV SX 7/9 | PORTICI | FALSE | SUP |
| 27 | 4159 | CONAD SUPERSTORE | SDA STATALE SANNITICA 87 KM 8 | CASORIA | TRUE | SUP |
| 28 | 4162 | CONAD | VIA ALLOCCA 2 | SOMMA VESUVIANA | TRUE | SUP |
| 29 | 4168 | DODECA | VIA ARENACCIA 154 | NAPOLI | TRUE | SUP |
| 30 | 4344 | DECO' SUPERMERCATI | CORSO ENRICO DE NICOLA 44 | TERZIGNO | TRUE | SUP |
| 31 | 4381 | CONAD SUPERSTORE | VIA DEL MACELLO 22 | POMPEI | FALSE | SUP |
| 32 | 4488 | CARREFOUR MARKET | VIA ANTONIO SOLARIO 5 | NAPOLI | TRUE | SUP |
| 33 | 4663 | SOLE365 | VIA DIOCLEZIANO 105 | NAPOLI | TRUE | SUP |
| 34 | 4764 | FLOR DO CAFE' | VIA ROMA 41 | POZZUOLI | FALSE | LIS |
| 35 | 4780 | DECO' SUPERMERCATI | VIA NUOVA SAN ROCCO 56/A | NAPOLI | FALSE | SUP |
| 36 | 4785 | DECO' MAXISTORE | VIA GIUSTINIANO 150 | NAPOLI | TRUE | SUP |
| 37 | 4876 | PENNY | CALATA DI CAPODICHINO 254 | NAPOLI | TRUE | DIS |
| 38 | 4926 | CONAD | VIA RAFFAELE BOSCO 51/53 | VICO EQUENSE | TRUE | SUP |
| 39 | 5031 | SOLE365 | VIA EDUARDO NICOLARDI 132 | NAPOLI | TRUE | SUP |
| 40 | 5047 | CONAD | VIA TERRACCIANO 11 | POZZUOLI | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 41 | 5164 | DECO' SUPERMERCATI | VIA ASCANIO 19 | NAPOLI | FALSE | SUP |
| 42 | 5222 | CONAD | VIA BRACCO 4 | NAPOLI | FALSE | SUP |
| 43 | 5318 | SIGMA | VICO PRIMO DEI LIGUORI 6/7 | NAPOLI | FALSE | LIS |
| 44 | 5428 | N. D. | VIA MONTEVERGINE 5A/9B | NAPOLI | FALSE | SUP |
| 45 | 5614 | DECO' SUPERMERCATI | VIA SAN FRANCESCO D'ASSISI 72 | MARIGLIANO | TRUE | LIS |
| 46 | 5712 | SEBON | VIA VINCENZO DI MEGLIO 119 | BARANO D'ISCHIA | FALSE | SUP |
| 47 | 5719 | SUPERO' | VIA PROVINCIALE MARINA GRANDE 73 | CAPRI | FALSE | SUP |
| 48 | 5734 | DECO' SUPERMERCATI | VIA DELLA RESISTENZA 88 | VILLARICCA | FALSE | SUP |
| 49 | 5983 | DECO' SUPERMERCATI | VIA CIRCUMVALLAZIONE 155 | PALMA CAMPANIA | TRUE | LIS |
| 50 | 6010 | CONAD | VIALE COLLI AMINEI 365 | NAPOLI | FALSE | SUP |
| 51 | 6423 | SISA | VIA PRINCIPE DI PIEMONTE 66C | CASORIA | TRUE | SUP |
| 52 | 6652 | CONAD | VIA NAZIONALE DELLE PUGLIE | CIMITILE | TRUE | SUP |
| 53 | 6656 | CONAD | VIA COMUNALE VECCHIA 6 I TRAVERSA | NAPOLI | FALSE | SUP |
| 54 | 6804 | EUROSPAR | VIA R. ANNECCHINO 244 | POZZUOLI | TRUE | SUP |
| 55 | 6966 | CARREFOUR MARKET | VIA FRANCESCO LOMONACO 5 | NAPOLI | FALSE | SUP |
| 56 | 6980 | DECO' SUPERMERCATI | VIA VERGA 6 | QUARTO | TRUE | SUP |
| 57 | 6993 | SUPERO' | VIA MELLONI MACEDONIO 110/114 | NAPOLI | FALSE | LIS |
| 58 | 7000 | CONAD | VIA ANIELLO FALCONE 380 | NAPOLI | FALSE | LIS |
| 59 | 7028 | CONAD SUPERSTORE | CORSO ITALIA 126 | ACERRA | TRUE | SUP |
| 60 | 7161 | AUCHAN | VIA SAN FRANCESCO A PATRIA | GIUGLIANO IN CAMPANIA | TRUE | IPR |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 61 | 7269 | DECO' SUPERMERCATI | VIA NUOVA TOSCANELLA 58 | NAPOLI | TRUE | SUP |
| 62 | 7282 | SP SUPERMERCATI PICCOLO | VIA MARCONI 9 | MARIGLIANELLA | TRUE | SUP |
| 63 | 7456 | DECO' SUPERSTORE | VIA POMIGLIANO D'ARCO 123 | SANT'ANASTASIA | TRUE | SUP |
| 64 | 7508 | EUROSPAR | VIA GIOVANNI IERVOLINO 323/329 | POGGIOMARINO | TRUE | SUP |
| 65 | 7734 | DOK | VIA DOMITIANA 90 KM 55.269 | POZZUOLI | TRUE | SUP |
| 66 | 7757 | DECO' SUPERMERCATI | VIA ANTONINO PIO 10 | POZZUOLI | TRUE | SUP |
| 67 | 7815 | IPERCOOP | VIA MASULLO 76 | QUARTO | TRUE | IPR |
| 68 | 7816 | AUCHAN | VIA BOSCOFANGONE | NOLA | TRUE | IPR |
| 69 | 8010 | CARREFOUR MARKET | VIA VENIERO 42 | NAPOLI | FALSE | SUP |
| 70 | 8075 | DECO' SUPERMERCATI | VIA GIOVANNI XXIII 51 | TORRE DEL GRECO | TRUE | SUP |
| 71 | 8076 | DECO' SUPERMERCATI | VIA SERVIO TULLIO 54 | NAPOLI | FALSE | LIS |
| 72 | 8264 | SOLE365 | VIALE DEI PINI 13/15 | NAPOLI | FALSE | SUP |
| 73 | 8276 | DECO' MAXISTORE | 1 TRAVERSA II NICOLANGELO PROTOPISANI | NAPOLI | TRUE | SUP |
| 74 | 8307 | AMODIO | VIA TIBERIO 59B | NAPOLI | FALSE | LIS |
| 75 | 8358 | INTERSPAR | VIA PONTECITRA 72 | MARIGLIANO | TRUE | SUP |
| 76 | 8421 | CONAD | VIA MONTAGNA SPACCATA 256 | NAPOLI | FALSE | LIS |
| 77 | 8439 | SOLE365 | VIA DELL'EPOMEO 61/63 | NAPOLI | FALSE | SUP |
| 78 | 8458 | SUPERO' | VIA CINTHIA PARCO SAN PAOLO 21/23 | NAPOLI | FALSE | LIS |
| 79 | 8568 | DECO' SUPERMERCATI | VIA GIUSEPPE PAGANO 110 | POZZUOLI | FALSE | SUP |
| 80 | 8704 | SP SUPERMERCATI PICCOLO | VIA SACCACCIO 9 | NOLA | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 81 | 8719 | SOLE365 | VIA ARGINE 380 | NAPOLI | TRUE | IPR |
| 82 | 8780 | LIDL | VIA PIETRO NENNI 59 | MUGNANO DI NAPOLI | TRUE | DIS |
| 83 | 8866 | CONAD | VIA ALFREDO PECCHIA 160 | ARZANO | TRUE | SUP |
| 84 | 8935 | SIGMA | VIA CATENA 21 | NAPOLI | TRUE | SUP |
| 85 | 9104 | ETE' | VIA GIOVANNI IERVOLINO 80 | POGGIOMARINO | TRUE | SUP |
| 86 | 9605 | SISA | CORSO UMBERTO I 204 | TORRE ANNUNZIATA | TRUE | SUP |
| 87 | 9678 | EUROESSE | CORSO UMBERTO I 123 | SAN GIORGIO A CREMANO | TRUE | SUP |
| 88 | 10137 | DECO' SUPERMERCATI | VIA CUMANA 19 | CASAMICCIOLA TERME | TRUE | SUP |
| 89 | 10144 | DECO' SUPERMERCATI | VIA RIPUARIA 98 BIS | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 90 | 10186 | SOLE365 | VIA SAN DONATO III TRAVERSA 95 PALAZZO M | NAPOLI | TRUE | SUP |
| 91 | 10343 | CONAD | VIA GIACOMO MATTEOTTI 100 | CICCIANO | TRUE | SUP |
| 92 | 10356 | IPERCOOP | VIA MARZIASEPE 1 | AFRAGOLA | TRUE | IPR |
| 93 | 10387 | CONAD | VIA DIOCLEZIANO 470 | NAPOLI | FALSE | LIS |
| 94 | 10428 | CONAD | VIA CAMILLO CUCCIA 55 | BRUSCIANO | TRUE | SUP |
| 95 | 10742 | SOLE365 | VIA FIGLIOLA 40 | SAN SEBASTIANO AL VESUVIO | TRUE | SUP |
| 96 | 10989 | FAMILA SUPERSTORE | SP PIANURA STAB 13 | POZZUOLI | TRUE | SUP |
| 97 | 10992 | N. D. | VIA NAPOLI 107 | NAPOLI | FALSE | SUP |
| 98 | 10993 | DECO' SUPERMERCATI | VIA TAVERNANOVA 79 | CICCIANO | TRUE | SUP |
| 99 | 50236 | SEBON | VIA SONNAMBULA 28 | CAIVANO | TRUE | SUP |
| 100 | 11350 | CONAD | VIA SCAFATI 338 | SANT'ANTONIO ABATE | FALSE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 101 | 11412 | AUCHAN | SDA STATALE 145 3 | POMPEI | TRUE | IPR |
| 102 | 11626 | AUCHAN | VIA PIETRO NENNI 54 | MUGNANO DI NAPOLI | TRUE | IPR |
| 103 | 11823 | DECO' SUPERMERCATI | VIA SANTA CROCE 98 | GRAGNANO | TRUE | SUP |
| 104 | 11829 | SP SUPERMERCATI PICCOLO | VIA SANTORELLI 27 | NOLA | FALSE | SUP |
| 105 | 11830 | EUROESSE | VIA GIANTURCO 40 | PORTICI | FALSE | SUP |
| 106 | 11953 | SP SUPERMERCATI PICCOLO | VIA STARZA PICCIOLI 1 | SANT'ANASTASIA | TRUE | SUP |
| 107 | 12011 | CONAD | VIA NICOTERA 34/36 | VICO EQUENSE | FALSE | SUP |
| 108 | 50237 | DECO' SUPERMERCATI | VIA GAURICO POMPONIO 29/31 | NAPOLI | FALSE | SUP |
| 109 | 12769 | DECO' SUPERMERCATI | VIA SEGAETANO 26 | QUARTO | TRUE | SUP |
| 110 | 12963 | CONAD | VIA MICHELANGELO LUPOLI 50 | FRATTAMAGGIORE | FALSE | SUP |
| 111 | 12964 | DECO' SUPERMERCATI | VIA LUIGI VOLPICELLA 344/A | NAPOLI | FALSE | SUP |
| 112 | 13067 | DOK | VIA LUCA GIORDANO 39 | SAN GIORGIO A CREMANO | FALSE | SUP |
| 113 | 13231 | ENNESI | VIA CIRCUMVALLAZIONE ESTERNA 10 I | MELITO DI NAPOLI | TRUE | SUP |
| 114 | 13232 | DECO' SUPERMERCATI | VIA BARTOLO LONGO 298 | NAPOLI | TRUE | SUP |
| 115 | 13233 | DECO' SUPERMERCATI | VIA TUFARELLI 78 | SAN GIORGIO A CREMANO | TRUE | SUP |
| 116 | 13234 | SOLE365 | VIA NAZIONALE 239 | TORRE DEL GRECO | TRUE | SUP |
| 117 | 13643 | CONAD | VIA PADRE LUIGI TOSTI 34 | NAPOLI | FALSE | SUP |
| 118 | 13645 | MD | VIA LEONARDO BIANCHI 75 | NAPOLI | TRUE | DIS |
| 119 | 13646 | DECO' SUPERMERCATI | VIA SIGMUND FREUD 81/89 | NAPOLI | TRUE | SUP |
| 120 | 13649 | CONAD | VIA MADONNA DELL'ARCO 66 | SANT'ANASTASIA | FALSE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 121 | 13899 | EUROESSE | PIAZZA TRIESTE 18 | ERCOLANO | TRUE | SUP |
| 122 | 13900 | CONAD | VIA PODERICO 11 | NAPOLI | FALSE | SUP |
| 123 | 13902 | N. D. | VIA MONTAGNA SPACCATA 345/347 | NAPOLI | FALSE | SUP |
| 124 | 13963 | DECO' MAXISTORE | VIA DUCA DEGLI ABRUZZI 69 | BARANO D'ISCHIA | TRUE | SUP |
| 125 | 14201 | DECO' SUPERMERCATI | VIA MONTERONE 31 | FORIO | TRUE | SUP |
| 126 | 14203 | DECO' SUPERMERCATI | VIA RAFFAELLI 36 | GRAGNANO | FALSE | SUP |
| 127 | 14244 | CRAI | SDA STATALE SANNITICA 87 KM 9 | CASORIA | TRUE | SUP |
| 128 | 14429 | EUROSPAR | VIA CUMA 161 | BACOLI | TRUE | SUP |
| 129 | 14430 | DECO' SUPERMERCATI | VIA MERCATO DI SABATO 318 | BACOLI | TRUE | SUP |
| 130 | 14435 | EUROSPAR | VIA GIOVANNI AMATO 45 | CASORIA | TRUE | SUP |
| 131 | 14437 | CONAD | VIA CASTEL BELVEDERE 253/255 | MARANO DI NAPOLI | TRUE | SUP |
| 132 | 14447 | DECO' SUPERMERCATI | VIA FONSECA 74/76 | NOLA | FALSE | SUP |
| 133 | 14448 | SP SUPERMERCATI PICCOLO | VIA SELVA 14 | CASTELLO DI CISTERNA | FALSE | LIS |
| 134 | 14451 | DECO' SUPERMERCATI | VIA MASULLO 65 | QUARTO | TRUE | SUP |
| 135 | 14454 | SP SUPERMERCATI PICCOLO | VIA GIOVANNI PRIMICERIO 21 | SANT'ANASTASIA | FALSE | SUP |
| 136 | 14483 | SOLE365 | VIA DENZA 20 | CASTELLAMMARE DI STABIA | FALSE | SUP |
| 137 | 14544 | SOLE365 | VIA FONTANA DOMENICO 42/48 | NAPOLI | FALSE | SUP |
| 138 | 14671 | DECO' MAXISTORE | VIA REPUBBLICHE MARINARE 222M | NAPOLI | TRUE | SUP |
| 139 | 14679 | DOK | VIA SCIPIONE BRANDOLINI 10 | PROCIDA | FALSE | LIS |
| 140 | 14689 | DECO' SUPERMERCATI | VIA SALVATORE DI GIACOMO 18 | POZZUOLI | TRUE | LIS |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 141 | 14760 | DECO' SUPERMERCATI | VIA NAZIONALE 56 | TORRE DEL GRECO | TRUE | SUP |
| 142 | 14944 | DECO' SUPERMERCATI | SS DIREZIONE AGEROLA 2 | GRAGNANO | TRUE | SUP |
| 143 | 15059 | CONAD | VIA MONTERUSCELLO 31 D | POZZUOLI | TRUE | SUP |
| 144 | 15061 | SEBON | VIA SALVO D'ACQUISTO 20/32 | QUARTO | FALSE | LIS |
| 145 | 15352 | CRAI | VIA ORAZIO 145 G | NAPOLI | TRUE | SUP |
| 146 | 15565 | SISA | VIA SAN LEONARDO 180 | OTTAVIANO | TRUE | SUP |
| 147 | 15570 | CONAD | VIA ROMA VERSO SCAMPIA 144/D | NAPOLI | TRUE | SUP |
| 148 | 15572 | FLOR DO CAFE' | VIA DI MASSIMO ANNELLA 21/31 | NAPOLI | FALSE | SUP |
| 149 | 15604 | N. D. | VIA MARCIOTTI 62 | SAN GIUSEPPE VESUVIANO | TRUE | SUP |
| 150 | 15633 | DECO' SUPERMERCATI | VIA BARENTE 11 | LACCO AMENO | TRUE | SUP |
| 151 | 15636 | DECO' SUPERMERCATI | VIA CORRADO BUONO 13 | BARANO D'ISCHIA | TRUE | LIS |
| 152 | 15817 | SIGMA SUPERSTORE | VIA SAN FRANCESCO D'ASSISI 24 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 153 | 15818 | N. D. | CUPA STA CESAREA 62 | NAPOLI | FALSE | SUP |
| 154 | 16008 | CONAD | VIA DEI CAMPI 6 | MASSA LUBRENSE | TRUE | LIS |
| 155 | 16009 | CONAD CITY | VIA NAPOLI 13 | VILLARICCA | FALSE | LIS |
| 156 | 16011 | CONAD | VIA SAN DONATO 7 | NAPOLI | FALSE | SUP |
| 157 | 16015 | SP SUPERMERCATI PICCOLO | VIA NAZIONALE DELLE PUGLIE 185 | SAN VITALIANO | FALSE | SUP |
| 158 | 16237 | CARREFOUR MARKET | VIA CROCE TESTACCIO 21 | BARANO D'ISCHIA | FALSE | SUP |
| 159 | 16250 | DECO' SUPERMERCATI | VIA DON MINZONI 35/37 | SOMMA VESUVIANA | TRUE | LIS |
| 160 | 16498 | DECO' SUPERMERCATI | VIA MELITO MUGNANO 184 | MUGNANO DI NAPOLI | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 161 | 16503 | DECO' SUPERMERCATI | VIA FORNILLO 19 | POGGIOMARINO | TRUE | SUP |
| 162 | 16507 | ETE' | VIA ENRICO MANFREDI 19 | SAVIANO | TRUE | LIS |
| 163 | 16728 | MAXI SIDIS | VIA CORNELIA DEI GRACCHI 8 | BACOLI | TRUE | SUP |
| 164 | 16848 | DECO' SUPERSTORE | SDA STATALE 7BIS KM 20.086 | MELITO DI NAPOLI | TRUE | SUP |
| 165 | 17080 | CONAD | VIA NAPOLI 217 | ARZANO | FALSE | SUP |
| 166 | 17085 | CONAD | VIA CONSALVO 107/E | NAPOLI | TRUE | SUP |
| 167 | 17359 | DODECA | VIA PROVINCIALE MARINA GRANDE 2 | CAPRI | TRUE | SUP |
| 168 | 17360 | DECO' SUPERMERCATI | VIA E. P. DE FONSECA 14 | GRUMO NEVANO | TRUE | LIS |
| 169 | 17501 | SOLE365 | VIA PIETRO CARRESE 20/A | CASTELLAMMARE DI STABIA | FALSE | SUP |
| 170 | 17583 | DECO' SUPERMERCATI | PIAZZA FALCONE E BORSELLINO | POMPEI | TRUE | SUP |
| 171 | 17793 | SIGMA | VIA CIMITERO | NOLA | TRUE | SUP |
| 172 | 18092 | DECO' SUPERMERCATI | VIA ROMA 32 BIS | GRAGNANO | TRUE | SUP |
| 173 | 18094 | SIGMA | VIA ROCCO SCOTELLARO 7/11 | NAPOLI | FALSE | SUP |
| 174 | 18097 | SIGMA | VIA PABLO PICASSO 46 | NAPOLI | FALSE | SUP |
| 175 | 18098 | DECO' MAXISTORE | VIA BOTTEGHELLE 555 | NAPOLI | TRUE | SUP |
| 176 | 18100 | SUPERO' | VICO SAN DOMENICO SORIANO 20 | NAPOLI | FALSE | LIS |
| 177 | 18107 | SISA | VIA COL.ALIPERTA 21 | SOMMA VESUVIANA | TRUE | SUP |
| 178 | 18481 | SP SUPERMERCATI PICCOLO | VIA DEI TIGLI 19 | CASALNUOVO DI NAPOLI | TRUE | LIS |
| 179 | 18497 | SIGMA | VIA PURGATORIO 155 | SAN GIUSEPPE VESUVIANO | TRUE | SUP |
| 180 | 19031 | DECO' SUPERMERCATI | VIA STAFFETTA 127 | GIUGLIANO IN CAMPANIA | FALSE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 181 | 19036 | CONAD | PIAZZA GRAVINA 13 | PORTICI | FALSE | SUP |
| 182 | 19037 | DODECA | VIA SANTA MARIA A CUBITO 28 | QUALIANO | TRUE | SUP |
| 183 | 19041 | SP SUPERMERCATI PICCOLO | VIA LUFRANO 56 | VOLLA | TRUE | SUP |
| 184 | 19158 | DECO' SUPERMERCATI | VIA BRAMANTE 28 | NAPOLI | TRUE | SUP |
| 185 | 19167 | DECO' SUPERMERCATI | VIA CAVALLO 7 | TORRE DEL GRECO | TRUE | SUP |
| 186 | 19206 | DECO' MAXISTORE | VIA MARIO D'AMBRA 30 | FORIO | TRUE | SUP |
| 187 | 19231 | DECO' SUPERMERCATI | VIA PARMENIDE 4 | NAPOLI | TRUE | SUP |
| 188 | 19237 | DECO' SUPERMERCATI | VIA RAFFAELE BOSCO 146 | VICO EQUENSE | TRUE | LIS |
| 189 | 19790 | DECO' SUPERMERCATI | VIA CUPA RUBINACCI 101 | NAPOLI | TRUE | LIS |
| 190 | 19852 | DECO' MAXISTORE | VIA SACERDOTE BENEDETTO COZZOLINO 86 | ERCOLANO | TRUE | SUP |
| 191 | 19876 | FLOR DO CAFE' | VIA DIOCLEZIANO 52 | NAPOLI | FALSE | SUP |
| 192 | 19946 | CONAD SUPERSTORE | VIA CINTIA | NAPOLI | TRUE | SUP |
| 193 | 20024 | SIGMA | VIA GIOBERTI 12 | MARANO DI NAPOLI | TRUE | SUP |
| 194 | 20038 | EUROSPIN | VIA IV NOVEMBRE 23 | ERCOLANO | FALSE | DIS |
| 195 | 20100 | EUROSPIN | VIA ALFREDO PECCHIA 176 | ARZANO | TRUE | DIS |
| 196 | 20209 | DECO' SUPERMERCATI | VIA CALATA CASANOVA 5 | NAPOLI | FALSE | SUP |
| 197 | 20219 | EUROSPIN | VIA SANTA MARIA LA NOVA 1 | AFRAGOLA | TRUE | DIS |
| 198 | 20258 | EUROSPAR | VIA SELVA | CASTELLO DI CISTERNA | TRUE | SUP |
| 199 | 20336 | N. D. | VIA PROVINCIALE 136 | NAPOLI | FALSE | SUP |
| 200 | 20359 | SOLE365 | VIA NAPOLI 270 | ARZANO | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 201 | 20361 | CRAI | VIALE 1 MAGGIO | CARDITO | TRUE | IPR |
| 202 | 20392 | SOLE365 | VIA MATTIA PRETI 19 | NAPOLI | TRUE | SUP |
| 203 | 20620 | EUROSPIN | VIA PIETRO NENNI 5 | MUGNANO DI NAPOLI | TRUE | DIS |
| 204 | 20623 | DECO' SUPERMERCATI | PIAZZA CAVOUR 117 | NAPOLI | FALSE | LIS |
| 205 | 20637 | DECO' MAXISTORE | VIA LUCIANO 76 | POZZUOLI | TRUE | SUP |
| 206 | 20672 | LIDL | VIA SANTA MARIA LA NOVA | AFRAGOLA | TRUE | DIS |
| 207 | 20804 | SP SUPERMERCATI PICCOLO | VIALE IMPERO 7 | CASTELLO DI CISTERNA | FALSE | SUP |
| 208 | 20874 | SEBON | VIA ENRICO COSENZ 13 | NAPOLI | FALSE | SUP |
| 209 | 20934 | DESPAR | VIA PIETRO NENNI 4 | MUGNANO DI NAPOLI | TRUE | SUP |
| 210 | 21015 | EUROESSE | VIA BENVENUTO CELLINI 19 | PORTICI | TRUE | SUP |
| 211 | 21080 | SOLE365 | VIA CAMPANA 256 | QUARTO | TRUE | SUP |
| 212 | 21302 | SUPERO' | VIA ALESSANDRO LONGO 36/38 | NAPOLI | FALSE | SUP |
| 213 | 21304 | SUPERO' | VIA SANTA LUCIA 59/63 | NAPOLI | FALSE | LIS |
| 214 | 21305 | SOLE365 | VIA A. BALSAMO 8/12 | SANT'AGNELLO | TRUE | SUP |
| 215 | 21389 | CRAI | VIA LAGO PATRIA 216 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 216 | 21548 | DECO' SUPERMERCATI | VIA VOLPICELLI 33 | ARZANO | FALSE | LIS |
| 217 | 21605 | SP SUPERMERCATI PICCOLO | VIA NAZIONALE DELLE PUGLIE 155 | POMIGLIANO D'ARCO | TRUE | SUP |
| 218 | 21704 | SEBON | VIA CATASTE 40 | GIUGLIANO IN CAMPANIA | FALSE | SUP |
| 219 | 21706 | OK SIGMA | CORSO CAMPANO 42/44 | MARIGLIANO | FALSE | LIS |
| 220 | 21817 | SUPERFOOD | VIA VICINALE CAMPANILE 156 | NAPOLI | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 221 | 21954 | ETE' | VIA POGGIOMARINO 37 | STRIANO | TRUE | SUP |
| 222 | 22146 | SIGMA SUPERSTORE | CUPA VICINALE SAN SEVERINO 24 | NAPOLI | FALSE | SUP |
| 223 | 22238 | DECO' MARKET | VIA SOMMA 74 | SANT'ANASTASIA | TRUE | SUP |
| 224 | 22319 | CONAD | CORSO MALTA 83 | NAPOLI | TRUE | SUP |
| 225 | 22320 | CONAD SUPERSTORE | SS 7 BIS KM 51.500 66 | NOLA | TRUE | SUP |
| 226 | 22338 | N. D. | VIA GIACOMO LEOPARDI 153 | NAPOLI | FALSE | SUP |
| 227 | 22451 | DECO' MAXISTORE | VIA MONTEOLIVETO 48/60 | VOLLA | TRUE | SUP |
| 228 | 22594 | DECO' SUPERMERCATI | VIA CAMPANA 466 | QUALIANO | FALSE | SUP |
| 229 | 22595 | DECO' SUPERMERCATI | VIA COSTANTINOPOLI 138 | SOMMA VESUVIANA | TRUE | LIS |
| 230 | 22596 | DECO' SUPERMERCATI | CORSO VITTORIO EMANUELE 75 | TORRE DEL GRECO | FALSE | SUP |
| 231 | 22607 | DECO' SUPERMERCATI | VIA SPARTIMENTO 122 | SCISCIANO | TRUE | SUP |
| 232 | 22615 | SISA | VIA ALDO MORO 146 | SOMMA VESUVIANA | TRUE | SUP |
| 233 | 22616 | DESPAR | VIA ROMA 477/483 | MELITO DI NAPOLI | FALSE | SUP |
| 234 | 22748 | SOLE365 | CORSO VITTORIO EMANUELE 677 | NAPOLI | FALSE | SUP |
| 235 | 22808 | SP SUPERMERCATI PICCOLO | VIA PRINCIPE DI PIEMONTE 62 | POMIGLIANO D'ARCO | TRUE | LIS |
| 236 | 22922 | ETE' | VIA SAN GIACOMO 4 | VICO EQUENSE | TRUE | LIS |
| 237 | 23076 | LIDL | VIA PADULA | CASORIA | TRUE | DIS |
| 238 | 23116 | DECO' SUPERMERCATI | VIA UMBRIA 8 | MELITO DI NAPOLI | TRUE | SUP |
| 239 | 23117 | DECO' SUPERMERCATI | VIA NAZIONALE 900 | TORRE DEL GRECO | TRUE | SUP |
| 240 | 23157 | SPAZIO CONAD | VIA MICHELANGELO 80 | VOLLA | TRUE | IPR |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 241 | 23163 | PENNY | VIALE GUGLIELMO MARCONI 191 | CASAVATORE | TRUE | DIS |
| 242 | 23206 | ETE' | VIA CAVOUR 2/4 | CASAVATORE | FALSE | SUP |
| 243 | 23242 | CONAD SUPERSTORE | VIA APPIA KM 18.700 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 244 | 23368 | SOLE365 | VIA CORNELIA DEI GRACCHI 28/B | NAPOLI | FALSE | SUP |
| 245 | 23369 | SOLE365 | VIA DOMENICO FONTANA 179 | NAPOLI | TRUE | SUP |
| 246 | 23451 | DIMEGLIO | VIA DI CIRILLO 22 | CARDITO | FALSE | SUP |
| 247 | 23524 | N. D. | CORSO ALESSANDRO VOLTA 247 | TERZIGNO | TRUE | SUP |
| 248 | 23526 | EUROESSE | PIAZZA BRUNELLESCHI 27 | PORTICI | TRUE | SUP |
| 249 | 23622 | CONAD CITY | VIA PENTELETE | OTTAVIANO | FALSE | LIS |
| 250 | 23666 | DECO' SUPERMERCATI | VIA BENEVENTO 117 | CASALNUOVO DI NAPOLI | TRUE | SUP |
| 251 | 23809 | SOLE365 | VIA PADRE MARIO VERGARA 89 | FRATTAMAGGIORE | TRUE | SUP |
| 252 | 24057 | SAPORI & DINTORNI | VIA ALABARDIERI 8 | NAPOLI | FALSE | SUP |
| 253 | 24064 | LIDL | VIA GIULIANO MUGNANO 137 | VILLARICCA | TRUE | DIS |
| 254 | 24106 | CONAD | VIA BRUNO FALCOMATA' 3 | NAPOLI | TRUE | SUP |
| 255 | 24229 | PELLICANO | VIA SANDRO PERTINI | CASTELLO DI CISTERNA | TRUE | SUP |
| 256 | 24237 | SOLE365 | SP APPIA - C/O GALLERIA COMMERCIALE | SANT'ANTIMO | TRUE | SUP |
| 257 | 24238 | GRAN RISPARMIO SUPER | VIA CROCE GRAGNANO 70 | SANT'ANTONIO ABATE | TRUE | SUP |
| 258 | 24294 | SOLE365 | VIA INCORONATA 14/16 | NAPOLI | FALSE | SUP |
| 259 | 24298 | CONAD SUPERSTORE | VIA GALILEO GALILEI 1/2 | MARIGLIANELLA | TRUE | SUP |
| 260 | 24361 | DECO' MAXISTORE | VIA NAZIONALE DELLE PUGLIE 179 | CASORIA | TRUE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 261 | 24572 | CONAD SUPERSTORE | VIA PAOLO BORSELLINO 150C-D | CASANDRINO | TRUE | SUP |
| 262 | 24582 | CARREFOUR MARKET | VIA GINO DORIA | NAPOLI | TRUE | SUP |
| 263 | 24585 | DESPAR | VIA EUGENIO MONTALE 32 | MUGNANO DI NAPOLI | FALSE | SUP |
| 264 | 24589 | N. D. | VIA SALVATI 172 | SAN GIUSEPPE VESUVIANO | TRUE | SUP |
| 265 | 24608 | DODECA | VIA RIPUARIA 78 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 266 | 24640 | DESPAR | CORSO UMBERTO I 150 | MARIGLIANO | TRUE | SUP |
| 267 | 24845 | DESPAR | VIA MARANO PIANURA 298 | MARANO DI NAPOLI | TRUE | SUP |
| 268 | 24921 | N. D. | VIA SAN GIACOMO DEI CAPRI | NAPOLI | TRUE | SUP |
| 269 | 25015 | LIDL | VIA NAZIONALE DELLE PUGLIE 282 | NAPOLI | TRUE | DIS |
| 270 | 25033 | N. D. | CORSO GARIBALDI 372 | NAPOLI | FALSE | SUP |
| 271 | 25223 | MD | VIA POMIGLIANO 27/31 | SOMMA VESUVIANA | TRUE | DIS |
| 272 | 25330 | DECO' SUPERMERCATI | CORSO ANTONIO CAMPANO 477/481 | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 273 | 25467 | MD | VIA SAN NULLO 64/A | GIUGLIANO IN CAMPANIA | TRUE | DIS |
| 274 | 25541 | SOLE365 | VIA RUOPPOLO 93/B | NAPOLI | TRUE | SUP |
| 275 | 25738 | DECO' SUPERMERCATI | VIA SALVATORE NULLO 73B | GIUGLIANO IN CAMPANIA | TRUE | SUP |
| 276 | 25752 | LIDL | VIA PROVINCIALE NOLA-CICCIANO | CAMPOSANO | TRUE | DIS |
| 277 | 25769 | EUROSPIN | VIA NAPOLI | CASTELLAMMARE DI STABIA | TRUE | DIS |
| 278 | 25871 | DECO' SUPERMERCATI | VIA FIUMICELLO A LORETO 7 | NAPOLI | TRUE | SUP |
| 279 | 25873 | SIGMA | VIA ABATE DESIDERIO 52 | NAPOLI | TRUE | SUP |
| 280 | 25923 | N. D. | VIA MIGUEL CERVANTES DE SAVAEDRA | NAPOLI | FALSE | SUP |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 281 | 49524 | SP SUPERMERCATI PICCOLO | VIA DON PIETRO ORDITURA | CASALNUOVO DI NAPOLI | TRUE | SUP |
| 282 | 49566 | DESPAR | VIA G. COSENZA 83/85 | CASTELLAMMARE DI STABIA | FALSE | SUP |
| 283 | 49578 | N. D. | VIA VECCHIA SARNO 57 | OTTAVIANO | TRUE | SUP |
| 284 | 49599 | PENNY | VIA ROMA VERSO SCAMPIA 56 | NAPOLI | TRUE | DIS |
| 285 | 49670 | CONAD SUPERSTORE | PIAZZA MADONNA DELL'ARCO 12 | NAPOLI | TRUE | SUP |
| 286 | 49779 | SIGMA SUPERSTORE | STRADA PROV. FRATTA-GRUMO  SANT'ARPINO 2 | GRUMO NEVANO | TRUE | SUP |
| 287 | 49781 | LIDL | VIA PIGNA 1 | GIUGLIANO IN CAMPANIA | TRUE | DIS |
| 288 | 49876 | ETE' | VIA FERROVIA 66 (669,67 KM) | SAN GENNARO VESUVIANO | TRUE | SUP |
| 289 | 49894 | DECO' SUPERMERCATI | VICO CINQUESANTI 23 | NAPOLI | TRUE | SUP |
| 290 | 50336 | DECO' MARKET | VIA ORLANDI 299 | ANACAPRI | TRUE | LIS |
| 291 | 50472 | SP SUPERMERCATI PICCOLO | VIA COSTANZI ROMANI | SANT'ANASTASIA | TRUE | SUP |
| 292 | 50473 | CONAD SUPERSTORE | LOCALITA' SAN SALVATORE | CASORIA | TRUE | SUP |
| 293 | 50500 | N. D. | VIA STADERA 138 - CC IL BORGO | NAPOLI | FALSE | SUP |
| 294 | 50510 | ETE' | VIA GENOVA 74 | NAPOLI | FALSE | SUP |
| 295 | 50512 | DECO' MAXISTORE | VIA CAVALLEGGERI 24 | NAPOLI | TRUE | SUP |
| 296 | 50526 | CONAD | VIA APICELLA 1 | POLLENA TROCCHIA | FALSE | SUP |
| 297 | 50595 | DECO' SUPERMERCATI | VIA RIPUARIA 119 | GIUGLIANO IN CAMPANIA | TRUE | LIS |
| 298 | 50597 | SOLE365 | VIA VOLTE21 | GRAGNANO | FALSE | SUP |
| 299 | 51098 | DECO' SUPERMERCATI | VIA MADONNA DELLE GRAZIE 133 | GIUGLIANO IN CAMPANIA | FALSE | SUP |
| 300 | 51155 | LIDL | VIA PAOLO BORSELLINO SNC | CASANDRINO | TRUE | DIS |

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In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 301 | 51156 | LIDL | VIA NAPOLI 139 | CASTELLAMMARE DI STABIA | TRUE | DIS |
| 302 | 26009 | ACQUA & SAPONE | PIAZZA REPUBBLICA 19/21 | PIANO DI SORRENTO | FALSE | SSD |
| 303 | 26010 | ACQUA & SAPONE | VIA LIBERTA' 92 | PORTICI | FALSE | SSD |
| 304 | 26218 | ACQUA & SAPONE | VIA COMUNALE MARGHERITA 457 | NAPOLI | TRUE | SSD |
| 305 | 26463 | N. D. | VIA ILIONEO 42C | NAPOLI | FALSE | SSD |
| 306 | 26470 | PROSHOP | VIA BELVEDERE 21/23 | NAPOLI | FALSE | SSD |
| 307 | 26477 | OPPORTUNITY SHOP | VIA FRANCESCO CRISPI 19 | QUARTO | FALSE | SSD |
| 308 | 26478 | PROSHOP | VIA OTTAVIANO 115 | SAN GENNARO VESUVIANO | TRUE | SSD |
| 309 | 51313 | PROSHOP | VIA PETRARCA 51/63 | NAPOLI | FALSE | SSD |
| 310 | 26715 | ACQUA & SAPONE | CORSO UMBERTO I 504 | MARIGLIANO | TRUE | SSD |
| 311 | 26809 | N. D. | VIA PASSANTI 191 | SAN GIUSEPPE VESUVIANO | FALSE | SSD |
| 312 | 26810 | MISTER RISPARMIO | CORSO LEONARDO DA VINCI 321/323 | TERZIGNO | FALSE | SSD |
| 313 | 26889 | ACQUA & SAPONE | VIA NAZIONALE DELLE PUGLIE 48/56 | CIMITILE | FALSE | SSD |
| 314 | 27009 | PROSHOP | VIA CASTELBELVEDERE 134 | MARANO DI NAPOLI | TRUE | SSD |
| 315 | 27010 | PROSHOP | VIA EDUARDO NICOLARDI 88 | NAPOLI | TRUE | SSD |
| 316 | 27074 | PROSHOP | CORSO GARIBALDI 341 | NAPOLI | FALSE | SSD |
| 317 | 27135 | PROSHOP | SDA STATALE SANNITICA 87 KM 9 | CASORIA | TRUE | SSD |
| 318 | 27413 | DECO' IGIENE E BELLEZZA | VIA DUCA DEGLI ABRUZZI 69 | BARANO D'ISCHIA | FALSE | SSD |
| 319 | 27450 | PROSHOP | VIA ALESSANDRO MANZONI 40 | MUGNANO DI NAPOLI | FALSE | SSD |
| 320 | 27588 | PROSHOP | VIA SANTA MARIA A CUBITO 28 | QUALIANO | TRUE | SSD |

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In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|---|---|---|---|---|---|---|
| 321 | 27872 | DECO' IGIENE E BELLEZZA | VIA MONTERONE 8 | FORIO | FALSE | SSD |
| 322 | 28028 | ACQUA & SAPONE | CORSO ITALIA 194 | PIANO DI SORRENTO | TRUE | SSD |
| 323 | 51315 | PROSHOP | VIA DUCA DEGLI ABRUZZI 77/A | NAPOLI | FALSE | SSD |
| 324 | 28090 | OPPORTUNITY SHOP | VIA TIBERIO 53/57 | NAPOLI | FALSE | SSD |
| 325 | 28091 | OPPORTUNITY SHOP | VIA SAN GIACOMO DEI CAPRI 488/C | NAPOLI | FALSE | SSD |
| 326 | 28100 | N. D. | PIAZZA LARGA AL MERCATO 7 | NAPOLI | FALSE | SSD |
| 327 | 28434 | PROSHOP | VIA SAN LEONARDO 176 | OTTAVIANO | TRUE | SSD |
| 328 | 28488 | OPPORTUNITY SHOP | VIA COMUNALE NAPOLI 113 | NAPOLI | FALSE | SSD |
| 329 | 28489 | OPPORTUNITY SHOP | VIA EDUARDO NICOLARDI 13/17 | NAPOLI | FALSE | SSD |
| 330 | 28515 | PROSHOP | VIALE LEONARDO DA VINCI 86 | PORTICI | FALSE | SSD |
| 331 | 28544 | PROSHOP | CORSO UMBERTO I 365 | NAPOLI | FALSE | SSD |
| 332 | 28657 | OPPORTUNITY SHOP | VIALE COLLI AMINEI 171 | NAPOLI | FALSE | SSD |
| 333 | 28709 | PROSHOP | VIA ANTONINO PIO 12 | POZZUOLI | FALSE | SSD |
| 334 | 28754 | PILATO | VIA RISORGIMENTO 176 | BACOLI | TRUE | SSD |
| 335 | 28800 | OPPORTUNITY SHOP | VIA MADONNELLA 8L/K | ACERRA | FALSE | SSD |
| 336 | 28801 | N. D. | CORSO MERIDIONALE 5/7/9 | AFRAGOLA | FALSE | SSD |
| 337 | 28806 | OPPORTUNITY SHOP | VIA ARENACCIA 77 | NAPOLI | FALSE | SSD |
| 338 | 28807 | AMATO POINT | VIA MARCELLO CASALE DE BUSTIS 10 | NAPOLI | TRUE | SSD |
| 339 | 28809 | AMATO POINT | VIA CARELLI 3 A | NAPOLI | FALSE | SSD |
| 340 | 28818 | N. D. | VIA RIPUARIA 397/A | GIUGLIANO IN CAMPANIA | TRUE | SSD |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|-----------|---------|--------|---------|-----------|
| 341 | 28844 | TUTTO PER TUTTI | VIA POMIGLIANO D'ARCO | SANT'ANASTASIA | FALSE | SSD |
| 342 | 49933 | N. D. | VIA MANZONI 20 | CARDITO | FALSE | SSD |
| 343 | 28899 | UNIVERSO DEL PULITO | VIA BENEDETTO CROCE 50 | CASORIA | TRUE | SSD |
| 344 | 28905 | N. D. | VIA MICHELANGELO CICCONE  35 | NAPOLI | FALSE | SSD |
| 345 | 28907 | OPPORTUNITY SHOP | VIA DE JACOPO DE GENNARO 50/56 | NAPOLI | FALSE | SSD |
| 346 | 50731 | UNIVERSO DEL PULITO | VIA DEGLI ULIVI 34 | SAN GIUSEPPE VESUVIANO | FALSE | SSD |
| 347 | 50732 | UNIVERSO DEL PULITO | VIALE EUROPA | TORRE DEL GRECO | TRUE | SSD |
| 348 | 29009 | OPPORTUNITY SHOP | CORSO SECONDIGLIANO 536/538 | NAPOLI | FALSE | SSD |
| 349 | 29010 | OPPORTUNITY SHOP | CORSO IV NOVEMBRE 35 | NAPOLI | FALSE | SSD |
| 350 | 29011 | OPPORTUNITY SHOP | CORSO SIRENA 277 | NAPOLI | FALSE | SSD |
| 351 | 49937 | OPPORTUNITY SHOP | VIA ANTONINO PIO 57 | NAPOLI | FALSE | SSD |
| 352 | 29141 | PILATO | VIA MONTE DI DIO 19 | NAPOLI | FALSE | SSD |
| 353 | 29155 | PROSHOP | VIA GIARDINI 33A | GIUGLIANO IN CAMPANIA | FALSE | SSD |
| 354 | 50737 | OPPORTUNITY SHOP | VIA GIACOMO MATTEOTTI 22/26 | QUARTO | FALSE | SSD |
| 355 | 29181 | PUNTOPI | VIA CARDINALE G.SAN FELICE 23 | NAPOLI | FALSE | SSD |
| 356 | 29182 | OPPORTUNITY SHOP | VIA COMUNALE NAPOLI  130/132 | NAPOLI | TRUE | SSD |
| 357 | 50739 | PUNTOPI | VIA TRE PONTI 8 | POMPEI | TRUE | SSD |
| 358 | 51320 | PUNTOPI | VIA ROSSILLI 136 | SAN GIUSEPPE VESUVIANO | TRUE | SSD |
| 359 | 50741 | PUNTOPI | VIA PIGNA 17 | CASALNUOVO DI NAPOLI | FALSE | SSD |
| 360 | 29287 | PROSHOP | VIA GIULIO CESARE 405 | BACOLI | TRUE | SSD |

# List of Top 20% stores that generate 80% of combined potential

In descending order

| S. No. | Store ID | Store Name | Address | Comune | Parking | Store Type |
|--------|----------|------------|---------|--------|---------|------------|
| 361 | 29288 | PROSHOP | VIA VINCENZO MOSCA 25/33 | NAPOLI | FALSE | SSD |
| 362 | 49997 | ACQUA & SAPONE | VIA RAFFAELE STASI 40/46 | NAPOLI | TRUE | SSD |
| 363 | 50045 | AMATO POINT | VIA FERDINANDO DEL CARRETTO 31 | NAPOLI | FALSE | SSD |
| 364 | 51326 | MISTER RISPARMIO | VIA NAZIONALE DELLE PUGLIE 315 | POMIGLIANO D'ARCO | TRUE | SSD |
| 365 | 50197 | PROSHOP | VIA NUOVA POGGIOREALE 18 | NAPOLI | FALSE | SSD |
| 366 | 50797 | PROSHOP | VIA EMILIO SCAGLIONE 369 A/B/C | NAPOLI | FALSE | SSD |
| 367 | 50805 | IPER MAGAZZINI MAURY'S | STRADA COMUNALE SAN SALVATORE | CASORIA | TRUE | SSD |
| 368 | 50810 | PILATO | VIA TEOFILO PATINI 12-20 | NAPOLI | FALSE | SSD |
| 369 | 50812 | OPPORTUNITY SHOP | VIALE NUOVA STAZIONE 6 | PORTICI | FALSE | SSD |
| 370 | 50814 | OPPORTUNITY SHOP | VIA PROVINCIALE PANZA 152 | FORIO | FALSE | SSD |
| 371 | 51371 | OPPORTUNITY SHOP | VIA SANTA RITA DA CASCIA 3 | GIUGLIANO IN CAMPANIA | TRUE | SSD |
| 372 | 29349 | PROSHOP | CORSO UMBERTO I 10 | MARANO DI NAPOLI | FALSE | SSD |
| 373 | 29350 | PROSHOP | VIA PAOLO MASCAGNI 21 | NAPOLI | FALSE | SSD |

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- Aurélien Géron. "Hands-On Machine Learning with Scikit-Learn & TensorFlow". O'Reille Media. 2019.

# LIBRARIES & MODULES

- pandas

- numpy

- seaborn as sns

- matplotlib

- statsmodels.api

- scipy.stats

- matplotlib.colors

- geopandas

- loads from shapely.wkt

- train_test_split, cross_val_score, KFold, GridSearchCV from sklearn.model_selection

- RandomForestRegressor, GradientBoostingRegressor, AdaBoostRegressor from sklearn.ensemble

- mean_absolute_error, r2_score from sklearn.metrics