

TITLE OF PROJECT:

STYLE SPHERE: OFFLINE STORES RECOMMENDATION

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COMPANY BACKGROUND

Style Sphere, founded in 1990, began a dramatic journey into the world of retail, originally creating headlines with the debut of its pioneering website. By 2000, the firm had overcome initial obstacles to become a forerunner in E-commerce, specializing in a wide range of apparel goods. The same year, a critical move to broaden its online products signified a strategic shift, embracing accessories, footwear, and outerwear.

Style Sphere's commitment to innovation and customer-centricity has been the cornerstone of its success. Over the years, the company has harnessed digital platforms to establish itself as a market leader, captivating a broad and diverse customer base.

Style Sphere is prepared to transform its success from virtual to physical in 2024, equipped with a creative budget for expansion. The decision to open two offline locations demonstrates the company's commitment to meeting customers where they are and offering a seamless, multichannel buying experience.

Adaptability, innovation, and a clear awareness of market dynamics have defined Style Sphere's trajectory. As it enters the next stage of development, the firm remains committed to influencing the future of fashion retail via a perfect balance of style, accessibility, and customer pleasure.

DATA SET

Style Sphere possesses a wealth of customer-centric data collected over years of online operations. This dataset, comprising 3900 records, serves as a goldmine of information for businesses seeking to align strategies with customer preferences. Detailed features include customer demographics, purchase behaviours, preferred payment methods, and feedback ratings. The dataset further explores item specifics, shopping frequencies, seasonal trends, and customer responses to promotional offers.

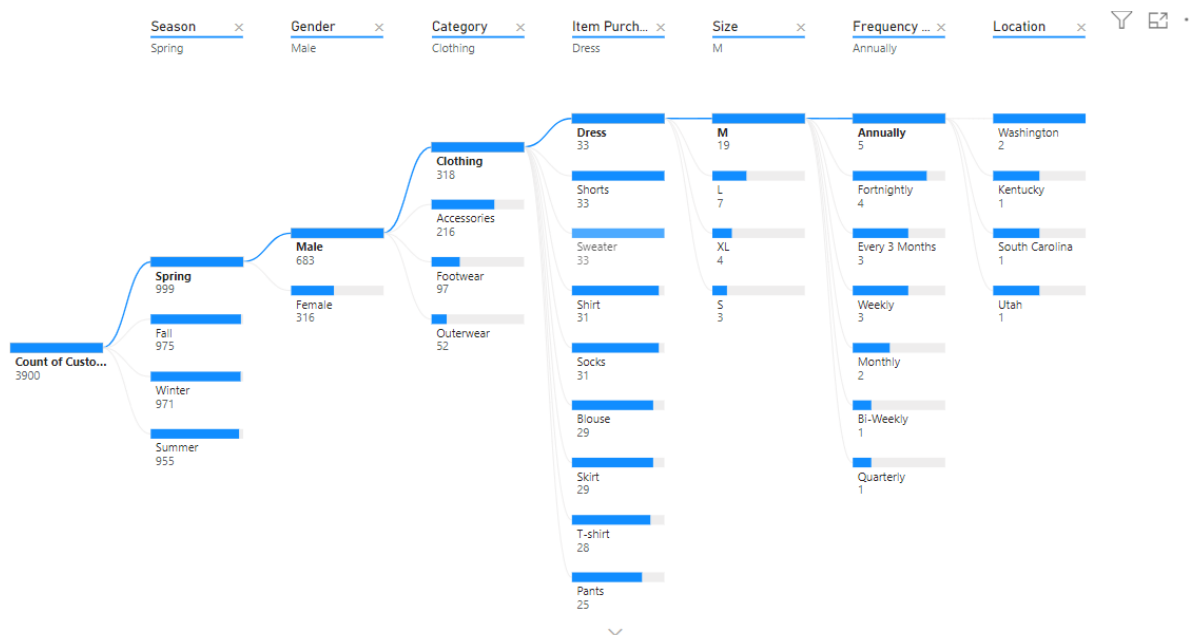
Here's a breakdown of the glossary for each column in your dataset:

- Customer ID: Unique identifier for each customer.
- Age: Age of the customer.
- Gender: Gender of the customer (Male/Female).
- Item Purchased: The specific item purchased by the customer.
- Category: Category of the item purchased.
- Purchase Amount (USD): The amount of the purchase in USD.
- Location: The location where the purchase was made.
- Size: Size of the purchased item.
- Colour: The colour of the purchased item.
- Season: Season during which the purchase was made.
- Review Rating: Rating given by the customer for the purchased item.
- Subscription Status: Indicates if the customer has a subscription (Yes/No).

- Discount Applied: Indicates if a discount was applied to the purchase (Yes/No).
- Promo Code Used: Indicates if a promo code was used for the purchase (Yes/No).
- Previous Purchases: The total count of transactions concluded by the customer at the store, excluding the ongoing transaction.
- Payment Method: Customer's most preferred payment method.
- Frequency of Purchases: Frequency at which the customer makes purchases (e.g., Weekly, Fortnightly, Monthly).

DATA UNDERSTANDING

Within a dataset encompassing 3.9k individuals, a closer look at the numbers reveals the dynamics of customer engagement and the ebb and flow of preferences across seasons. With a significant male majority at 68% and a sizeable female representation of 32%, the dataset mirrors the diverse demographic landscape. Exploring the four distinct seasons – spring, fall, winter, and summer – sheds light on nuanced patterns, with spring emerging as a focal point, especially for female engagement. This dataset encompasses various features related to customer shopping preferences, gathering essential information for businesses seeking to enhance their understanding of their customer base. The features include customer age, gender, purchase amount, preferred payment methods, frequency of purchases, and feedback ratings. Data on the type of items purchased, shopping frequency, preferred shopping seasons, and interactions with promotional offers are included.

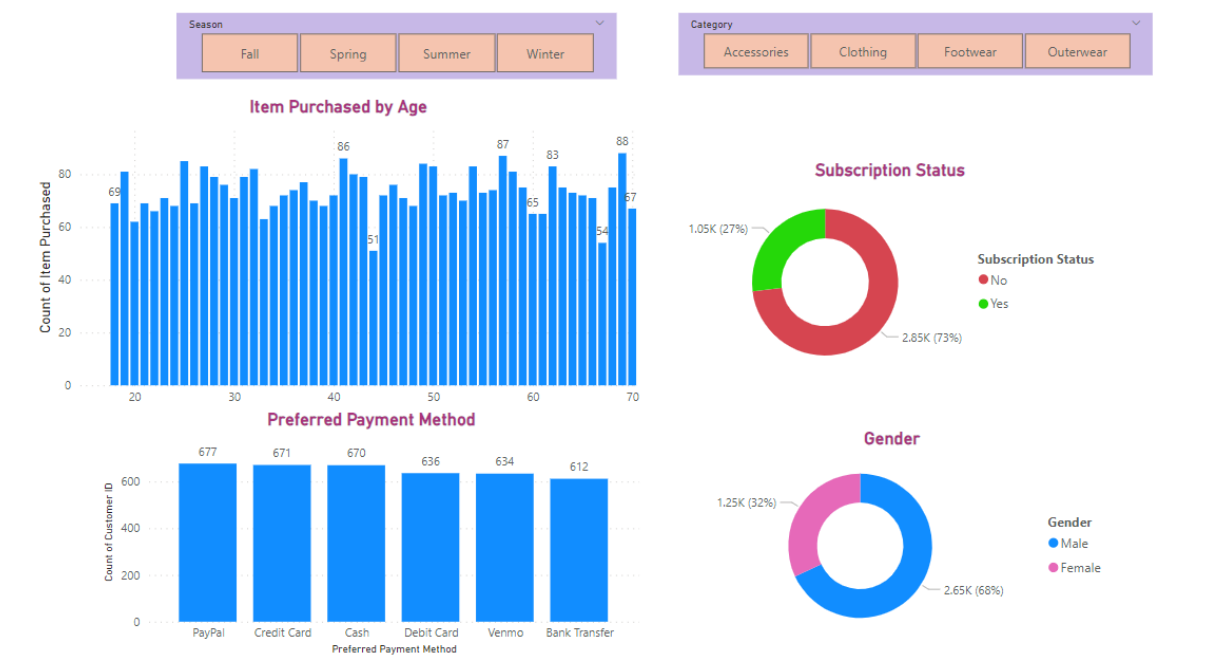


Flow chart of Data Set

Analysis

CUSTOMER ANALYSIS

The Dashboard-1 shows charts that illustrate the customer engagement dynamics and preferences of 3.9k individuals. The charts are based on data from a customer engagement dashboard that includes features related to customer age, gender, purchase amount, preferred payment methods, frequency of purchases, feedback ratings, type of items purchased, shopping frequency, preferred shopping seasons, and interactions with promotional offers.



DASHBOARD 1 – CUSTOMER ANALYSIS

CUSTOMER PROFILE AND PURCHASING TRENDS ACROSS SEASONS

FALL SEASON

- Customer demographics span a wide range, from 18 to 70 years old.
- Cash is the most preferred payment method among fall season customers.
- Approximately 27.08% of fall season customers have an active subscription.
- Male customers account for a larger portion (66.36%) of fall season purchases.
- Clothing is the most purchased category during the fall season, accounting for 38.29% of all purchases.

SPRING SEASON

- Customer demographics encompass a wide range, from 18 to 70 years old.
- PayPal is the most preferred payment method among spring season customers.
- Approximately 27.03% of spring season customers have an active subscription.
- Male customers account for a larger portion (68.37%) of spring season purchases.
- Clothing is the most purchased category during the spring season, accounting for 46.36% of all purchases.

SUMMER SEASON

- Customer demographics span a wide range, from 18 to 70 years old.
- Cash is the most preferred payment method among summer season customers.
- Approximately 27.75% of summer season customers have an active subscription.
- Male customers account for a larger portion (68.8%) of summer season purchases.
- Clothing is the most purchased category during the summer season, accounting for 43.5% of all purchases.

WINTER SEASON

- Customer demographics span a wide range, from 18 to 70 years old.
- PayPal is the most preferred payment method among winter season customers.
- Approximately 26.16% of winter season customers have an active subscription.
- Male customers account for a larger portion (68.49%) of winter season purchases.
- Clothing is the most purchased category during the winter season, accounting for 45.8% of all purchases.

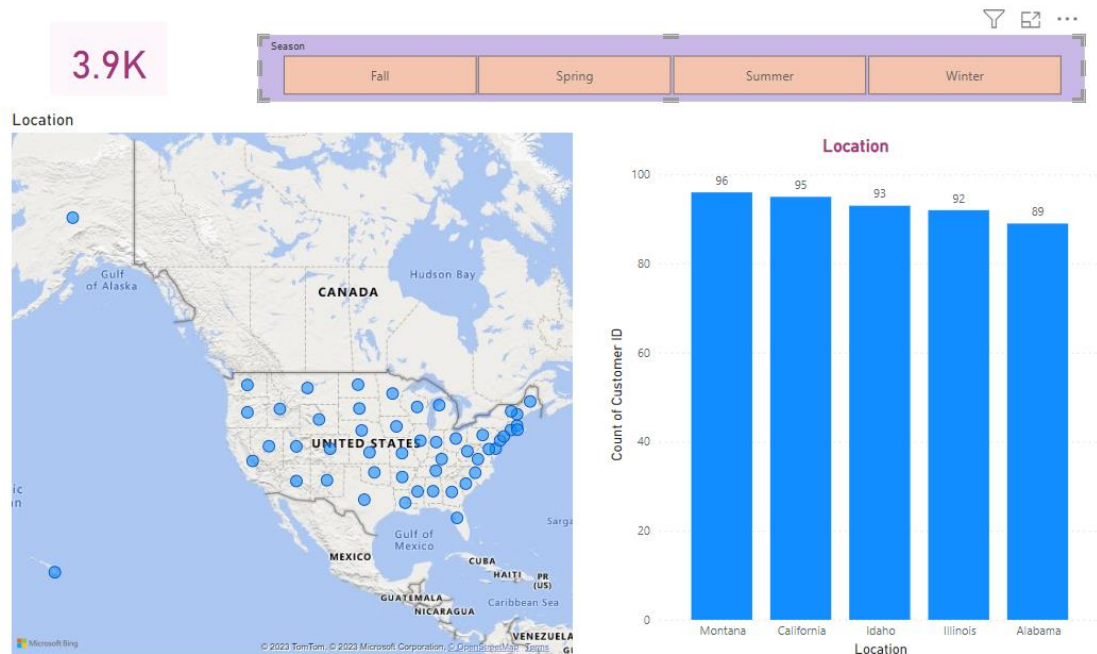
OVERALL CUSTOMER PROFILE AND PURCHASING TRENDS:

- Customer Demographics
 - Customers span a wide range of ages, from 18 to 70 years old.
 - Male customers account for a majority (68%) of purchases.
- Preferred Payment Method: PayPal is the most preferred payment method.
- Subscription Status: Approximately 27% of customers have an active subscription.
- Purchasing Trends: Clothing is the most purchased category, accounting for 38.29% of all purchases.

KEY FINDINGS:

- **Customer Demographics:** Customer demographics are consistent across all seasons, with a wide range of ages (18-70) and a male-dominated customer base.
- **Preferred Payment Method:** Cash and PayPal are the two most preferred payment methods, with Cash being more popular in the Fall and Summer seasons and PayPal being more popular in the Spring and Winter seasons.
- **Subscription Status:** Subscription rates are relatively consistent across all seasons, with around 27% of customers having an active subscription.
- **Clothing Category:** Clothing is the most popular category across all seasons, accounting for a significant portion of purchases in each season.

SEASON WISE LOCATION



Dashboard 2 – Season Wise Location Analysis

The geographical map on our dashboard visually represents the distribution of Style Sphere's customer base across the United States, utilizing colour gradients to highlight the concentration of customers in each state. The analysis underscores a robust presence nationwide, with particular strength observed in the Western and Southern regions. Noteworthy states contributing significantly to the overall customer base include California, Montana, Idaho, Illinois, and Alabama.

In considering the impact of seasonality on customer preferences, the following insights have been gleaned:

Fall Season:

- California emerges as the state with the highest customer base for fall purchases.
- South Carolina and Texas follow closely, indicating a notable interest in Style Sphere's offerings during the autumn season.

Spring and Summer Seasons:

- Nevada stands out with the highest concentration of customers for both spring and summer purchases.
- This suggests a consistent and strong demand for our products during the warmer months, emphasizing the importance of aligning our inventory and marketing strategies with seasonal trends.

Winter Season:

- Vermont takes the lead in having the highest customer base for winter purchases.
- Understanding this trend enables us to tailor our product offerings and promotions to cater to the specific preferences of customers in colder climates.

LOCATION WISE ANALYSIS

A	B	C	D	E	F	G	H	I	J
Missouri	Montana	Nebraska	Create Summary	Clear					
Nevada	New Hampsh...	New Jersey							
New Mexico	New York	North Carolina							
North Dakota	Ohio	Oklahoma							
Oregon	Pennsylvania	Rhode Island							
South Carolina	South Dakota	Tennessee							
Texas	Utah	Vermont							
Virginia	Washington	West Virginia							
Wisconsin	Wyoming								

EXCEL SHEET 1 – LOCATION ANALYSIS

Style Sphere has successfully established a customer base across all 50 states. Our comprehensive analysis of each location has revealed key insights that will significantly inform our business

strategy. The predominant category among our customers is clothing, indicating a strong affinity for fashion products.

Furthermore, the analysis of the customer demographics in each state has unveiled a diverse age group distribution. This diversity underscores the importance of tailoring our marketing and product offerings to cater to the unique preferences and needs of each state's demographic profile. This observation aligns with the insights gained from the customer analysis dashboard, reinforcing the importance of a nuanced approach to customer engagement.

In terms of sizing preferences, our data indicates that medium-sized clothing items are the most preferred among our customer base. This insight can guide our inventory management and production planning processes, ensuring that we align our offerings with the demand for medium-sized garments.

Among the myriad of clothing items available, blouses emerge as the most preferred choice among our customers. Recognizing the popularity of blouses enables us to optimize our inventory, marketing efforts, and overall product strategy to capitalize on this trend and meet the specific needs of our clientele.

In conclusion, the in-depth location analysis provides valuable insights into the preferences and characteristics of our customer base across different states. Armed with this information, we can refine our business approach, enhance customer satisfaction, and ultimately drive the success of Style Sphere in the dynamic fashion market.

PURCHASE ITEM DASHBOARD



DASHBOARD 3: PURCHASE ITEM ANALYSIS

The Purchase Item Analysis in Dashboard 3 provides valuable insights into the sales dynamics and preferences across different seasons. Below are the key findings:

OVERALL ANALYSIS:

- **Overall Sales:** Jewelry emerges as the highest-selling category with a total sales volume of 4.9K.
- **Top Purchased Items:** Blouse and Jewelry stand out as the most frequently purchased items.
- **Purchase Frequency:** The majority of customers exhibit a purchasing frequency of every 3 months.
- **Review Ratings:** Customer review ratings vary between 2.90 and 5, indicating a diverse range of feedback.
- **Preferred Size:** Medium is the most preferred size across all seasons.

FALL SEASON:

- **Sales Insights:** Shirts lead in overall sales with a volume of 1231 during the fall season.
- **Top Purchased Item:** Jackets are the highest-purchased items during this season.
- **Purchase Frequency:** The most common purchasing pattern is annually.
- **Review Ratings:** Review ratings range from 2.90 to 5, reflecting diverse customer opinions.
- **Preferred Size:** Medium remains the most favored size during the fall season.

SPRING SEASON:

- **Sales Insights:** Dresses take the lead in overall sales with a volume of 1293 during the spring season.
- **Top Purchased Item:** Sweaters are the highest-purchased items in spring.
- **Purchase Frequency:** Bi-weekly emerges as the preferred purchase frequency.
- **Review Ratings:** Review ratings vary between 2.90 and 5, demonstrating a range of customer feedback.
- **Preferred Size:** Medium remains the most popular size in the spring season.

SUMMER SEASON:

- **Sales Insights:** Jewelry maintains its dominance in overall sales with a volume of 1425 during the summer season.
- **Top Purchased Items:** Pants, Dresses, and Jewelry emerge as the highest-purchased items in summer.
- **Purchase Frequency:** The majority of customers prefer a purchasing frequency of every 3 months.

- **Review Ratings:** Review ratings exhibit a range from 2.90 to 5, highlighting diverse customer perspectives.
- **Preferred Size:** Medium continues to be the preferred size in the summer season.

WINTER SEASON:

- **Sales Insights:** Shirts and Jewelry share the highest overall sales with a volume of 1311 during the winter season.
- **Top Purchased Item:** Sunglasses, followed by pants and shirts, are the highest-purchased items in winter.
- **Purchase Frequency:** Weekly emerges as the most preferred purchase frequency during winter.
- **Review Ratings:** Review ratings scatter between 2.90 and 5, reflecting a spectrum of customer opinions.
- **Preferred Size:** Medium maintains its status as the most preferred size during the winter season.

This detailed analysis provides a nuanced understanding of customer preferences, sales dynamics, and seasonal variations, offering valuable insights for strategic decision-making and inventory management.

DISCOUNT VS PROMO CODE



DASHBOARD 4 – DISCOUNT VS PROMO CODE

This dashboard investigates the effectiveness of the company's discount and promo code efforts. The data demonstrates that both techniques have a balanced impact throughout all seasons,

revealing their same influence on customer behaviour. According to the statistics, regardless of the season, using discounts or promo codes has the same effect on customer engagement and purchase behaviours. This insight emphasizes the significance of a well-balanced and varied approach to promotional techniques to provide a constant and compelling appeal to clients throughout the year.

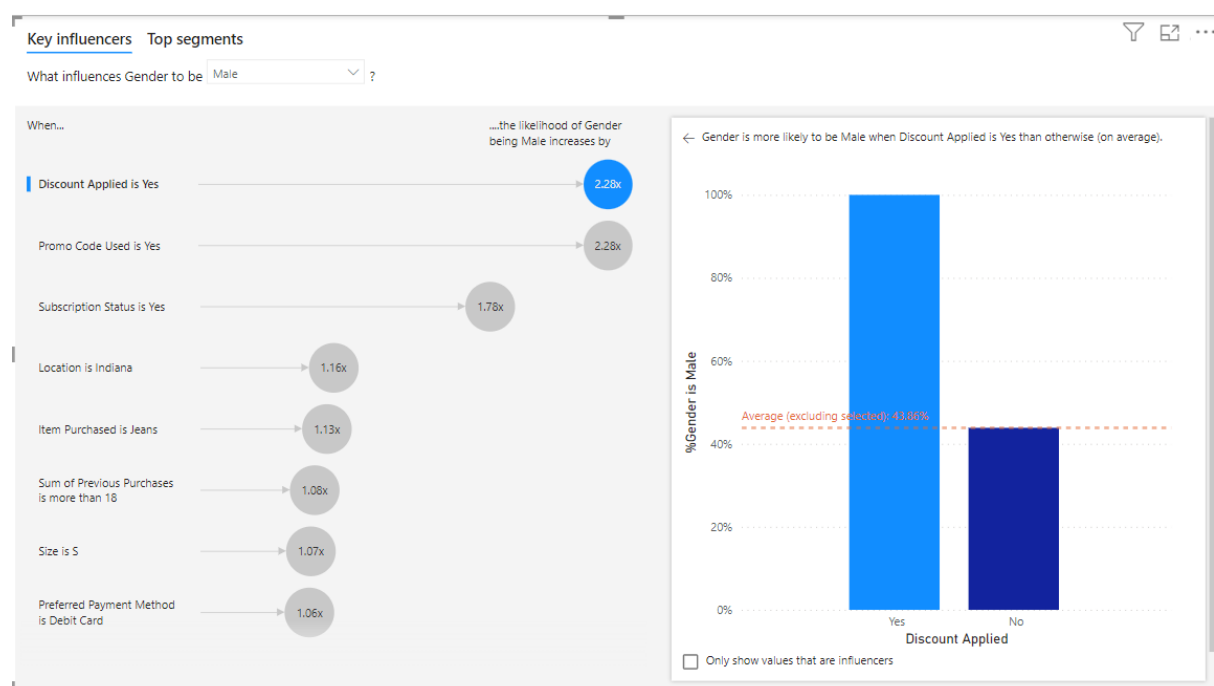
KEY INFLUENCERS

This section provides an in-depth analysis of the factors influencing customer gender and seasons, leveraging insights derived from a Power BI dashboard. The findings reveal crucial influencers that can strategically inform targeted marketing campaigns and enhance the effectiveness of product offerings.

KEY INFLUENCER ANALYSIS BY GENDER

This report analyses the factors that influence customer gender based on data from a Power BI dashboard. The analysis reveals several key influencers that can be used to target marketing campaigns and product offerings more effectively.

GENDER MALE



KEY INFLUENCER BY GENDER

DISCOUNT APPLIED

The "Discount Applied" influencer indicates that customers are more likely to be male when they apply a discount code. This suggests that discounts may be an effective way to attract male customers. Businesses can leverage this insight by incorporating discounts and promotions into

their marketing campaigns. By offering attractive discounts, businesses can entice male customers to make purchases and increase their overall sales.

PROMO CODE USED

The "Promo Code Used" influencer further reinforces the importance of promotions in attracting male shoppers. This finding aligns with the "Discount Applied" influencer, suggesting that male customers are particularly responsive to price incentives. Businesses can capitalize on this trend by incorporating promo codes into their marketing strategies. By offering promo codes through various channels, such as email, social media, and website pop-ups, businesses can attract new male customers and encourage repeat purchases.

SUBSCRIPTION STATUS

The "Subscription Status" influencer suggests that customers with active subscriptions are more likely to be male. This finding could be attributed to various factors, such as the types of products or services offered through subscriptions or the marketing strategies employed to attract subscription customers. Businesses can utilize this insight by focusing on acquiring and retaining male customers through subscription-based offerings. By understanding the preferences and needs of male subscribers, businesses can develop targeted subscription plans and enhance customer satisfaction.

LOCATION

The "Location" influencer indicates that Indiana has a higher percentage of male customers compared to other regions. This finding suggests that regional demographics may play a role in customer gender distribution. Businesses can utilize this insight by tailoring their marketing strategies and product offerings to specific regions. By understanding the preferences and behaviors of male customers in different regions, businesses can optimize their marketing efforts and achieve greater success in targeted areas.

ITEM PURCHASED

The "Item Purchased" influencer suggests that the type of product purchased does not have a significant impact on customer gender. This finding implies that male customers are not exclusively drawn to specific product categories. Businesses can interpret this insight as an opportunity to expand their product offerings and cater to a broader range of male customer interests. By diversifying their product portfolio, businesses can attract a wider base of male customers and increase their overall sales.

SUM OF PREVIOUS PURCHASES

The "Sum of Previous Purchases" influencer suggests that the total amount spent by a customer does not significantly influence their gender. This finding implies that male customers are not

necessarily driven by high-priced products. Businesses can interpret this insight as an opportunity to target male customers with a variety of price points. By offering a range of products at different price levels, businesses can attract a broader spectrum of male customers and increase their overall revenue.

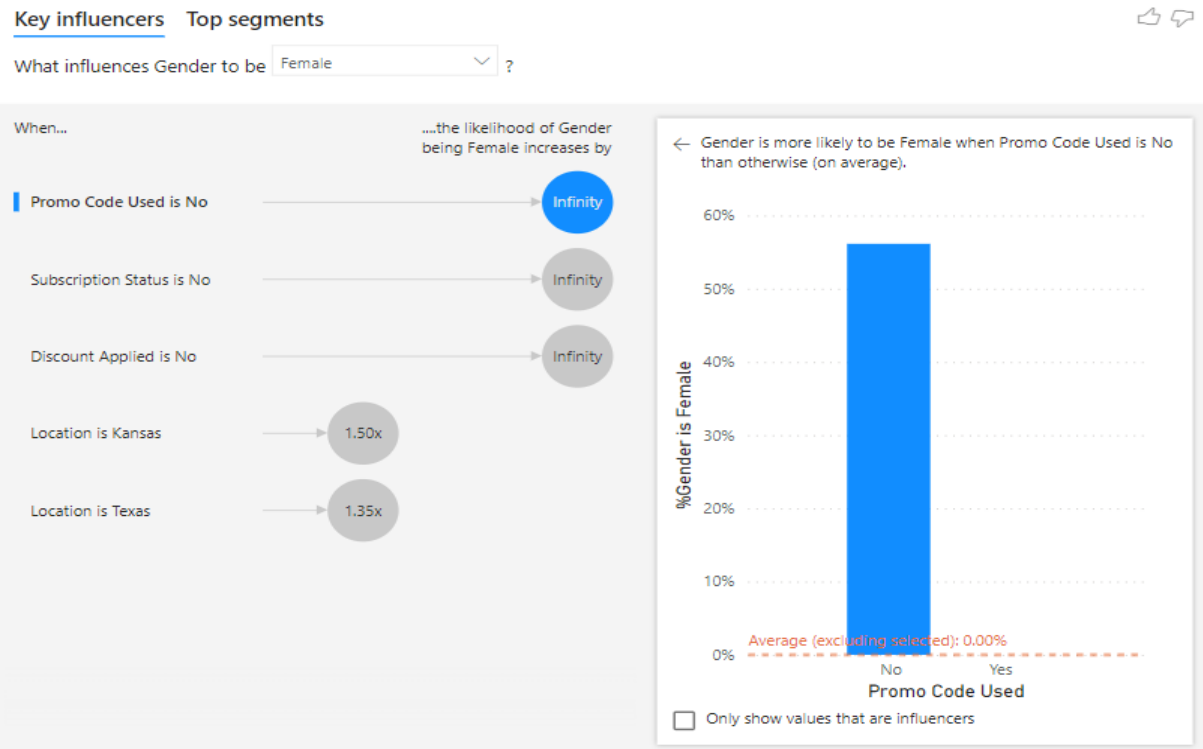
SIZE

The "Size" influencer suggests that the size of a product does not have a significant impact on customer gender. This finding implies that male customers are not primarily drawn to products in specific sizes. Businesses can utilize this insight by focusing on the functionality and features of their products rather than emphasizing size as a key selling point. By highlighting the unique benefits and value propositions of their products, businesses can appeal to male customers across various size preferences.

PREFERRED PAYMENT METHOD

The "Preferred Payment Method" influencer suggests that the payment method chosen by a customer does not significantly influence their gender. This finding implies that male customers are not particularly inclined towards specific payment methods. Businesses can interpret this insight as an opportunity to offer a variety of secure and convenient payment options to cater to the preferences of their male customers. By providing multiple payment choices, businesses can streamline the checkout process and enhance customer satisfaction among male clientele.

GENDER FEMALE



PROMO CODE USED

Customers are more likely to be female when they use a promo code. This suggests that promo codes may be an effective way to attract female customers.

SUBSCRIPTION STATUS

Customers with active subscriptions are more likely to be female. This could be because subscriptions are often marketed specifically to female customers or because they are more likely to be renewed by women.

DISCOUNT APPLIED

Customers who apply a discount code are more likely to be female. This suggests that discounts may also be effective in attracting female customers.

LOCATION

Kansas has a higher percentage of female customers. This may reflect regional preferences or demographics.

CONCLUSION

Understanding the factors that influence customer gender is crucial for businesses to develop effective marketing strategies and product offerings. This analysis has revealed several key influencers for both male and female customers.

MALE CUSTOMERS

Discounts and promotions: Male customers are more likely to be attracted to discounts and promotions. Businesses should consider incorporating these strategies into their marketing campaigns to attract more male customers.

Subscription services: Male customers are more likely to subscribe to services. Businesses can leverage this insight by developing subscription-based offerings that cater to the interests of male clientele.

Regional preferences: Customer gender distribution may vary depending on location. Businesses should consider tailoring their marketing efforts to specific regions to optimize customer acquisition and engagement.

FEMALE CUSTOMERS

Promo codes: Female customers are more likely to be attracted to promo codes. Businesses should incorporate promo codes into their marketing strategies to attract and retain female customers.

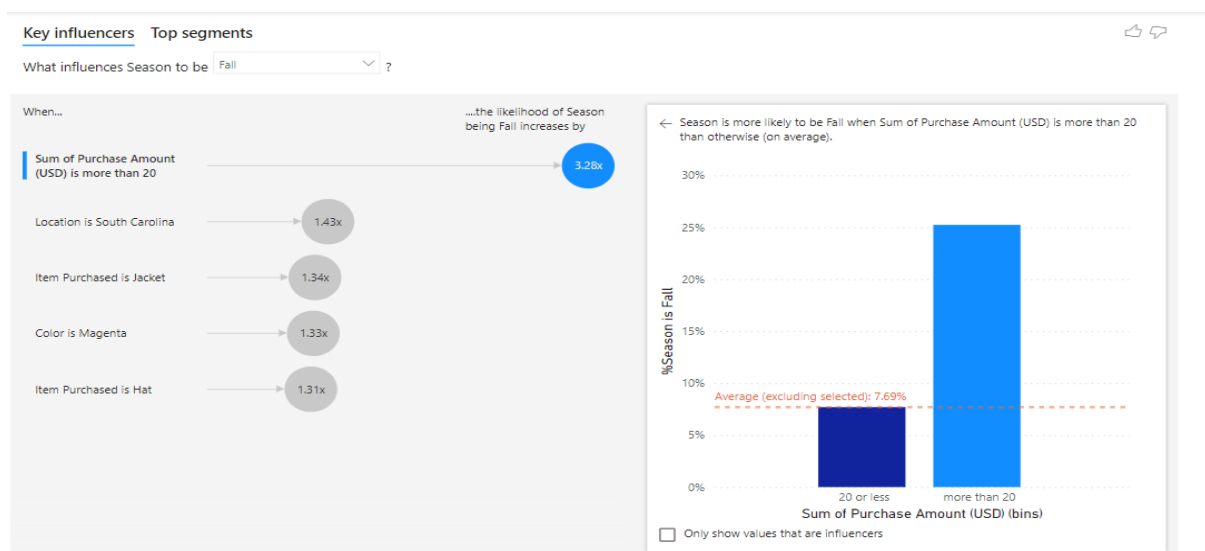
Subscriptions: Female customers are more likely to subscribe to services. Businesses can develop subscription-based offerings that cater to the interests of female clientele.

Regional preferences: Customer gender distribution may vary depending on location. Businesses should tailor their marketing efforts to specific regions to optimize customer acquisition and engagement.

KEY INFLUENCER ANALYSIS BY SEASONS

This report analyses the factors that influence season based on data from a Power BI dashboard. The analysis reveals several key influencers that can be used to target marketing campaigns and product offerings more effectively.

FALL SEASON



KEY INFLUENCER BY SEASON

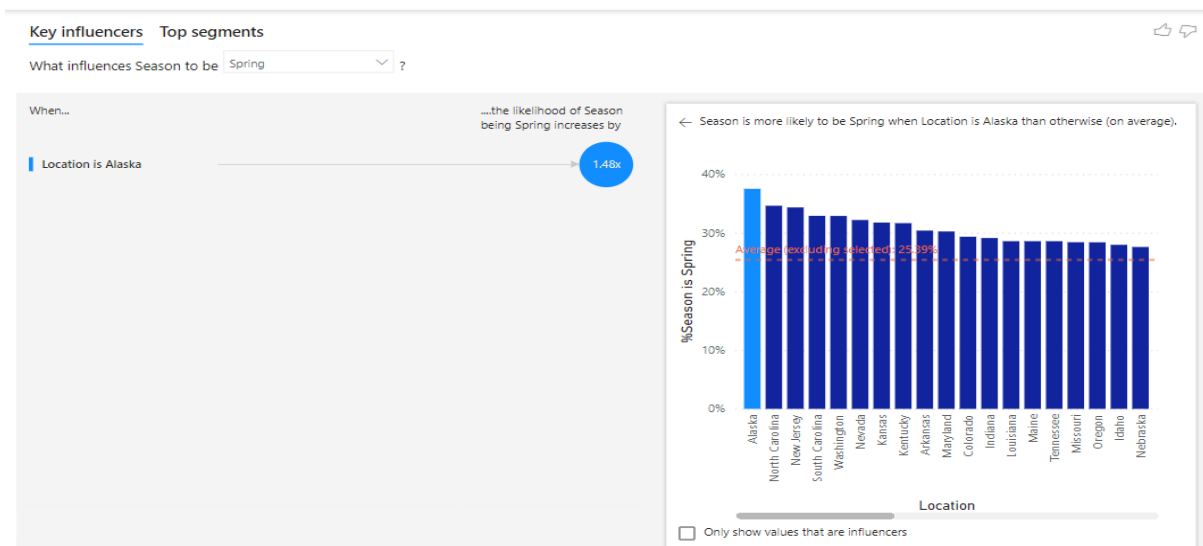
The top influencer is "Sum of Purchase Amount (USD) is more than 20", which indicates that customers who spend more than \$20 are more likely to purchase in the Fall season. This suggests that customers who spend more tend to be more engaged with the brand and may be more likely to follow seasonal trends.

The second influencer is "Location is South Carolina", which further confirms the importance of location in influencing purchase season. This could be because South Carolina has warmer

weather in the Fall season, which may lead to increased spending on outdoor activities and apparel.

The remaining influencers, including "Item Purchased is Jacket", "Color is Magenta", and "Item Purchased is Hat", have a smaller impact on the likelihood of a customer spending more than \$20 and purchasing in the Fall season.

SPRINT SEASON



KEY INFLUENCER BY SEASON

The top influencer is "Location is Alaska", which indicates that customers located in Alaska are more likely to purchase in the Spring season. This suggests that regional preferences may play a role in purchase season. Businesses can utilize this insight by tailoring their marketing strategies and product offerings to specific regions.

SUMMER SEASON



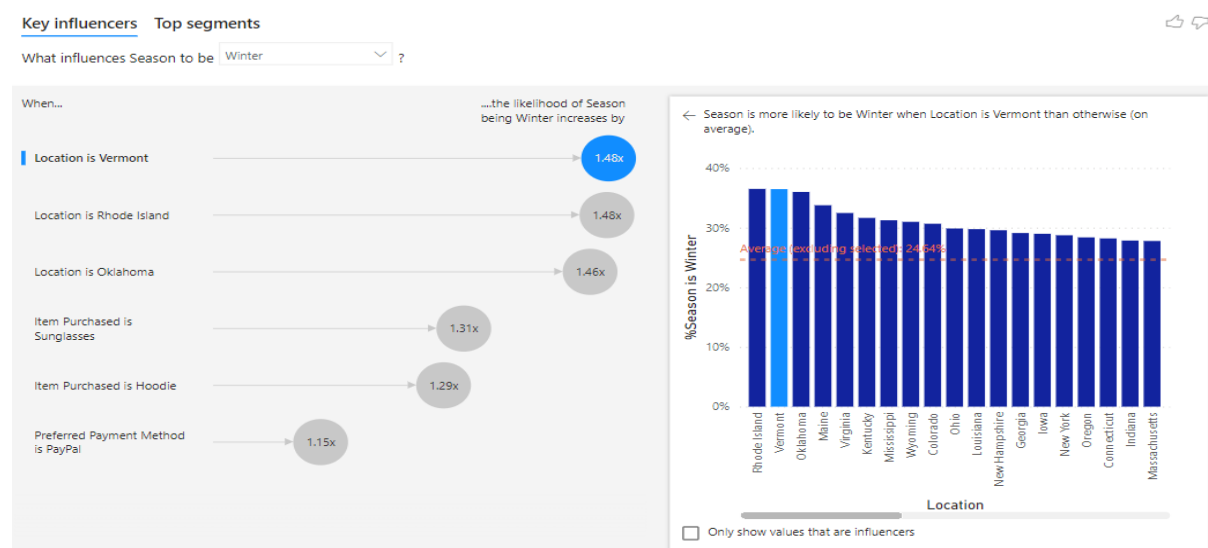
KEY INFLUENCER BY SEASON

Location is Pennsylvania: A customer's location in Pennsylvania is the most significant factor influencing their purchase in the summer season. This suggests that regional preferences or demographics play a role in determining customer purchasing habits. Businesses can utilize this insight by tailoring their marketing strategies and product offerings to specific regions.

Colour is Silver: Customers who purchase silver-coloured products are more likely to do so in the summer season. This could be attributed to the association of silver with coolness and freshness, aligning with the summer atmosphere. Businesses can incorporate silver-coloured products into their summer campaigns and product offerings.

Item Purchased is Backpack: Customers who purchase backpacks are more likely to do so in the summer season. This might be due to the increased demand for backpacks during the summer months, as people may need them for outdoor activities or travel. Businesses can emphasize backpacks in their summer marketing campaigns and product lineups.

WINTER SEASON



KEY INFLUENCER BY SEASON

The top influencer is "Location is Vermont": Customers located in Vermont are more likely to purchase in the Winter season. This suggests that regional preferences or demographics play a role in determining customer purchasing habits. Businesses can utilize this insight by tailoring their marketing strategies and product offerings to specific regions.

The second influencer is "Location is Rhode Island": Customers located in Rhode Island are also more likely to purchase in the Winter season. This could be due to similar regional factors as Vermont or could reflect specific consumer trends in that area.

The third influencer is "Location is Oklahoma": Customers located in Oklahoma are also more likely to purchase in the Winter season. This could be attributed to the colder climate in Oklahoma during the winter months, which may drive demand for winter-related products.

The fourth influencer is "Item Purchased is Sunglasses": Customers who purchase sunglasses are more likely to do so in the Winter season. This might seem counterintuitive, but it could be due to the sale of fashion sunglasses or the use of sunglasses for skiing or other winter activities.

The fifth influencer is "Item Purchased is Hoodie": Customers who purchase hoodies are also more likely to do so in the Winter season. This aligns with the expected usage of hoodies during cold weather.

The sixth influencer is the "Preferred Payment Method is PayPal": Customers who use PayPal are more likely to purchase in the Winter season. This could be due to various factors, such as PayPal's popularity during the holidays or its ease of use for online purchases.

CONCLUSION

This analysis has revealed several key insights that businesses can leverage to optimize their customer acquisition, engagement, and sales.

SPRING

- Customers located in Alaska are more likely to purchase in the Spring season.
- Businesses can focus on attracting customers in Alaska and offer discounts or promotions to encourage purchases in the Spring season.
- Businesses can tailor their product offerings to reflect the interests of customers who are likely to purchase in the Spring season, such as outdoor apparel and accessories.

SUMMER

- Customers located in Pennsylvania are more likely to purchase in the Summer season.
- Customers who purchase silver-coloured products and backpacks are also more likely to do so in the Summer season.
- Businesses can focus on attracting customers in Pennsylvania, offer discounts or promotions to encourage Summer season purchases and incorporate silver-coloured products and backpacks into their Summer marketing campaigns and product lineups.

FALL

- Customers who spend more than \$20 and are located in South Carolina are more likely to purchase in the Fall season.
- Customers who purchase jackets and magenta-coloured products are also more likely to do so in the Fall season.
- Businesses can focus on attracting customers who have a history of spending more than \$20, are located in South Carolina, and offer discounts or promotions to encourage Fall season purchases.
- Businesses can incorporate jackets and magenta-colored products into their Fall marketing campaigns and product offerings.

WINTER

- Customers located in Vermont, Rhode Island, and Oklahoma are more likely to purchase in the Winter season.
- Customers who purchase sunglasses, hoodies, and use PayPal as their preferred payment method are also more likely to do so in the Winter season.
- Businesses can focus on attracting customers in Vermont, Rhode Island, and Oklahoma, offer discounts or promotions to encourage Winter season purchases, and incorporate winter themes and imagery into their marketing campaigns.
- Businesses can also consider tailoring their product offerings to reflect the interests of customers who are likely to purchase in the Winter season, such as winter apparel, accessories, and gift items.

Overall Recommendations

- Businesses should continue to monitor and analyse customer data to identify emerging trends and patterns in customer behaviour across different seasons.
- Businesses should invest in research and development to create innovative products that cater to seasonal trends.
- Businesses should utilize data-driven insights to optimize their marketing campaigns and product offerings for each season.

FINAL LOCATION SELECTION

This section outlines the recommended locations for opening offline stores for Style Sphere, derived from various analyses:

GEOGRAPHIC MAP

Overall High Customer Base (Top 5 Locations):

- Montana
- California
- Idaho
- Illinois
- Alabama

Top Locations for Each Season with High Customer Base:

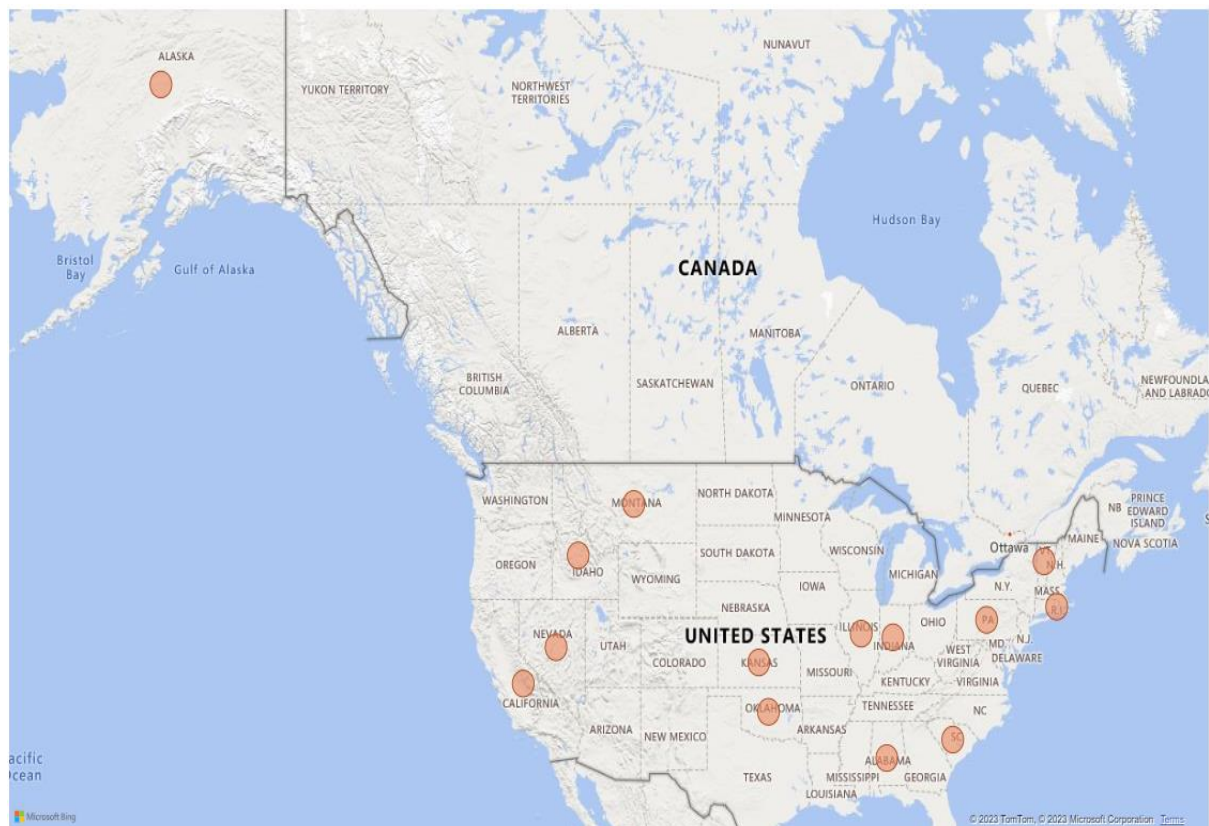
- Fall: California
- Spring: Nevada
- Summer: Nevada
- Winter: Vermont

Key Influencers by Gender:

- Male: Indiana
- Female: Kansas

Key Influencers by Season:

- Fall: South Carolina
- Spring: Alaska
- Summer: Pennsylvania
- Winter: Rhode Island, Vermont, Oklahoma



DASHBOARD 5 – FEASIBLE LOCATIONS

SCENARIO ANALYSIS

	C	D	E	F	G	H	I	J
Summary								
	Current Values:	Alabama	Alaska	California	Idaho	Illinois	Indiana	
Cells:								
Most_Popular_Season	Winter	Spring	Spring	Fall	Spring	Spring	Spring	
Which_Category_Generated_the_More_Revenue	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	
Which_Subcategory_Generated_the_More_Revenue	Jewelry	Coat	Dress	Jeans	Belt	Sweater	Skirt	
Preferred_Size	M	M	M	M	M	M	M	
Preferred_Colors	Gray	Magenta	Green	Turquoise	Black	Gray	Cyan	
Percentage_of_Male_Customers	73%	70%	67%	69%	63%	67%	67%	
Percentage_of_Female_Customers	27%	30%	33%	31%	37%	33%	33%	
Preferred_Payment_Method	PayPal	Debit Card	Credit Card	PayPal	PayPal	Venmo	Bank Transfers	
Age_Group	30-35	60-65	30-35	54-59	42-47	24-29	60-65	
Total_Sales_Amount	2091	2443	2023	2327	2251	2447	2251	
Total_Revenue_Amount	121009	140875	134648	133017	133670	150662	121009	
Current Values column represents values of changing cells at the time the Scenario Summary Report was created. Changing cells for each scenario are highlighted in gray.								
shopping_trends Location Analysis <u>Scenario Summary</u> +								
Accessibility: Investigate								

In the course of evaluating feasible store locations, a comprehensive location analysis was conducted, leading to the identification of Illinois as the most promising location. The scenario analysis involved a comparison of various locations based on key factors, and Illinois emerged as the optimal potential choice due to the following reasons:

Highest Revenue and Sales: Illinois demonstrated the highest revenue and sales among all feasible locations considered in the analysis.

Market Potential: The analysis indicates that Illinois presents significant market potential and consumer engagement, positioning it as a strategic hub for Style Sphere's offline store.

RECOMMENDED LOCATIONS

After thorough analysis, we recommend the following two locations for opening Style Sphere stores:

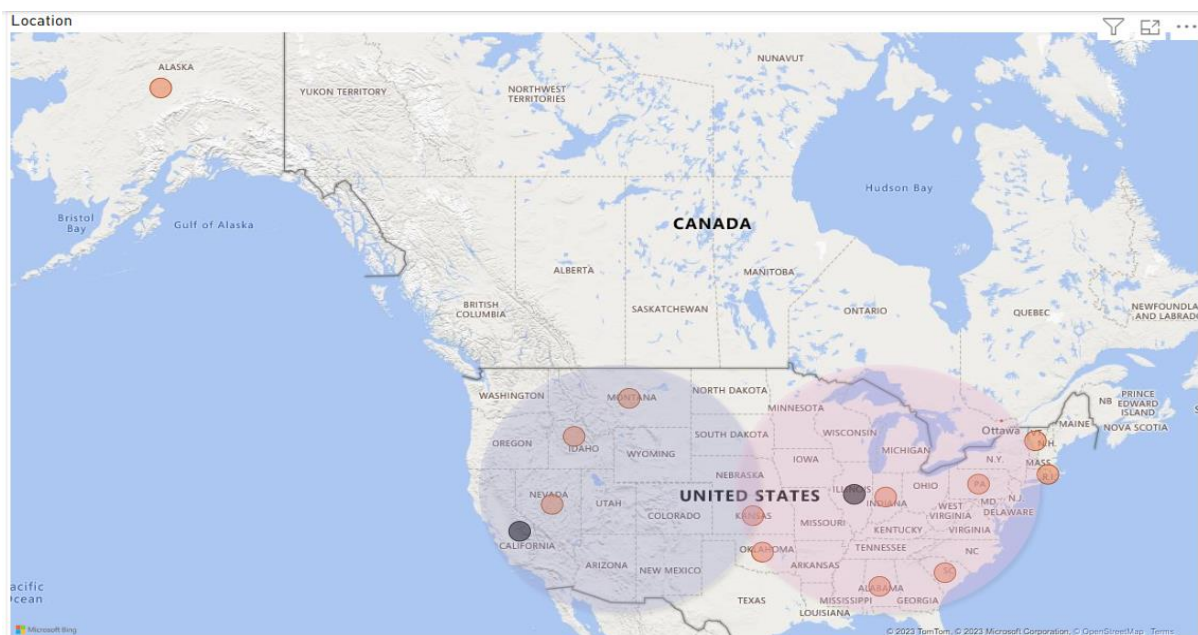
ILLINOIS

- **Customer Base:** Illinois boasts the highest customer base among all analyzed locations.
- **Sales and Revenue:** It demonstrates the highest sales and revenue, indicating a strong market presence.
- **Strategic Location:** Proximity to Indiana, where there is a higher percentage of male customers, aligns with Style Sphere's predominant male customer base.
- **Geographic Coverage:** Situated in the eastern and central regions, this location strategically covers a significant market share.

CALIFORNIA

- **Customer Base:** California holds the second-highest customer base, indicating a substantial market presence.
- **Strategic Adjacency:** Its proximity to other top locations, such as Nevada (with a peak customer base in spring and summer), enhances its strategic value.
- **Geographic Coverage:** This location strategically covers the western market and extends its influence into parts of the central region.

These recommendations consider factors such as customer base, sales, revenue, gender distribution, and geographic coverage, ensuring a well-informed and strategic approach to expanding Style Sphere's offline presence.



SUMMARY

In the strategic transition from an exclusively online presence to establishing offline stores, Style Sphere undertook a comprehensive analysis encompassing a myriad of factors to pinpoint optimal locations for two physical retail outlets. The thorough examination considered customer demographics, seasonal variations, key influencers based on gender and season, and the overall customer base.

The customer analysis revealed a notable prevalence of the male segment over the female, indicating a crucial aspect of Style Sphere's target market. Season-wise location analysis brought Illinois to the forefront, showcasing the highest overall customer base. This insight was further nuanced with season-specific preferences, providing a nuanced understanding of consumer behaviour.

Delving into the impact of key influencers based on both gender and season, Indiana emerged as the top choice for the male segment, offering valuable guidance for targeted marketing strategies. Taking a holistic approach, the culmination of these analyses led to the strategic recommendation of two offline store locations: Illinois and California.

Illinois, distinguished by its highest revenue and sales, presents a lucrative opportunity for Style Sphere to establish a significant presence. The region's diverse market in the central and eastern areas aligns seamlessly with the brand's expansion goals. Simultaneously, California, with its second-highest customer base and strategic adjacency to other high-demand locations, positions itself as a robust gateway into the western market.

These recommended locations are not only grounded in data-driven insights but also align strategically with Style Sphere's overarching goals. The chosen regions are poised to maximize customer engagement, tapping into distinct market segments, and ultimately fostering overall business success in the evolving landscape of physical retail.