



TARGETED TERRITORIES

Leveraging Data Science for Optimized Store Placement



Jennifer Sunmonu

FOUNDER/ MULTI-PASSIONATE/TECH GIRLIE

Passionate About People, Powered by Data

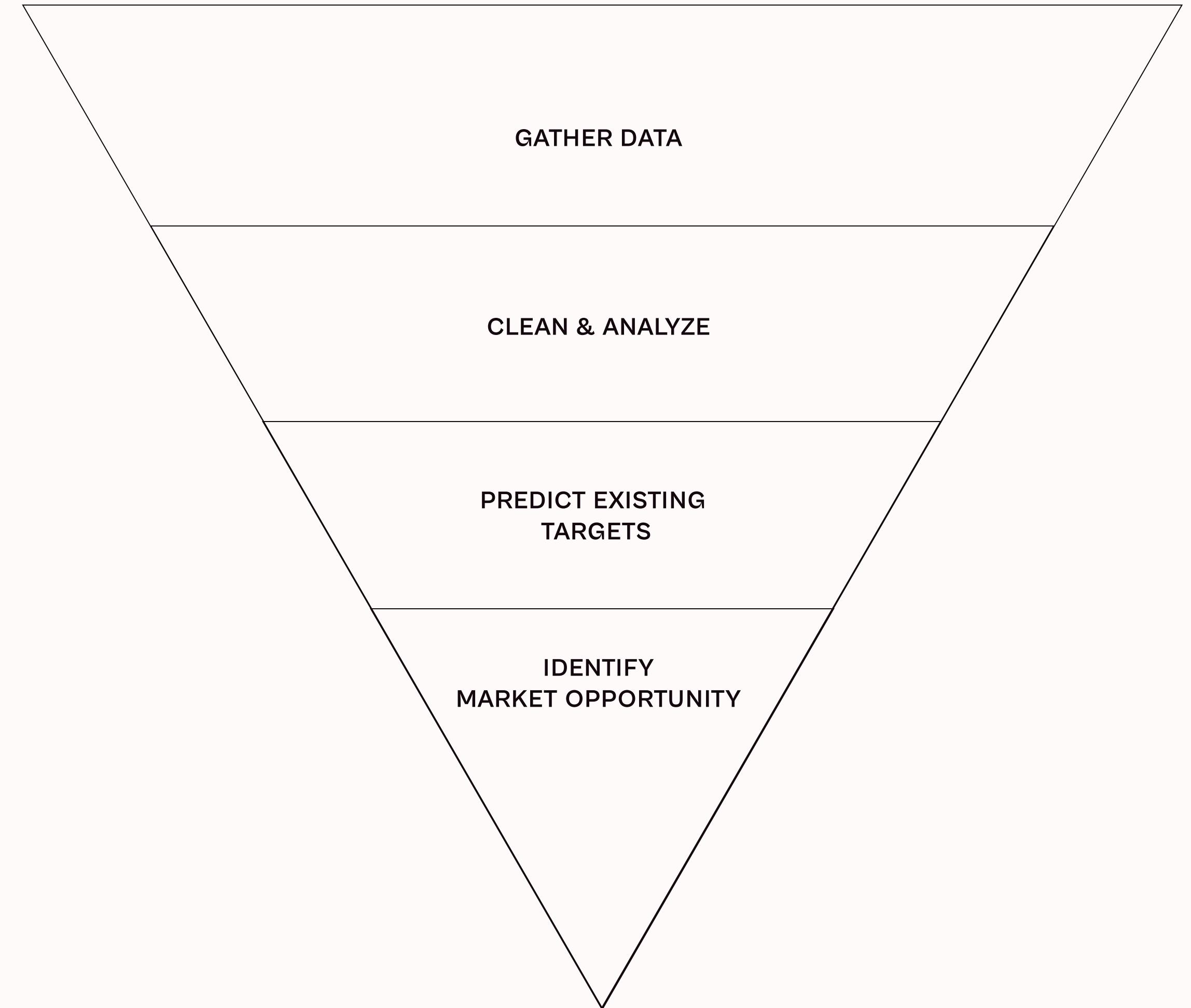
Backstory

Over the past decade, Target has transformed its brick-and-mortar retail business, leveraging its physical stores as an advantage rather than a drawback in the face of competition from Amazon and Walmart.



Where should we open the next Target?

How do we tackle this question?



Impact & Benefits

-  Double Down on Amazon & Walmart Beating Strategy
-  Generate Industry Leading Financial Results
-  Strategically Expand Footprint



A Peek into the Data....

Target Locations

Features:

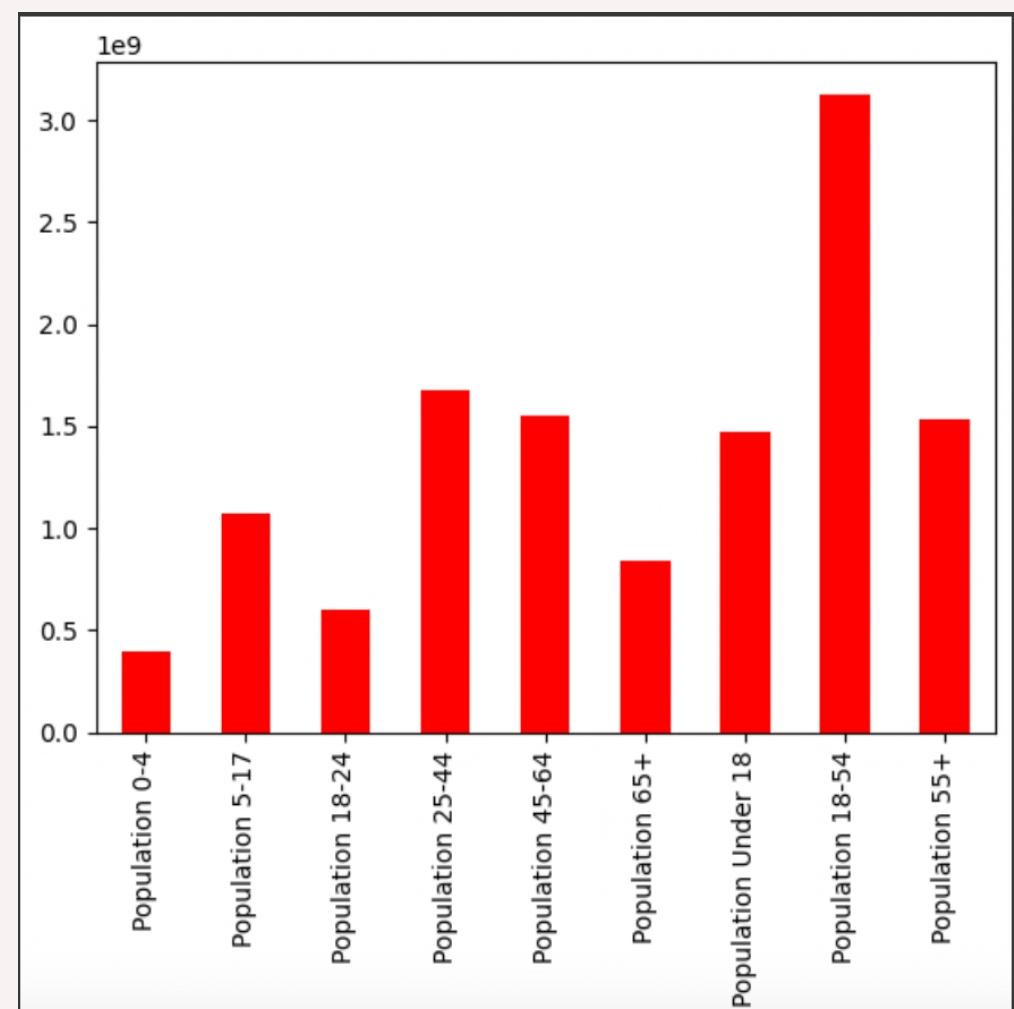
- Store Locations (Latitude, Longitude)
- Remodeling Date
- Store Open Dates
- One Hot Encoded Features



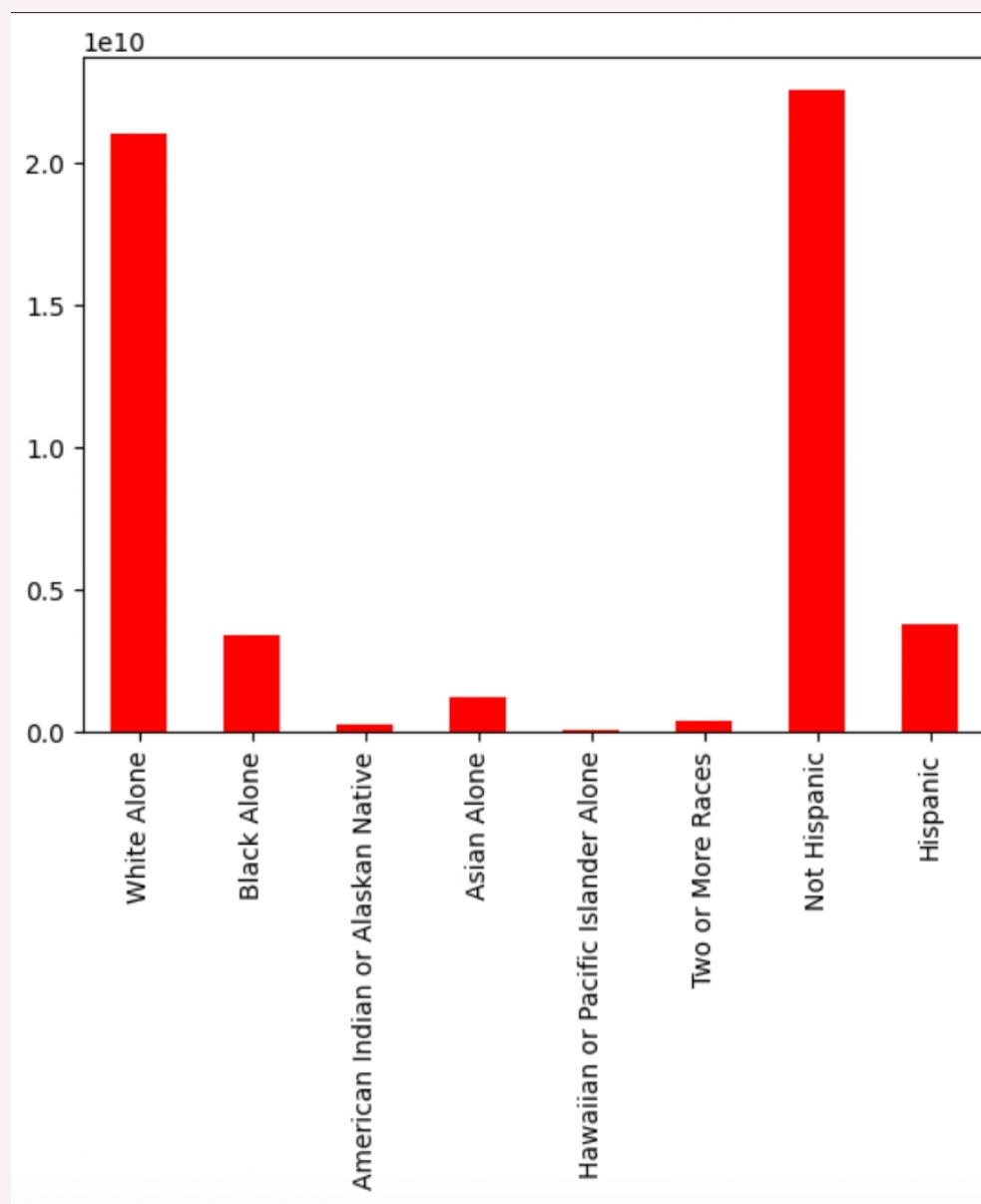
A Peek into the Data...

Demographic Data

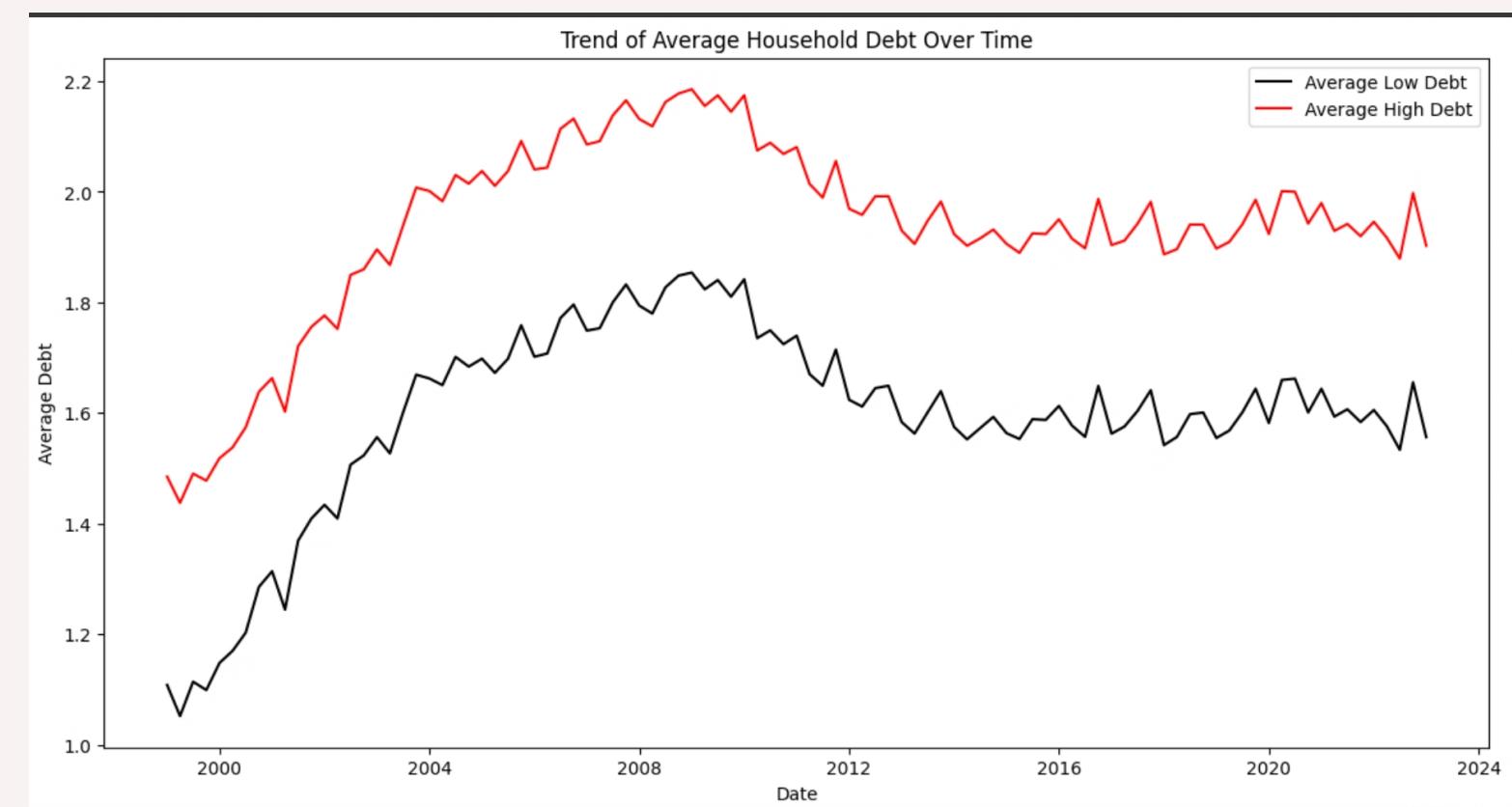
Population By Age



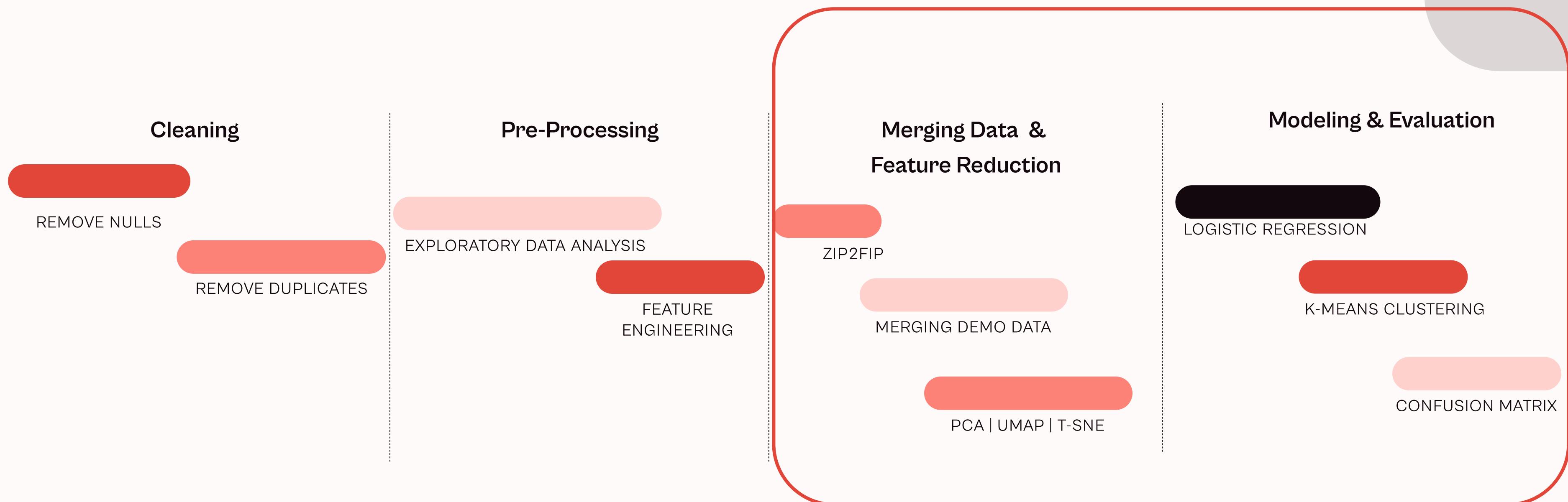
Population By Race



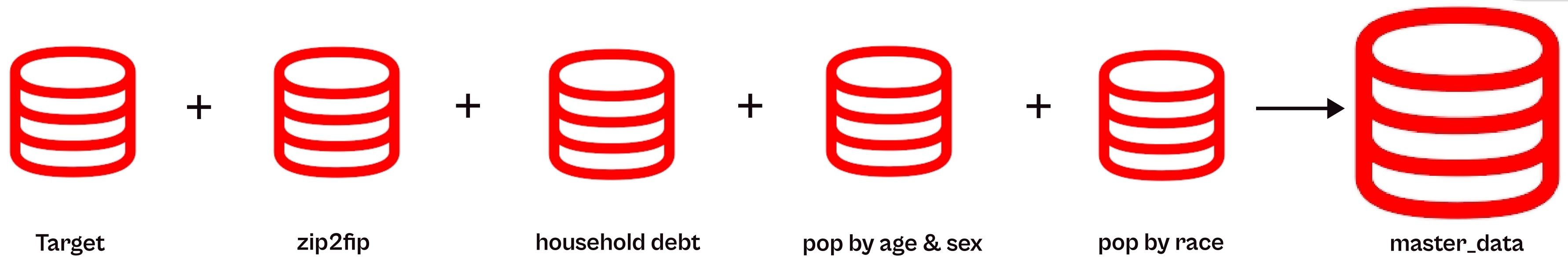
Household Debt to Income Ratio



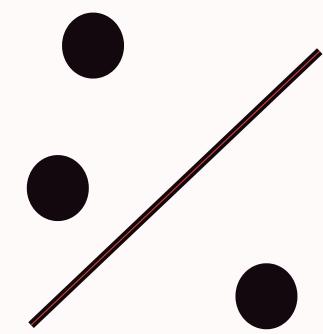
The Process



Making the Master Dataset

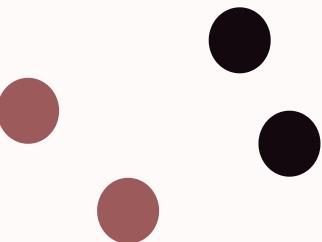


Machine Learning Algorithms



Logistic Regression

Supervised



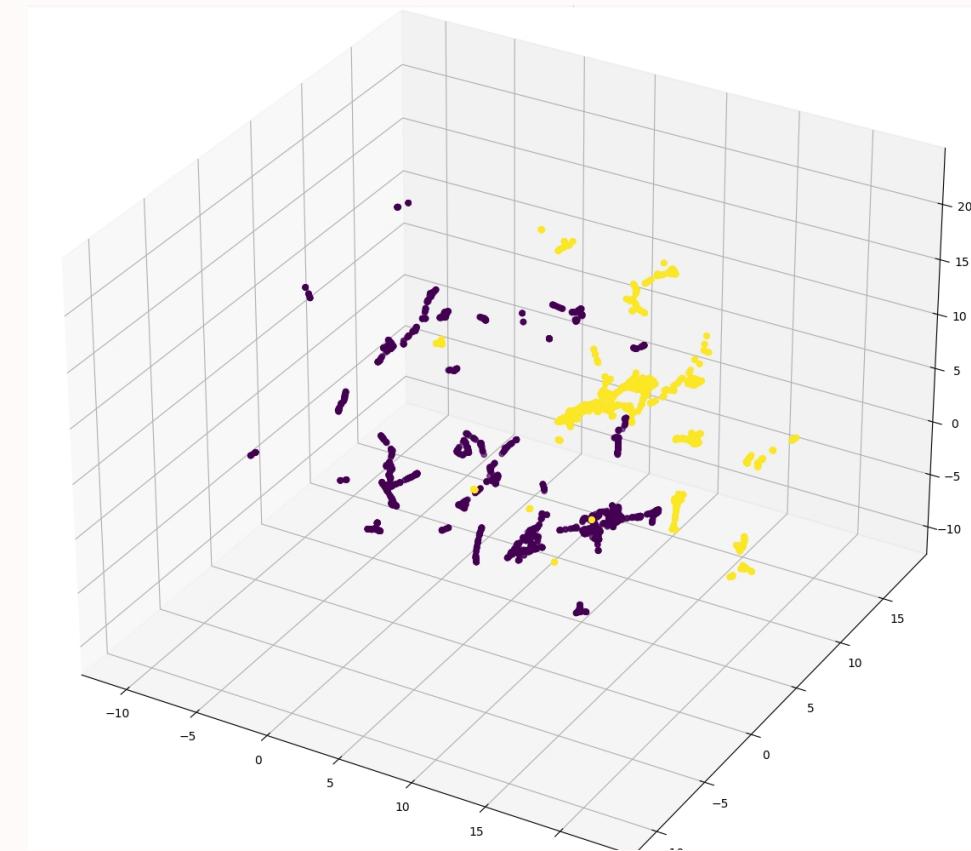
K-Means Clustering

Unsupervised

Results

| Accuracy: 0.9315068493150684 | | | |
|------------------------------|-----------|--------|----------|
| | precision | recall | f1-score |
| 0 | 0.89 | 0.98 | 0.93 |
| 1 | 0.98 | 0.88 | 0.93 |
| accuracy | | | 0.93 |
| macro avg | 0.94 | 0.93 | 0.93 |
| weighted avg | 0.94 | 0.93 | 0.93 |

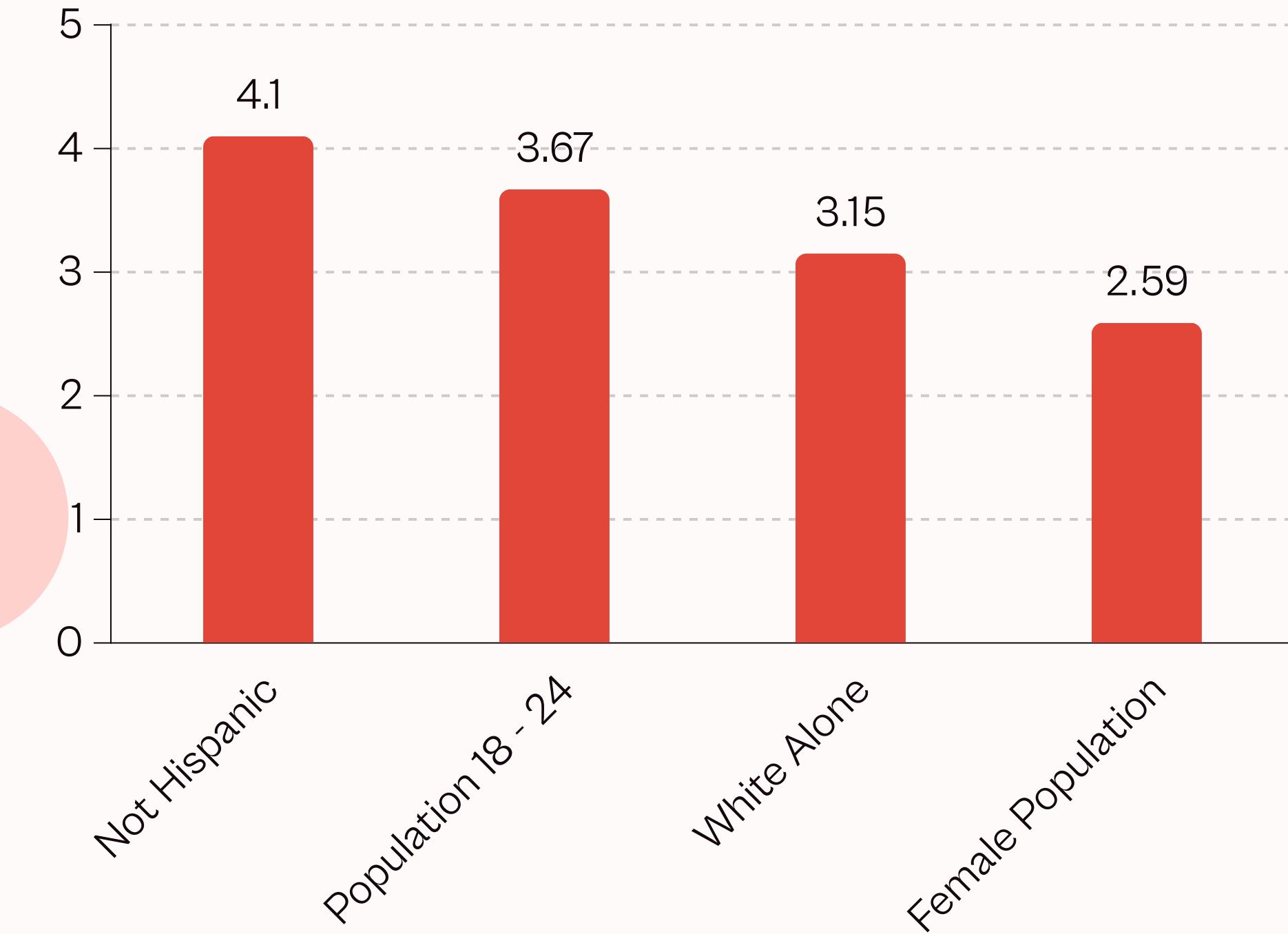
Logistic Regression



K-Means Clustering

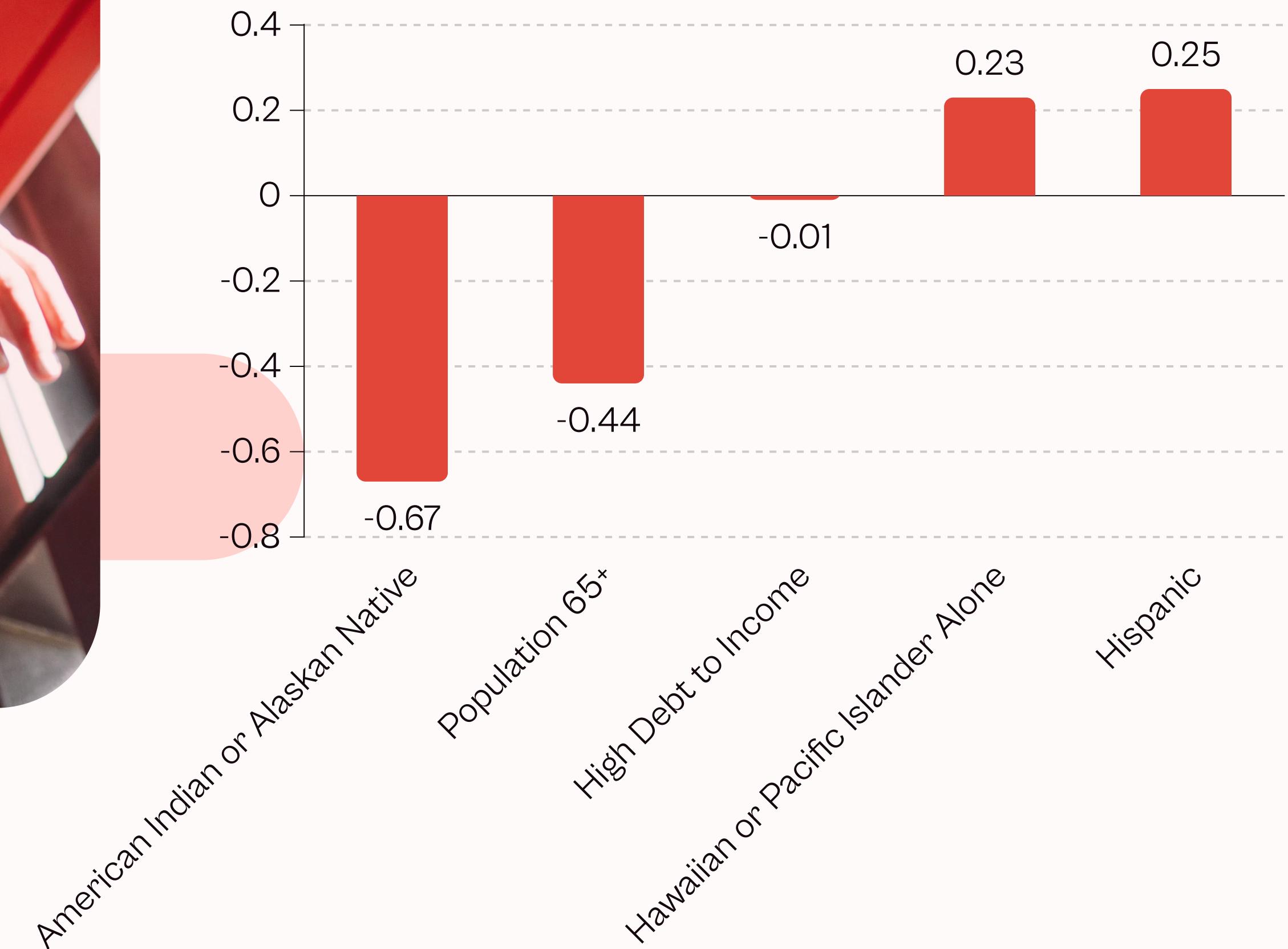


Target ICP





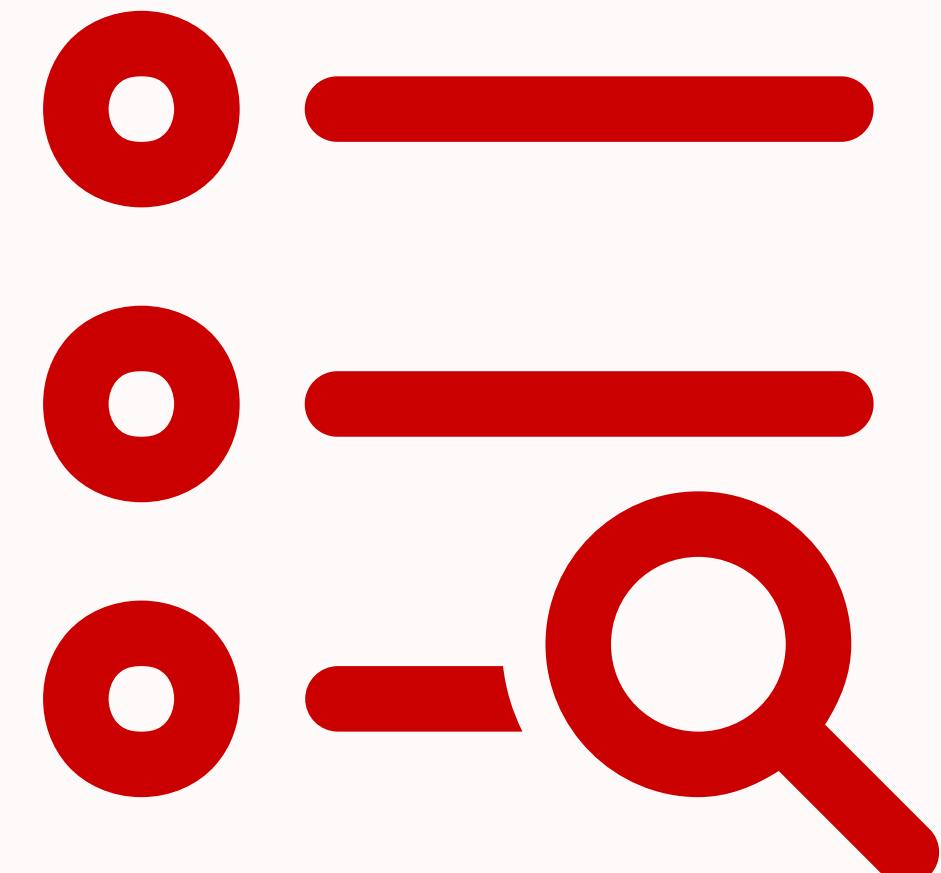
Target Non-ICP



What Does This Mean?



Highly Accurate at Predicting ICP



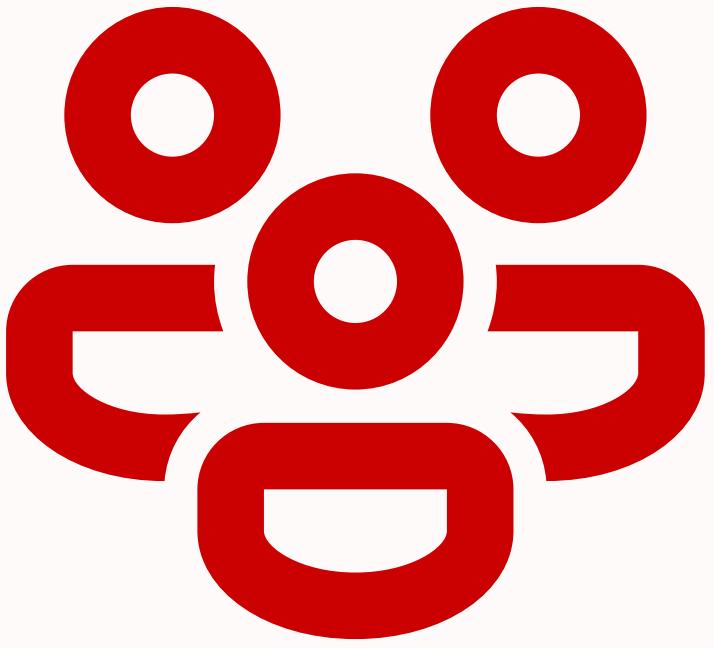
Mis-Classified Counties Serve as
Expansion Opportunities

How can we use this?



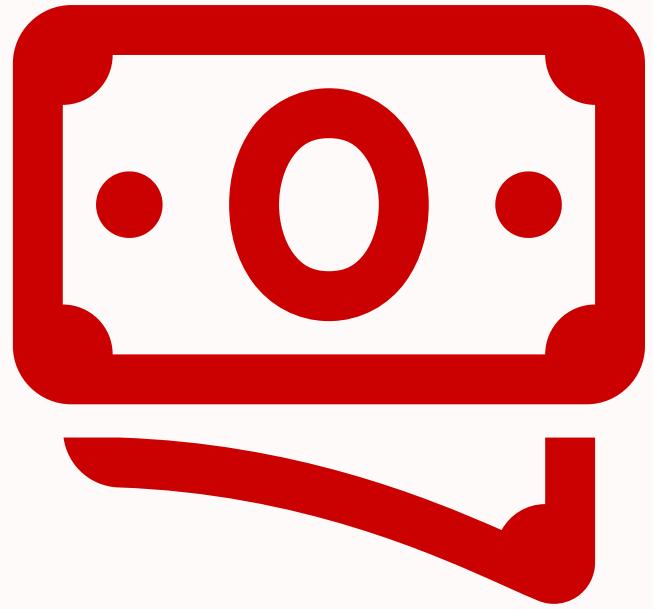
01

Strategic Store Placements



02

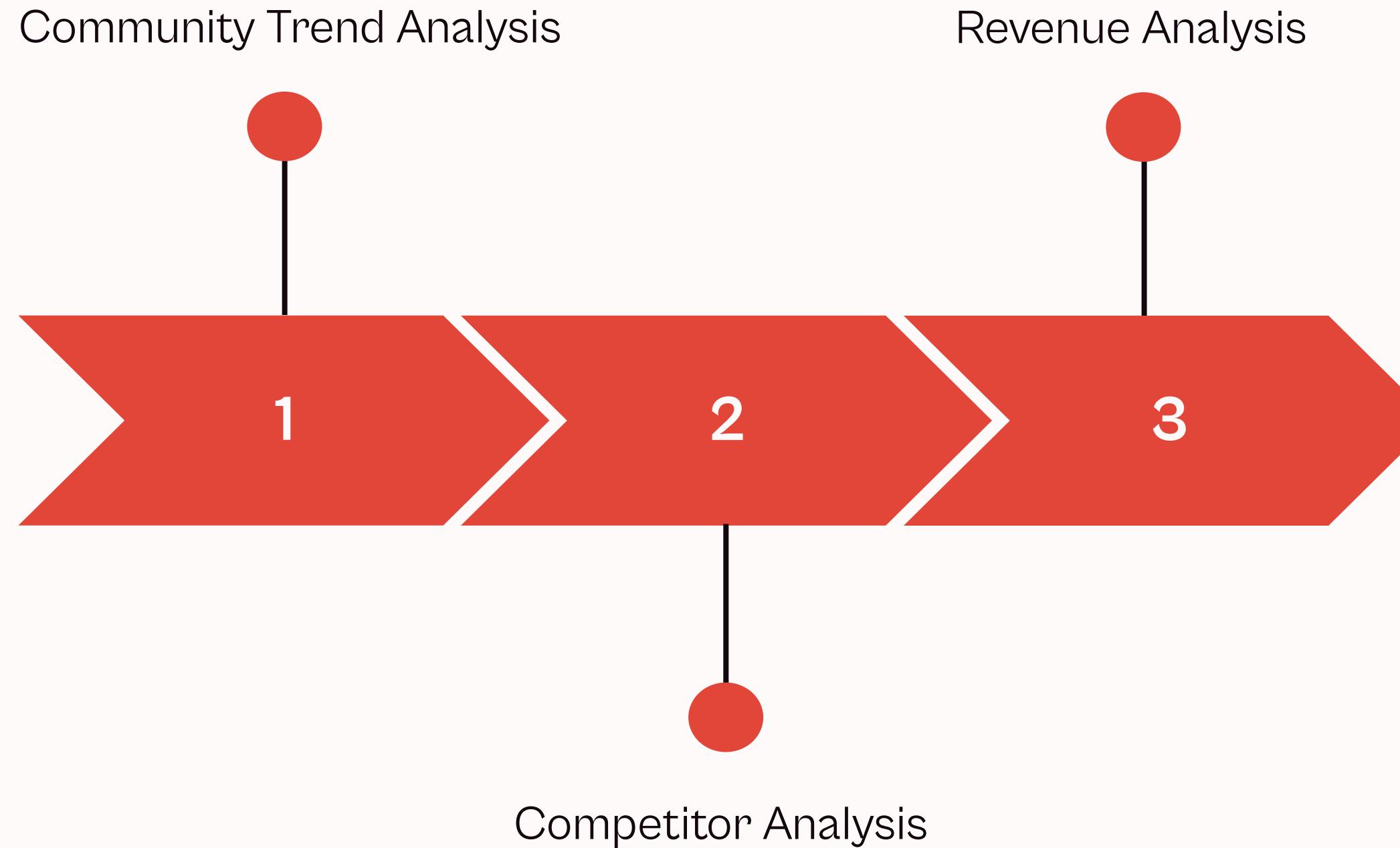
Ideal Customer Refinement



03

Identify Market Expansion
Opportunities

Next Steps



Thank You!

Follow the Journey via LinkedIn!



Pitch

**Want to make a presentation
like this one?**

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

[Create a presentation \(It's free\)](#)