Which Cities Highlight Amazon's Strongest and Weakest Retail Presence?
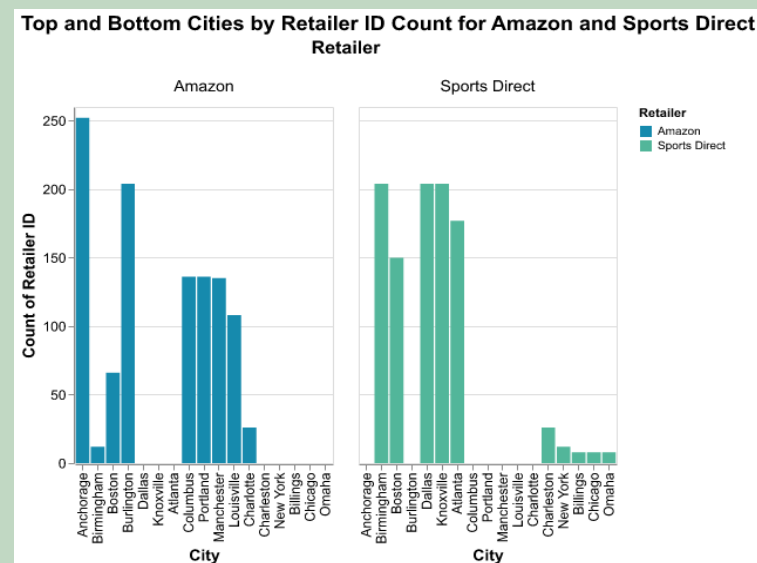
Introduction

This poster explores city-level retailer distributions and regional clustering. It reveals market influence and strategic positioning of major retailers like Amazon. Visualizations depict retailer rankings across cities for Amazon and competitors.
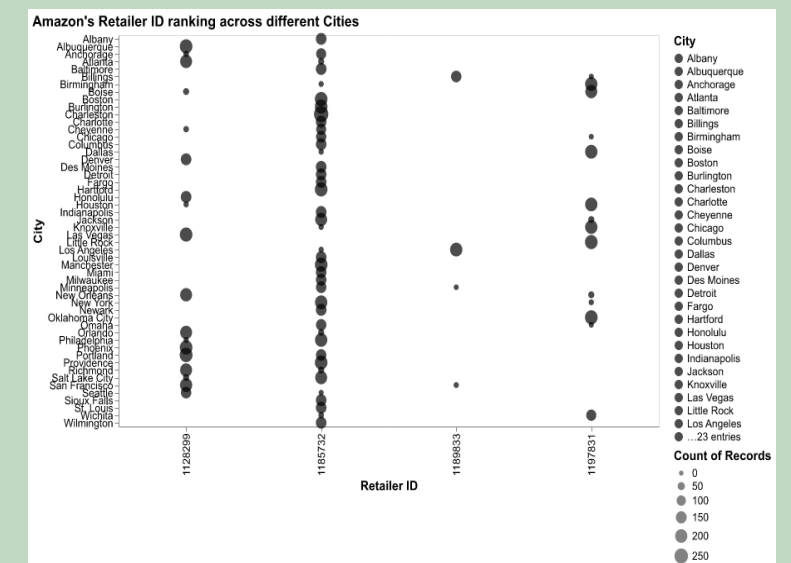

Amazon's top city is Burlington (204), lowest Birmingham (12); Sports Direct's top cities tie at 204, lowest tie at 8.
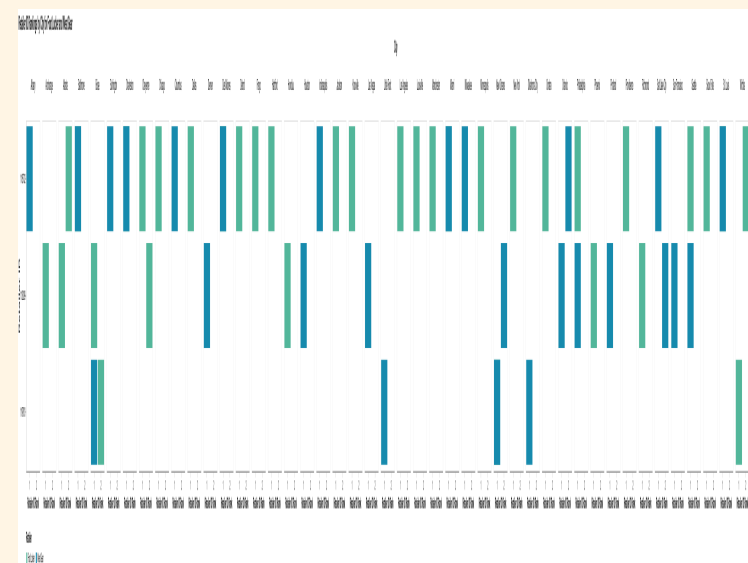
Foot Locker often ranks 1st in many cities, while West Gear leads in fewer, specific cities with varied Retailer IDs.

Retailer ID 1185732 dominates most cities; others lead in specific cities, with some cities showing mixed retailer presence.

Conclusion

City-level retailer distributions reveal Amazon's strongest presence in Burlington and weakest in Birmingham. Sports Direct shows consistent top rankings with tied highest and lowest city counts. Foot Locker often ranks first in many cities, while West Gear leads in fewer, specific locations. Retailer ID 1185732 dominates most cities, indicating strong regional influence. These patterns highlight Amazon's strategic positioning and market influence through regional clustering and varied city-level dominance. Overall, city-level data reveals how major retailers like Amazon leverage geographic strengths to enhance market presence and competitive positioning effectively.