

Module 2: Location Analysis

Customer Segment Estimates

Customer Location ID	ISEC Segment	Sample Size	Average Age	Income Levels	Occupation Mode	Education Level Mode	Shopping Frequency Per Month	Household Consumption Per Month	Total Household Consumption Per Month	Group ID
4	12	10	21	21	fasffa	asfsa	8	12	96	25
5	8	10	21	21	fasffa	asfsa	8	12	96	25
6	10	10	21	21	fasffa	asfsa	8	12	96	25
7	12	10	21	21	fasffa	asfsa	8	12	96	25

Catchment Potential

Catch ID	ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households	Group ID
5	12	10	10.0	100	25
6	8	10	9.98	99	25
7	10	10	100.0	1000	25

Competition Intensity

Competitor ID	Upload Image	Total Square Footage	Assumptions	Group ID
0	N/A	N/A	N/A	0

Competitor Benchmarking

Competitor Benchmarking ID	Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark	Group ID
3	eee	212	2	212121	212121	25

Location Spillage Factor

Location ID	Estimated Spillage Factor	Assumptions	Group ID
3	Medium	N/A	25

Location Details

Details ID	Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type	Group ID
3	222	N/A	21dfd	fdsfdf	Mall	N/A	fdsf	mallDetails: {'minimumFrontage': 'fdsfsd', 'widthToDepthRatio': 'dsffdsf'}	Store Format A	25
4	19	fdsf	12	sfsd	Mall	N/A	dsadas	mallDetails: {'minimumFrontage': 'dsad', 'widthToDepthRatio': 'sa'}	Store Format B	25

Sales Estimates

Sales ID	Parameter	Value	Remark	Store Format Type	Group ID
9	Gross Margin % Estimate	90	w	Store Format A	25
10	Average Price per item (in Rupees)	1000	fd	Store Format A	25
11	Number of Items per Bill	120	fdd	Store Format A	25
12	Number of Bills per Month	12200	dfs	Store Format A	25
13	Gross Margin % Estimate	1220	fd	Store Format B	25
14	Number of Bills per Month	122344	ejk	Store Format B	25
15	Average Price per item (in Rupees)	10000	jkkkkkkkkk	Store Format B	25
16	Number of Items per Bill	12200	dfjk	Store Format B	25

Rent Expenses

Rent ID	Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses	Group ID
3	0	21	19	21	Store Format A	1212	25
4	0	21	209	212	Store Format B	212	25

Sales Summary Comparison

Store Format Type	Sales Potential	Sales Estimate	Group ID
N/A	0	0	0

Summary

Summary ID	Promotions Submissions	Promotions Summarise	Group ID
5	sdf	edf	25

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