

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
3	17	18	28	28	82	27	2	2	4	1
9	989	18	28	28	former	MCA	2	2	4	1

Catchment Potential

Catch ID	ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households	Group ID
6	12	7048	34.0	239632	1
10	10	10	10.0	100	1

Competition Intensity

Competitor ID	Upload Image	Total Square Footage	Assumptions	Group ID
1	uploads/Screenshot 2025-01-20 203808.png	High	aaaa	1

Competitor Benchmarking

Competitor Benchmarking ID	Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark	Group ID
11	te	29	29	26	test	1

Location Spillage Factor

Location ID	Estimated Spillage Factor	Assumptions	Group ID
24	High	store booke asdk sdfjksf sldkfjsfhuishgn	1

Location Details

Details ID	Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type	Group ID
28	300	string	string	string	Highstreet	N/A	string	N/A	Store Format B	1

Details ID	Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type	Group ID
29	300	string	string	string	Highstreet	N/A	string	highstreetDetails: {'stepsFromFootpath': '45', 'widthToDepthRatio': '45', 'numberOfPillars': '45', 'floorToCeilingHeight': '56'}	Store Format B	1
30	34	3ere	3	34	Corner Property	N/A	343	N/A	Store Format A	1

Sales Estimates

Sales ID	Parameter	Value	Remark	Store Format Type	Group ID
1	Number of Items per Bill	100	test	Store Format B	1
2	Number of Bills per Month	10	string	Store Format A	1
3	Number of Items per Bill	10	string	Store Format A	1
4	Number of Items per Bill	10	string	Store Format A	1
5	Number of Bills per Month	20	string	Store Format A	1
6	Average Price per item (in Rupees)	20	string	Store Format A	1
7	Gross Margin % Estimate	32	Higher margin due to premium product mix	Store Format A	1
8	Gross Margin % Estimate	32	Higher margin due to premium product mix	Store Format A	1
9	Number of Bills per Month	8500	Consistent billing volume for this format	Store Format A	1
10	Number of Items per Bill	4	Customers tend to purchase in small bundles	Store Format A	1
11	Average Price per item (in Rupees)	240	Lower average due to value-focused product range	Store Format A	1
12	Gross Margin % Estimate	32	Higher margin due to premium product mix	Store Format B	1
13	Number of Bills per Month	8500	Consistent billing volume for this format	Store Format B	1
14	Number of Items per Bill	4	Customers tend to purchase in small bundles	Store Format B	1
15	Average Price per item (in Rupees)	240	Lower average due to value-focused product range	Store Format B	1
16	Number of Items per Bill	100	test	Store Format A	1

Rent Expenses

Rent ID	Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses	Group ID
1	0	12	1000001	1000001	Store Format A	test test test store format	1
2	0	12	119998	1000001	Store Format B	test test test store format	1
3	0	10	10	10000	Store Format A	string	1
4	0	10	10	20000	Store Format B	string	1
5	0	10	10	20000	Store Format B	string	1
6	0	1000	1000	10	Store Format A	string	1
7	0	1000	1000	10	Store Format A	string	1

8	0	2000	2000	20	Store Format B	string	1
9	0	200	300	100	Store Format A	string	1
10	0	100	200	300	Store Format B	string	1

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
1	N/A	N/A	1

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