

Preface

In this modern world analysing the competitor is a major task and taking a step earlier provides great advantage in the market. Indian population is very diverse in nature and serving them needs various categories of products with a variety of price range.

This project aims at deciding the best site suitable for opening of new branch locations for Titan World stores in 200 most populous cities in India.

For achieving the objectives, Micro-Markets data have been created in order to analyse the different consumer profiles and potential customers. The database contains information on social, economical, demographic and lifestyle of the Indian population at a very detailed level, to recognize customer segmentation in the spatial context.

Cannibalism Analysis have also been done to identify where cost can be reduced while obtaining the similar number of customers. Cost cutting and data driven analysis for opening a new store is important for a company to boom in future.

The Kentrix Services Pvt Ltd.'s data platform has helped to achieve the objectives by identifying the target customers as well as to understand the market at the micro-market level.