Are You a Winner?

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Agenda


Case Background
Research & Methods
Limitations & Workarounds
Insights
Recommendations

Case Background

Launching **team-based** training product (*The Win Machine*)

Individuals in team sports

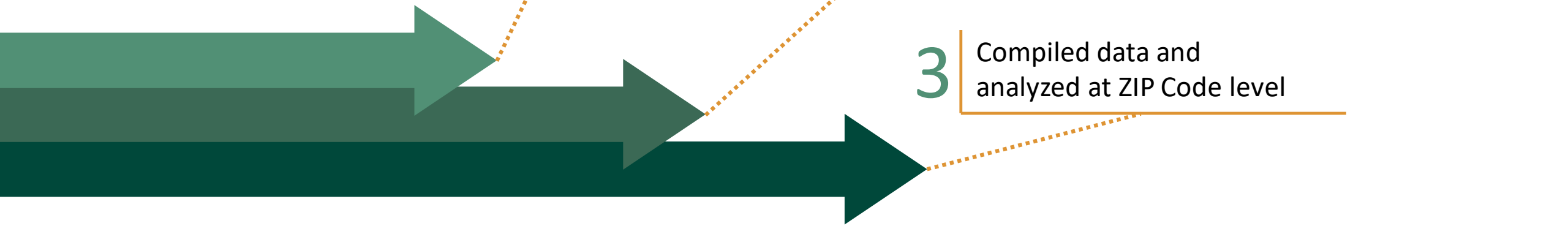
To identify select stores which optimize the profit driven by consumer demand

Research & Methods

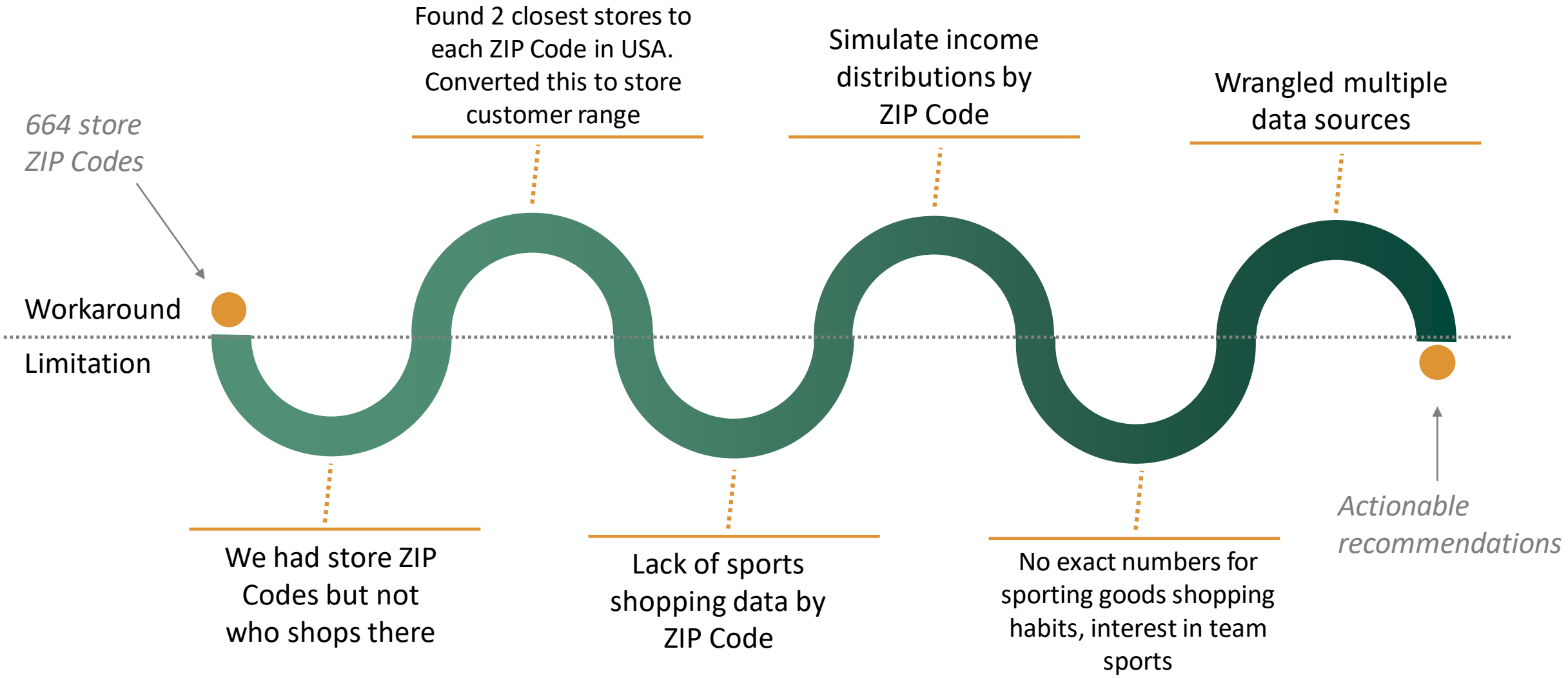
1 Researched and determined data requirements

2 Sought out accessible data and market statistics

3 Compiled data and analyzed at ZIP Code level

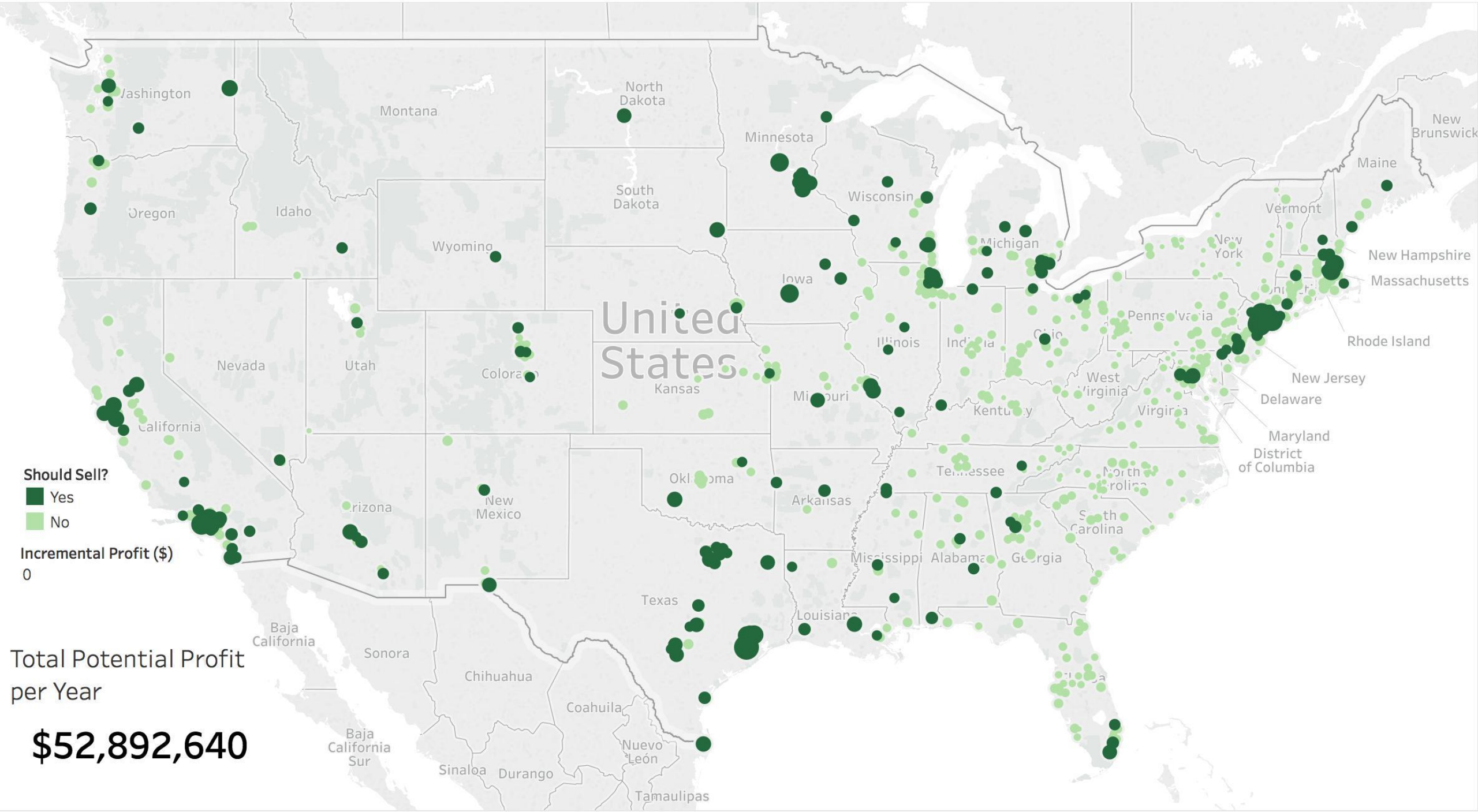


Data Limitations & Workarounds



By the Numbers

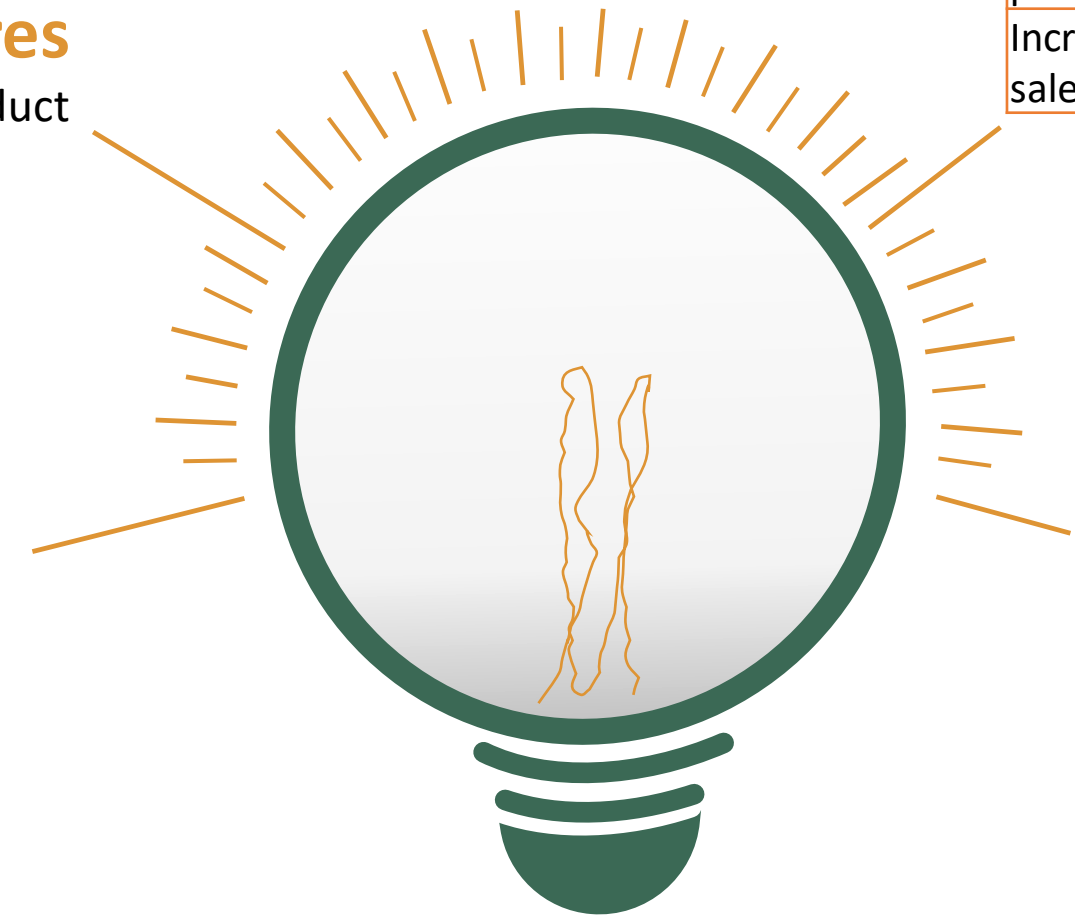
5,750	Number of *Win Machines* that need to be sold per store per year to break even using only direct profit
2,556	Number of *Win Machines* that need to be sold per store per year to break even assuming $25 incremental profit
954,500	Total customers that must buy *The Win Machine* per year at the optimal level to break even (excluding incremental profit)
424,296	Total customers that must buy *The Win Machine* per year at the optimal level to break even (including incremental profit)


Should Sell?
Yes
No
Incremental Profit ($)
0
Total Potential Profit per Year
$52,892,640
United States
Washington
Oregon
California
Nevada
Idaho
Montana
Wyoming
Utah
Arizona
Colorado
New Mexico
North Dakota
South Dakota
Nebraska
Kansas
Oklahoma
Texas
Minnesota
Iowa
Missouri
Arkansas
Louisiana
Wisconsin
Illinois
Michigan
Indiana
Ohio
Kentucky
Tennessee
Mississippi
Alabama
Georgia
Florida
South Carolina
North Carolina
Virginia
West Virginia
Pennsylvania
New York
Maine
Vermont
New Hampshire
Massachusetts
Rhode Island
Connecticut
New Jersey
Delaware
Maryland
District of Columbia
New Brunswick
Baja California
Sonora
Chihuahua
Coahuila
Nuevo León
Tamaulipas
Baja California Sur
Sinaloa
Durango

Insights

Total Potential Profit	
No additional incremental profit per sale	$52,892,640
Incremental profit of $25 per sale	$119,008,440

166 stores
can carry this product



Areas where **team sports** are popular also increases profit

Areas with **high-income populations** and stores with the **widest customer reach** should bring in the most profit

Recommendations

1. **Yes**, Dick's Sporting Goods should carry *The Win Machine*.
2. Sell *The Win Machine* at the specified **166** stores based on **total potential profit**.
3. Tailor **marketing strategies** to ZIP Codes within the customer reach of specified stores.