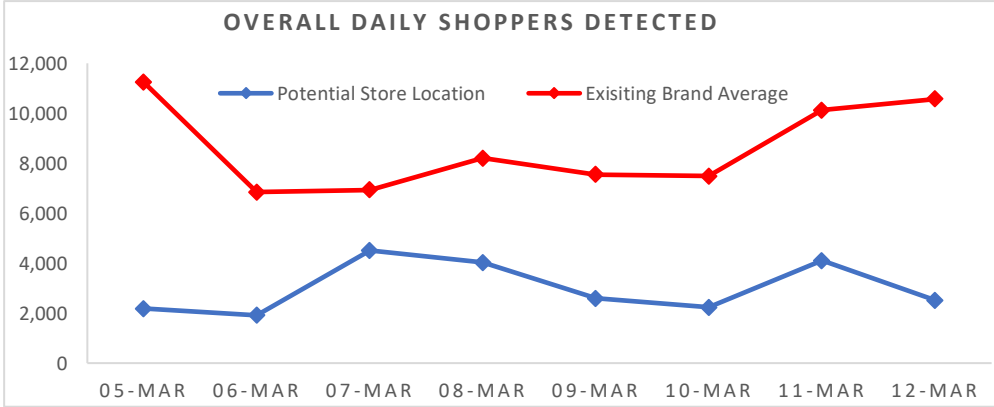


# SHOPPER DENSITY INSIGHTS – New Store Location

Shopper Density Rating	:	
Shopper Frequency Rating	:	
Shopper Spend Potential	:	

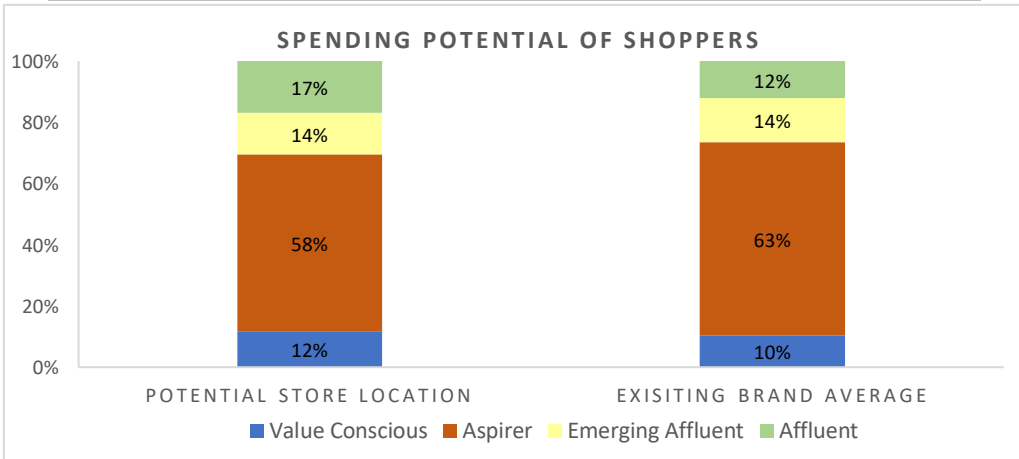
Potential Store location attracts significantly lower number of shoppers as compared to existing locations.



Shoppers spending more than 5 minutes are even lower for Potential Store Location



However, Spending Capacity is higher than other locations

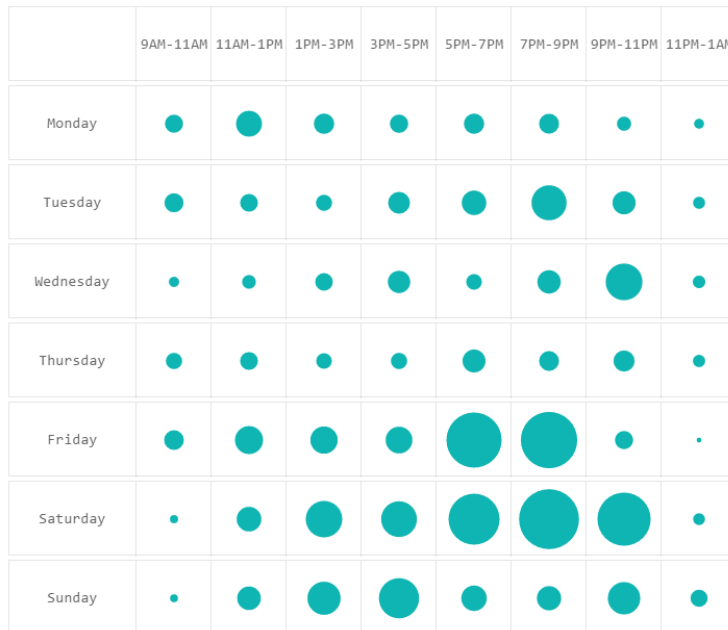


Affluent is a person with Rs.30K+ phones, active shoppers/diners at premium locations, frequent travellers  
 Value Conscious is a person with < Rs.10K phone with lower frequency of shopping/dining

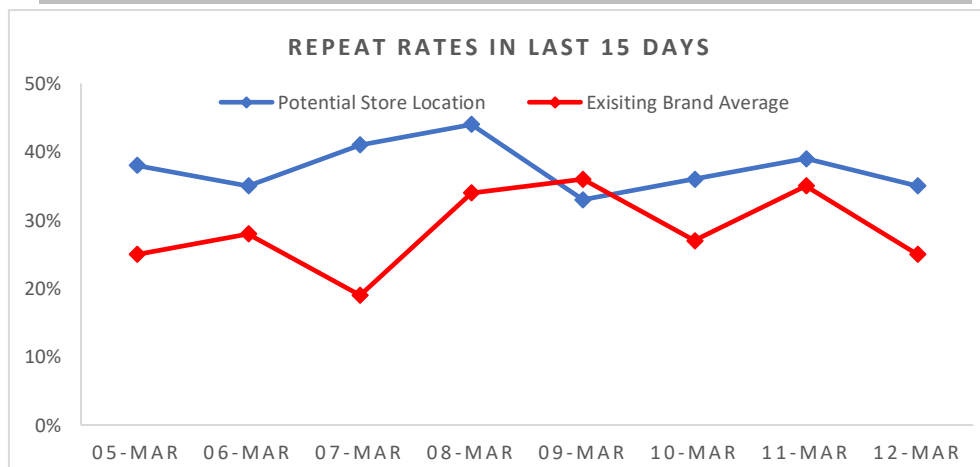


## SHOPPER DENSITY INSIGHTS – New Store Location

Footfall at the potential store location peaks at Saturday, 7PM – 9PM



Shoppers at new location have higher frequency of shopping



AND MANY MORE INSIGHTS AT YOUR FINGERTIPS.

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FOR MORE DETAILS