Effect of Rainy day

雨の購買行動への影響（店舗立地・年代・性別）
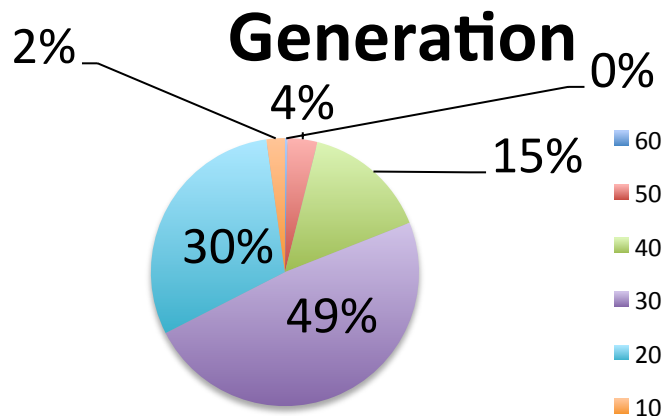
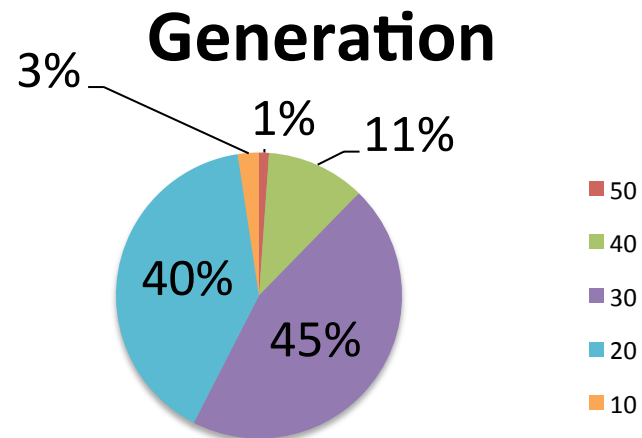Engawa Inc.

Customer attributes

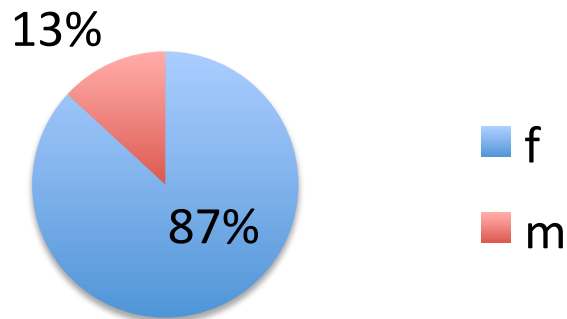来客全体の年代別・性別グラフ

Store A

Generation

2%
0%
4%
15%

🟦	60
🟥	50
🟩	40
🟪	30
🟦	20
🟧	10

30%
49%

Store B

Generation

3%
1%
11%

🟥	50
🟩	40
🟪	30
🟦	20
🟧	10

40%
45%

Gender

13%
87%

🟦	f
🟥	m

Gender

6%
94%

🟦	f
🟥	m
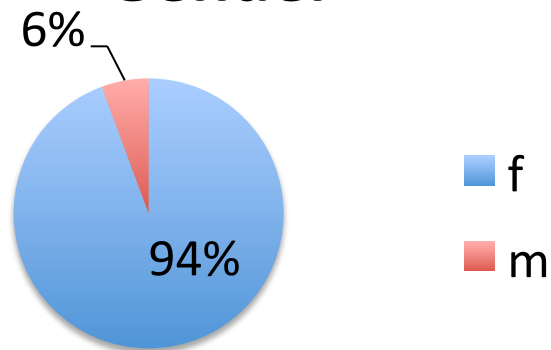
Sales Comparison between Store A and Store B

Store A/Store Bの雨の日の売上の変化

Store A

Store B

1,400,000

駅徒歩5分のロードサイド店

駅ビルのテナント店

1,200,000

1,000,000

34%Down↓

15%Down↓

800,000

Sales

600,000

400,000

200,000

0

Sunny day   Rainy Day   Sunny day   Rainy Day
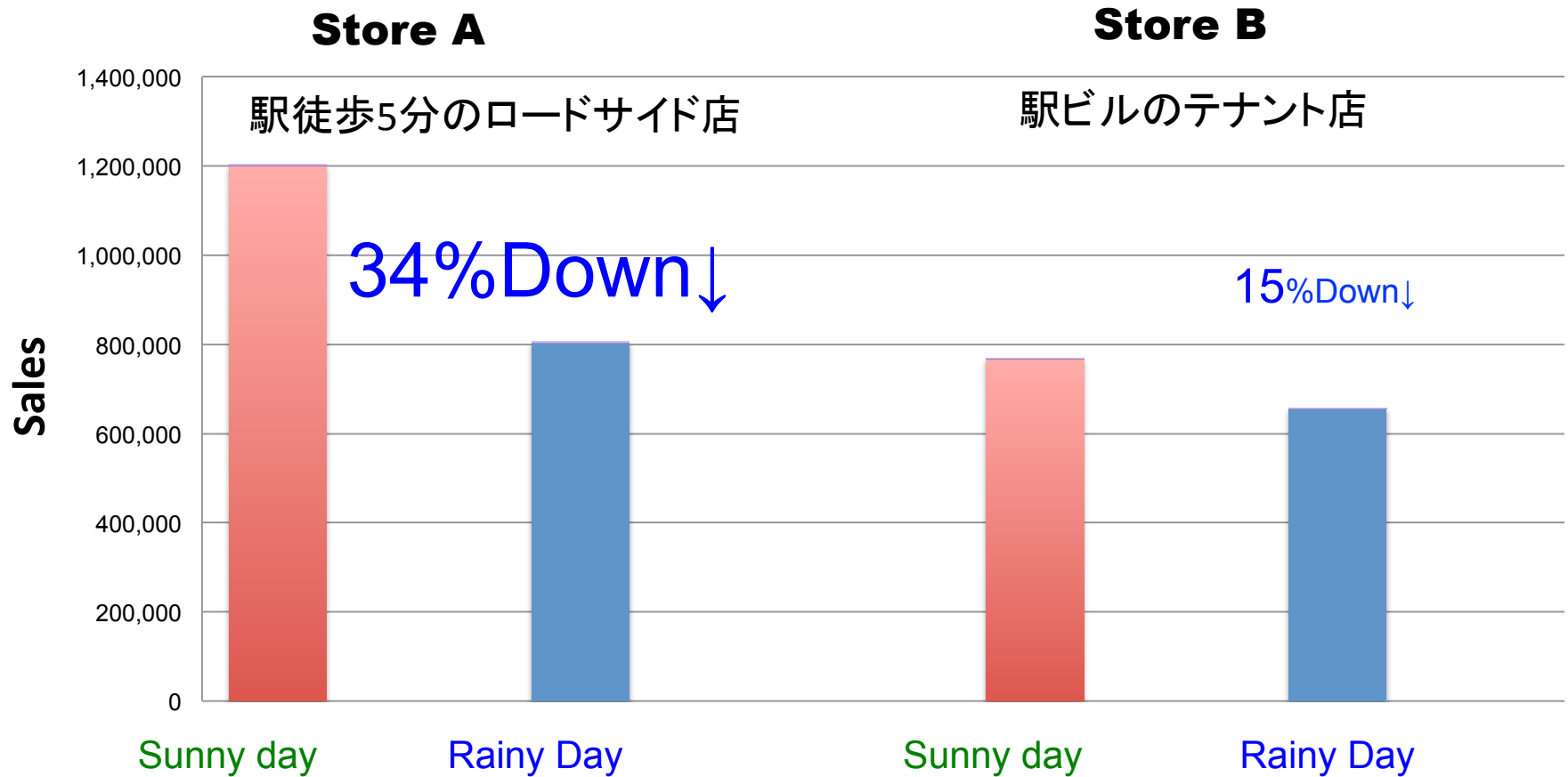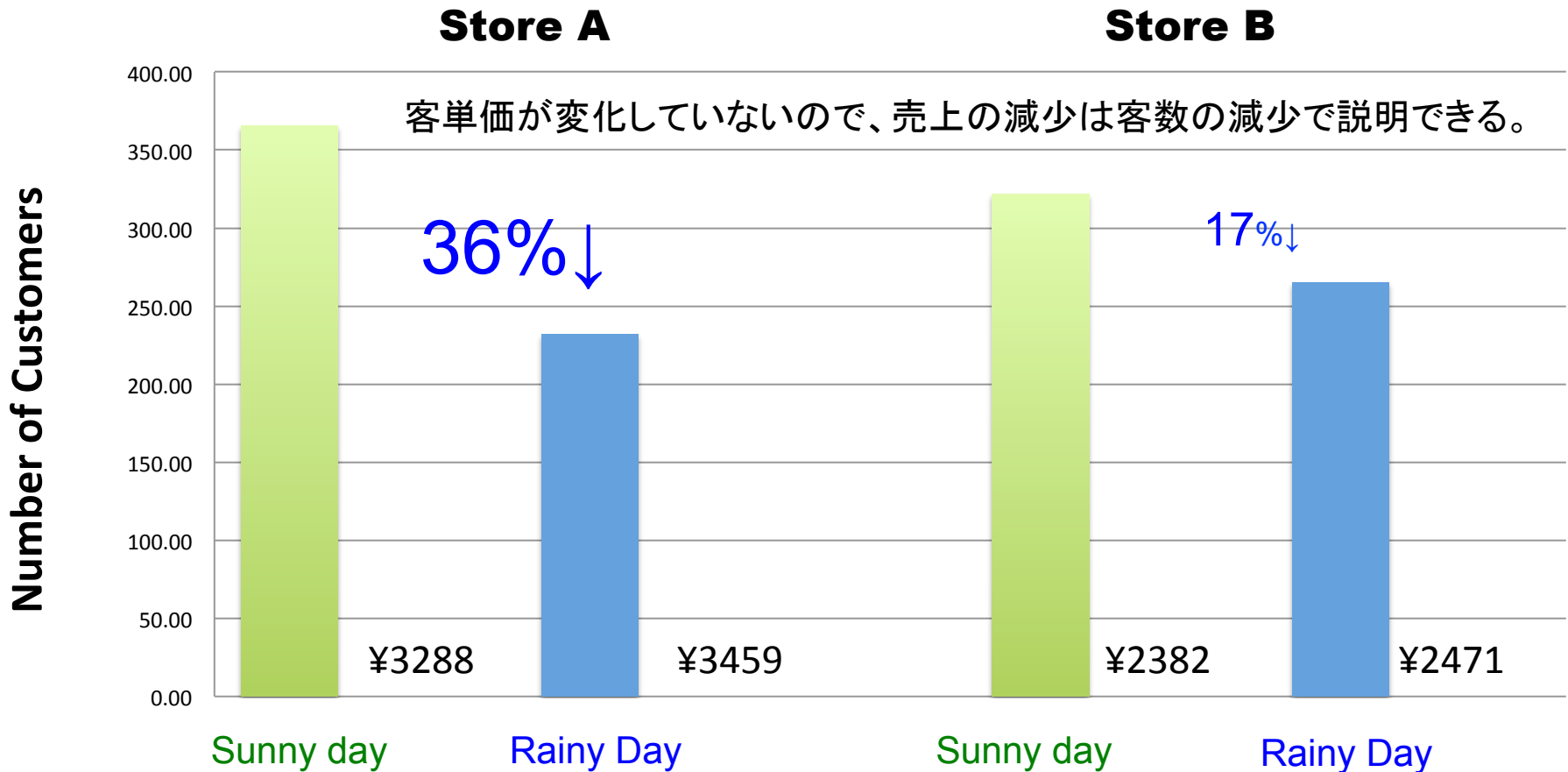
Comments: Store A is outside station, so sales decreased on rainy days but Store B is inside station, so small effect on sales.

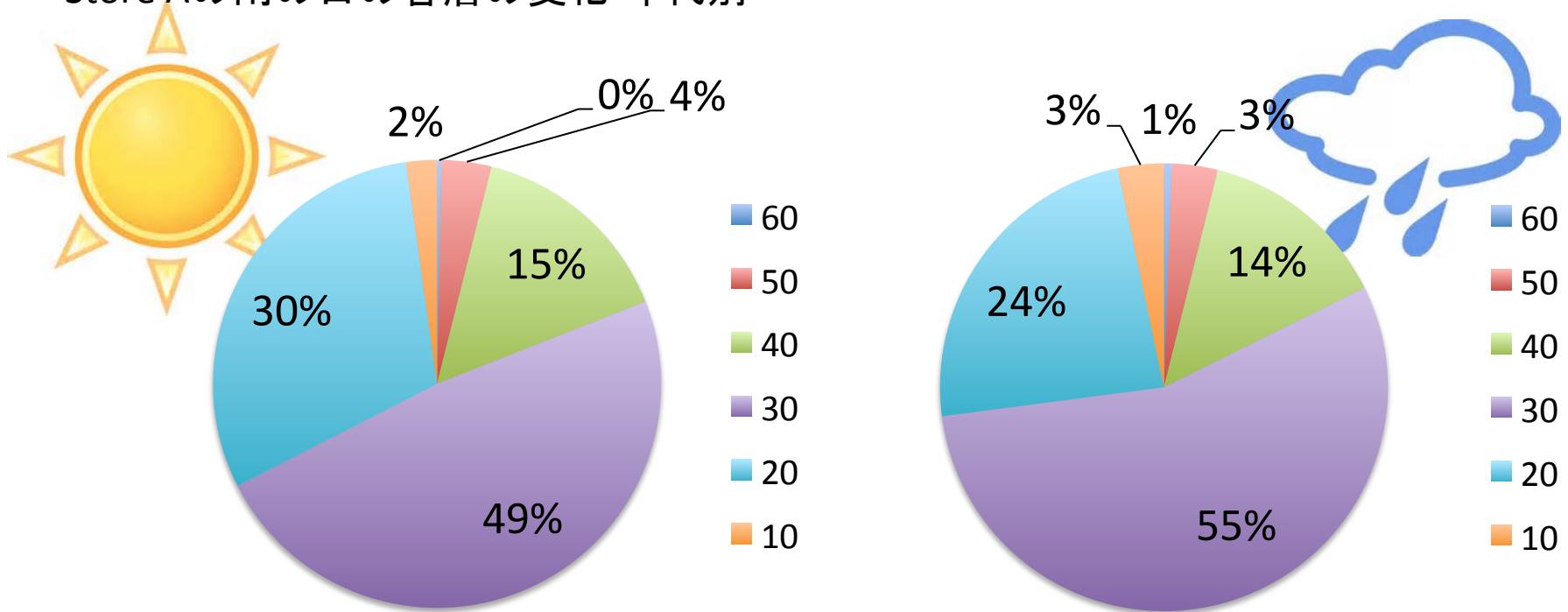# No of customers comparison between Store A and Store B

Store A/Store Bの雨の日の客数の変化

Store A　　　　　　　　　**Store B**

客単価が変化していないので、売上の減少は客数の減少で説明できる。

Number of Customers

400.00
350.00
300.00
250.00
200.00
150.00
100.00
50.00
0.00

36%↓　　　　　　　　　　　**17%↓**

¥3288　　　¥3459　　　¥2382　　　¥2471

Sunny day　　Rainy Day　　Sunny day　　Rainy Day

Comments: No of customers changed on rainy days but behavior of customers do not change on rainy days.

Generation data of Store A
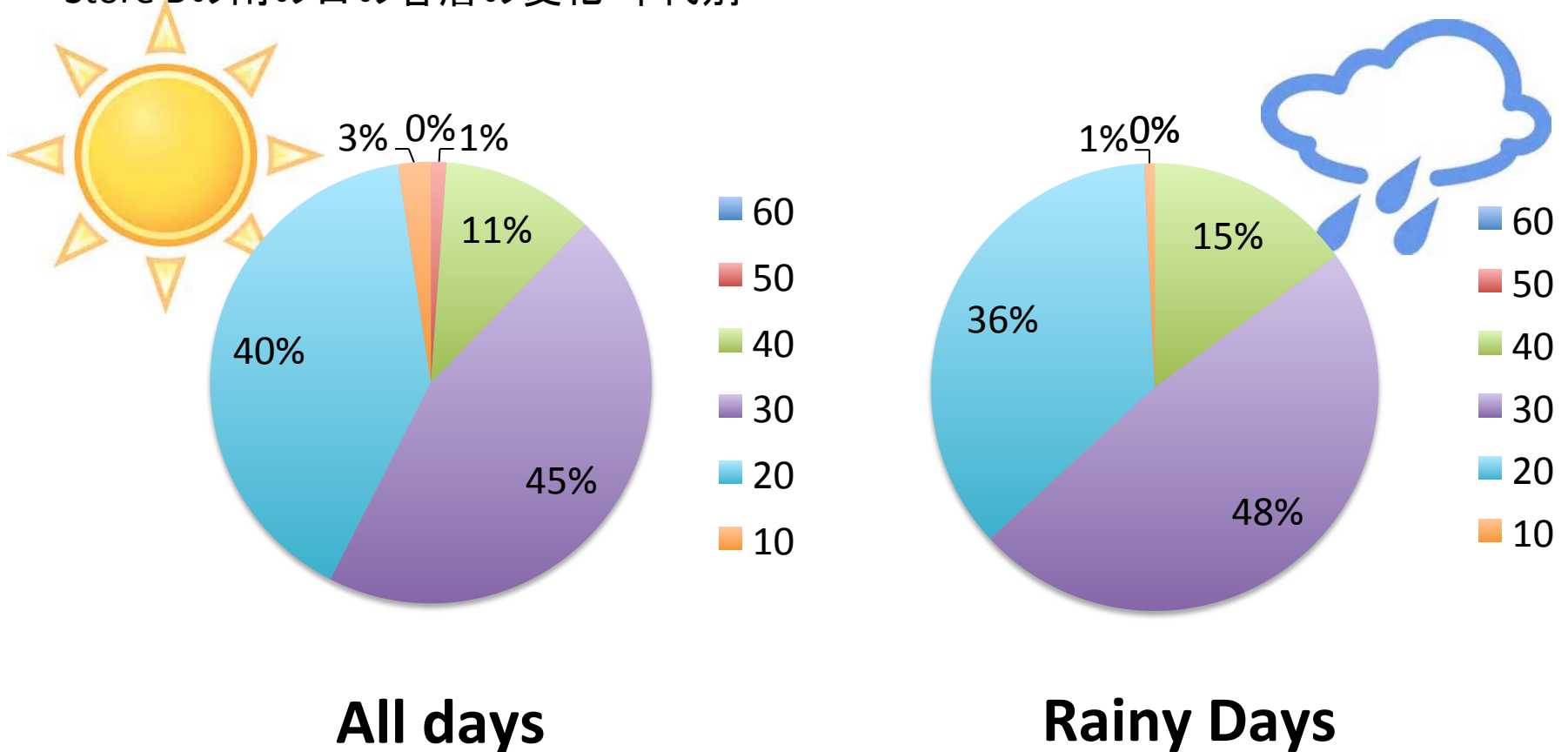
Store Aの雨の日の客層の変化 年代別

All Days

2% 0% 4%

15%

30%

49%

Legend:
- 60
- 50
- 40
- 30
- 20
- 10

Rainy Days

3% 1% 3%

14%

24%

55%

Legend:
- 60
- 50
- 40
- 30
- 20
- 10

Comments: According to the data younger customer do not come on rainy days.

雨の日は10代・20代の割合が減っている

Generation data of Store B

Store Bの雨の日の客層の変化 年代別
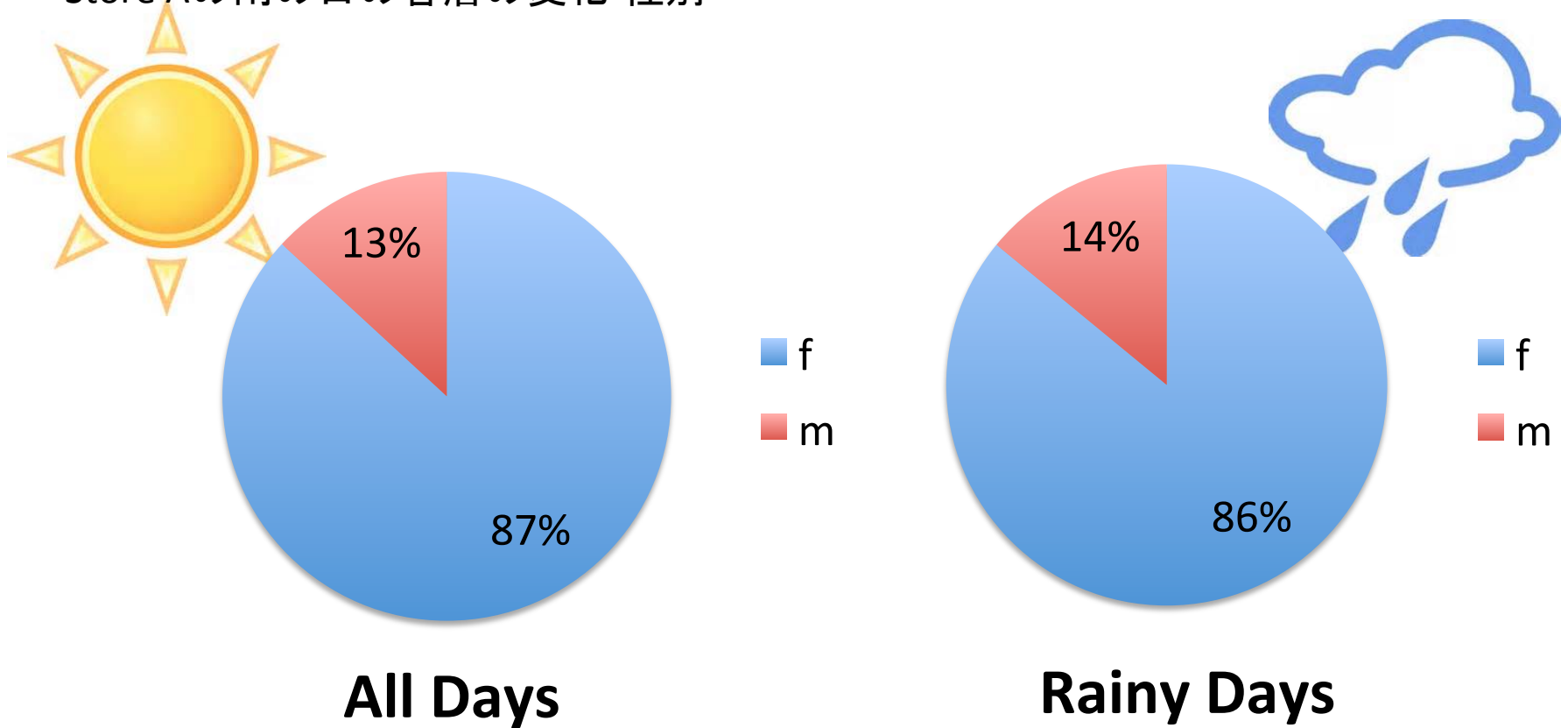
All days

3% 0% 1%
11%
40%
45%

Legend: 60 / 50 / 40 / 30 / 20 / 10

Rainy Days

1% 0%
15%
36%
48%

Legend: 60 / 50 / 40 / 30 / 20 / 10

Comments: According to the data aged 20 customer declined on rainy days.

Gender data of Store A

Store Aの雨の日の客層の変化 性別

All Days

f

m

13%

87%

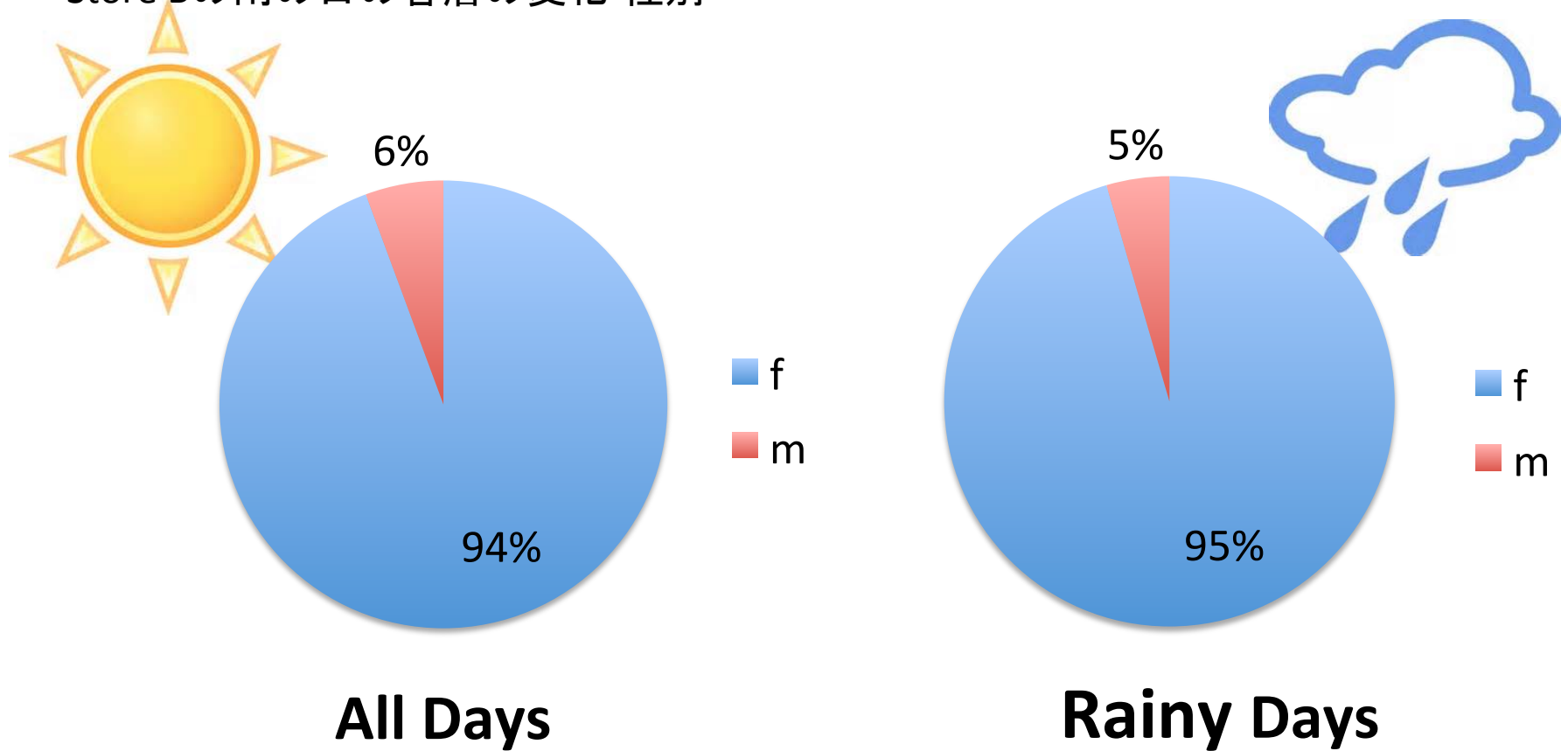**Rainy Days**

f

m

14%

86%

Comments: The chart shows that there are no significant changes on rainy and sunny days.

雨の日で男性・女性の比率は変わらない

Gender data in Store B

Store Bの雨の日の客層の変化 性別

6%

94%

All Days

f

m

5%

95%

Rainy Days

f

m

Comments: The chart shows that there are no significant changes on rainy and sunny days.