

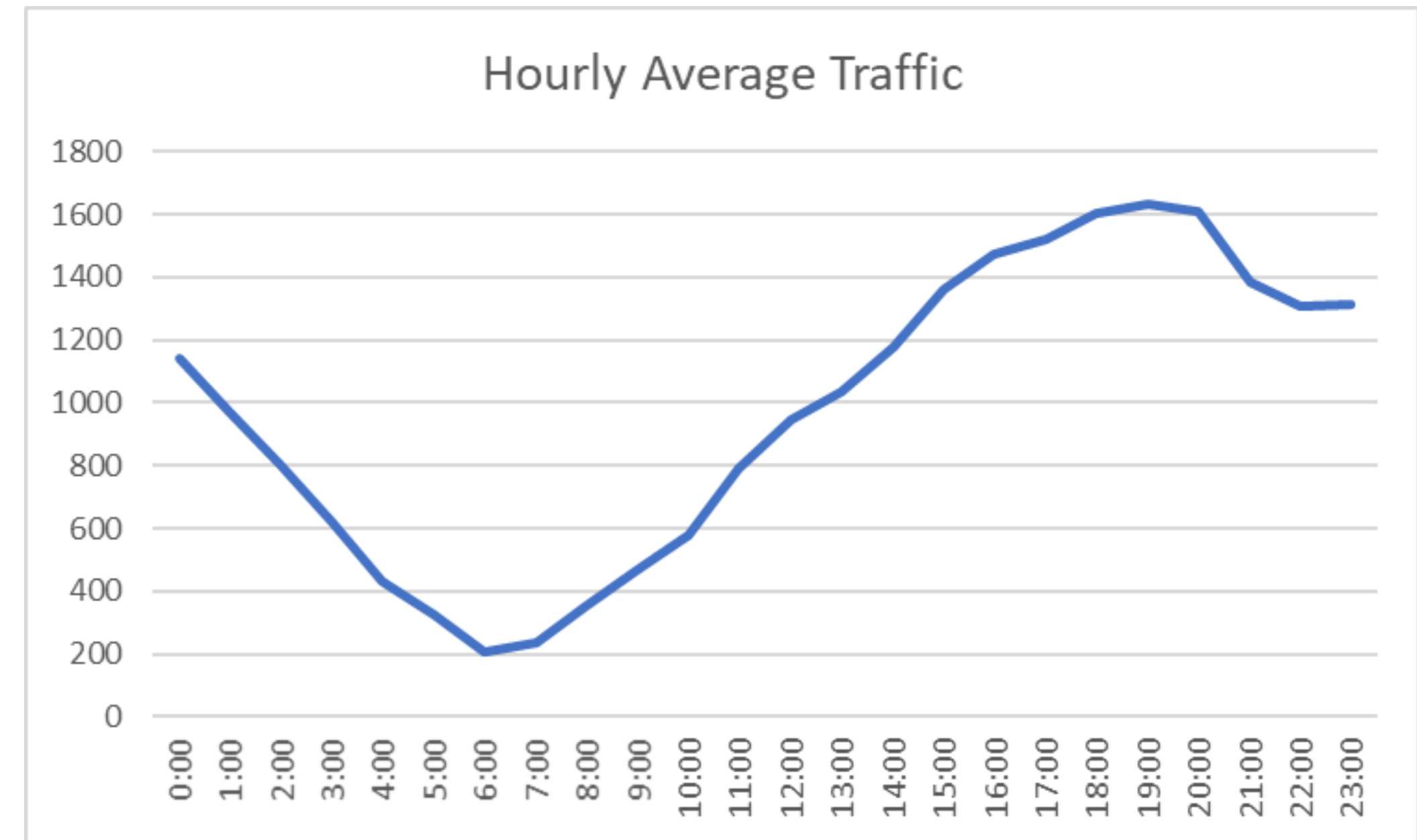
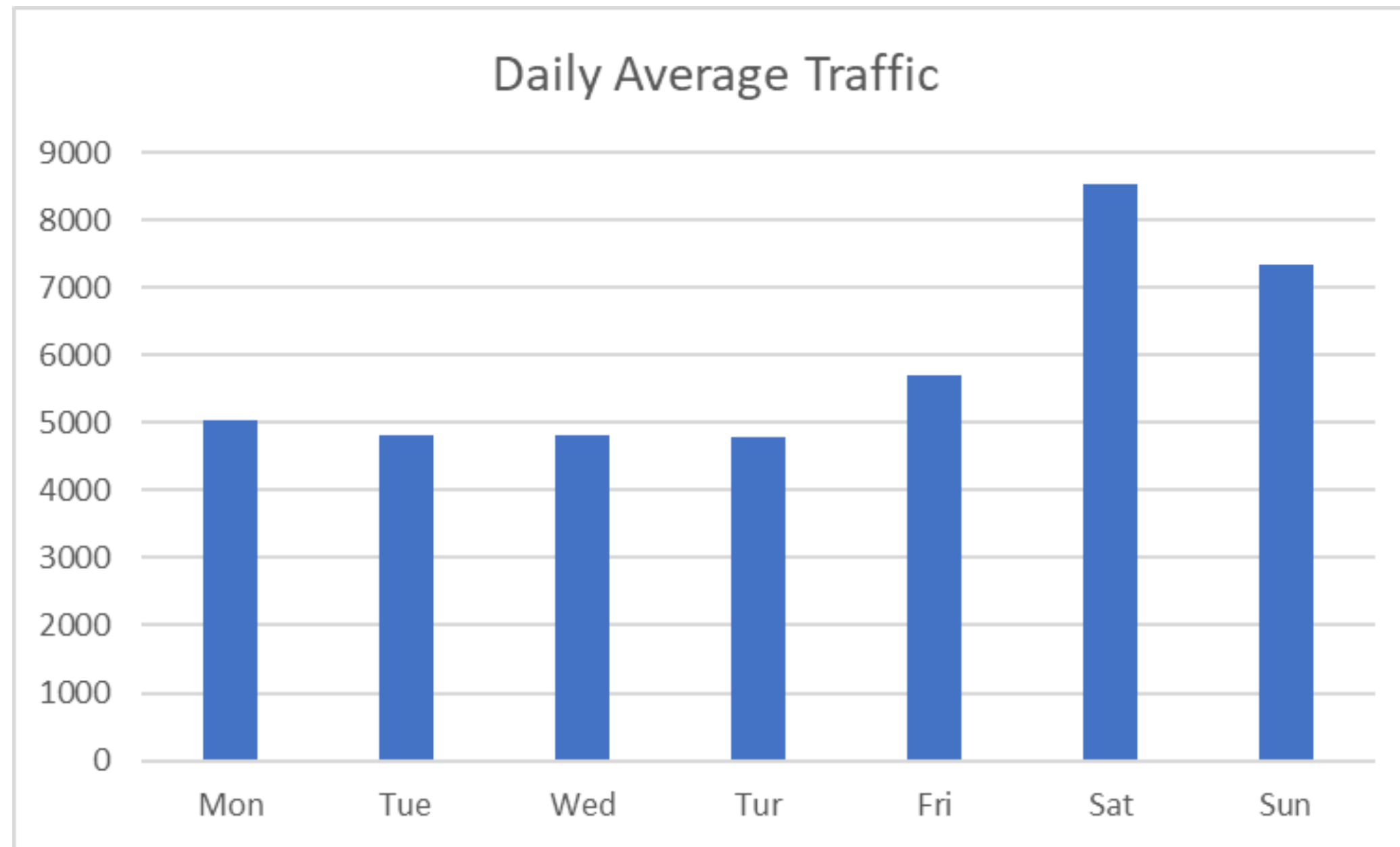
HHTX Location-Based Service Data Initial Study

Marketplace Analytics – Store Inline Analytics



1. HHTX is a Mall with Moderate Traffic. A Place for Night Life and Weekends

Period: June 2021



Daily Average Traffic: **5800**

Weekday Average Traffic: **5030**

Weekend Average Traffic: **7930**

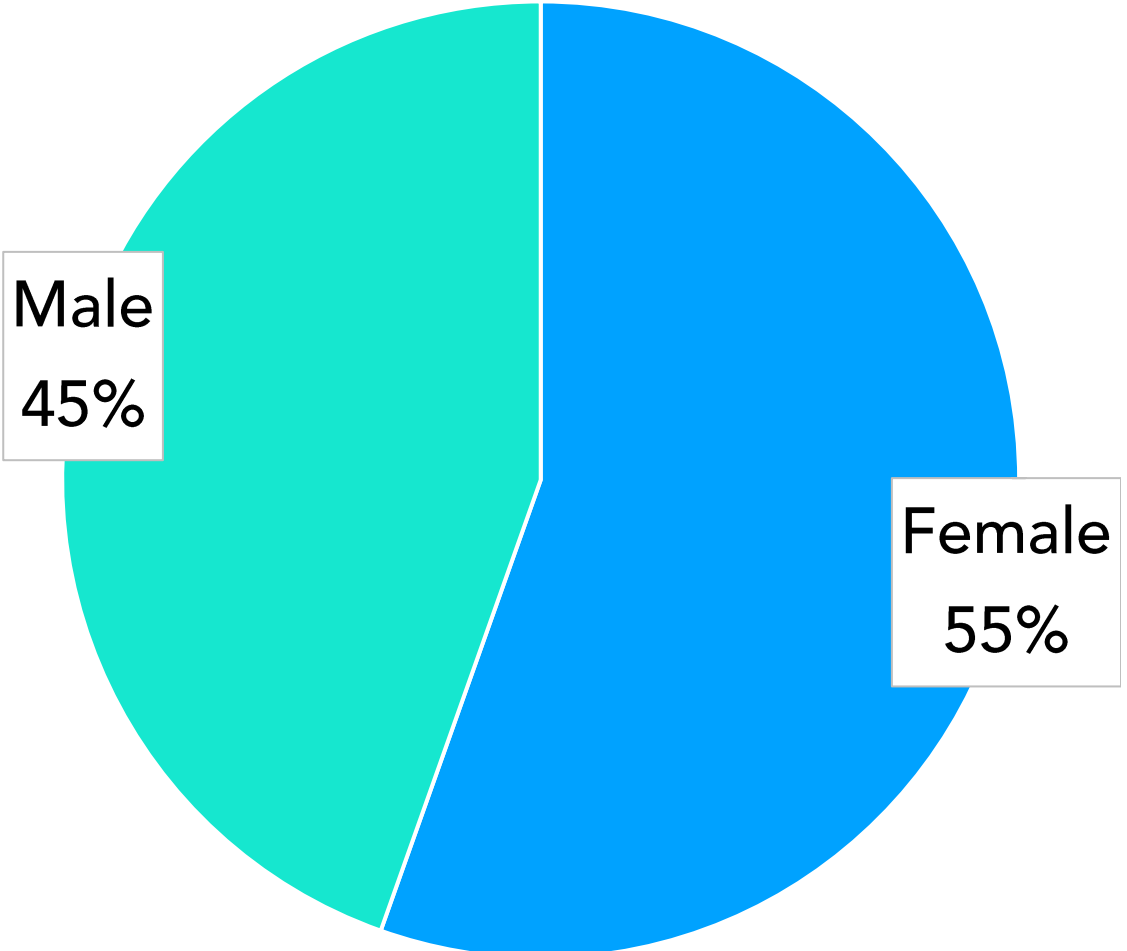
Hourly Average Floating Traffic: **970**

- In the late night and early morning, the traffic in this area is still very high, indicating that the consumers in this area like nightlife. They are NIGHT CATs.

2. HHTX Customers are Young and Well-educated. It Attracts Significantly More College Students and Women.

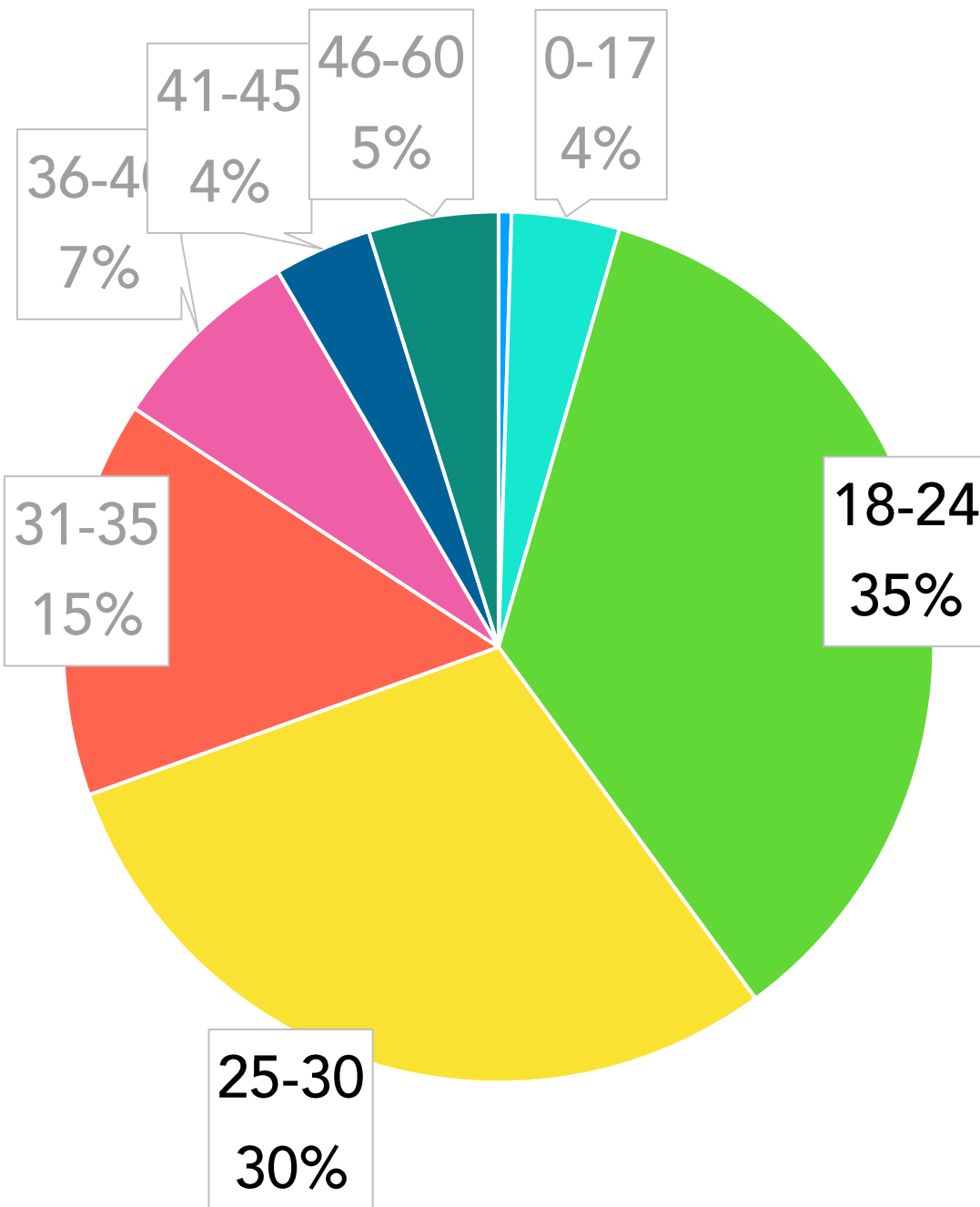
Basic Profile

Gender



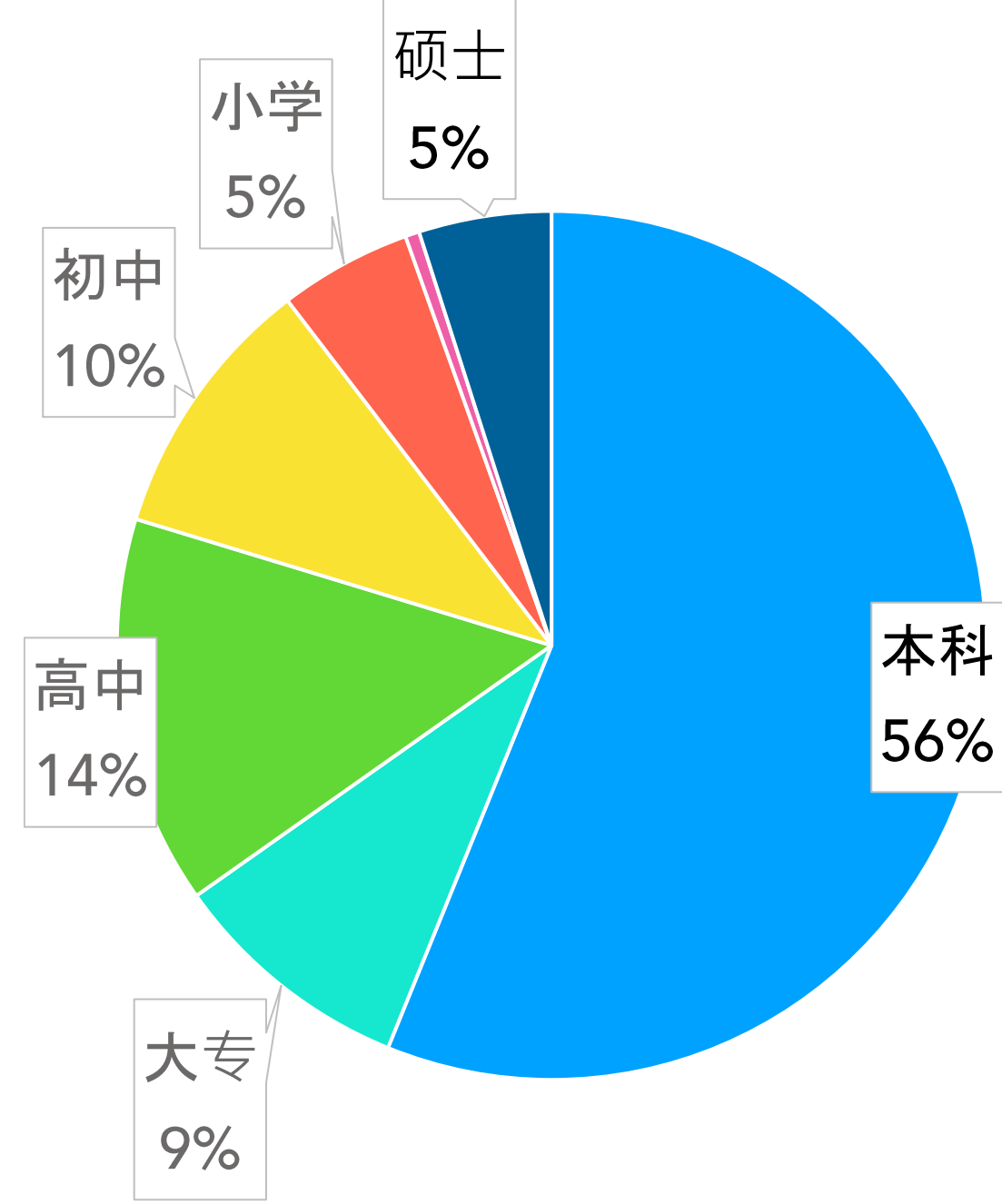
- Female's proportion is **20% higher** than Shanghai's general level

Age



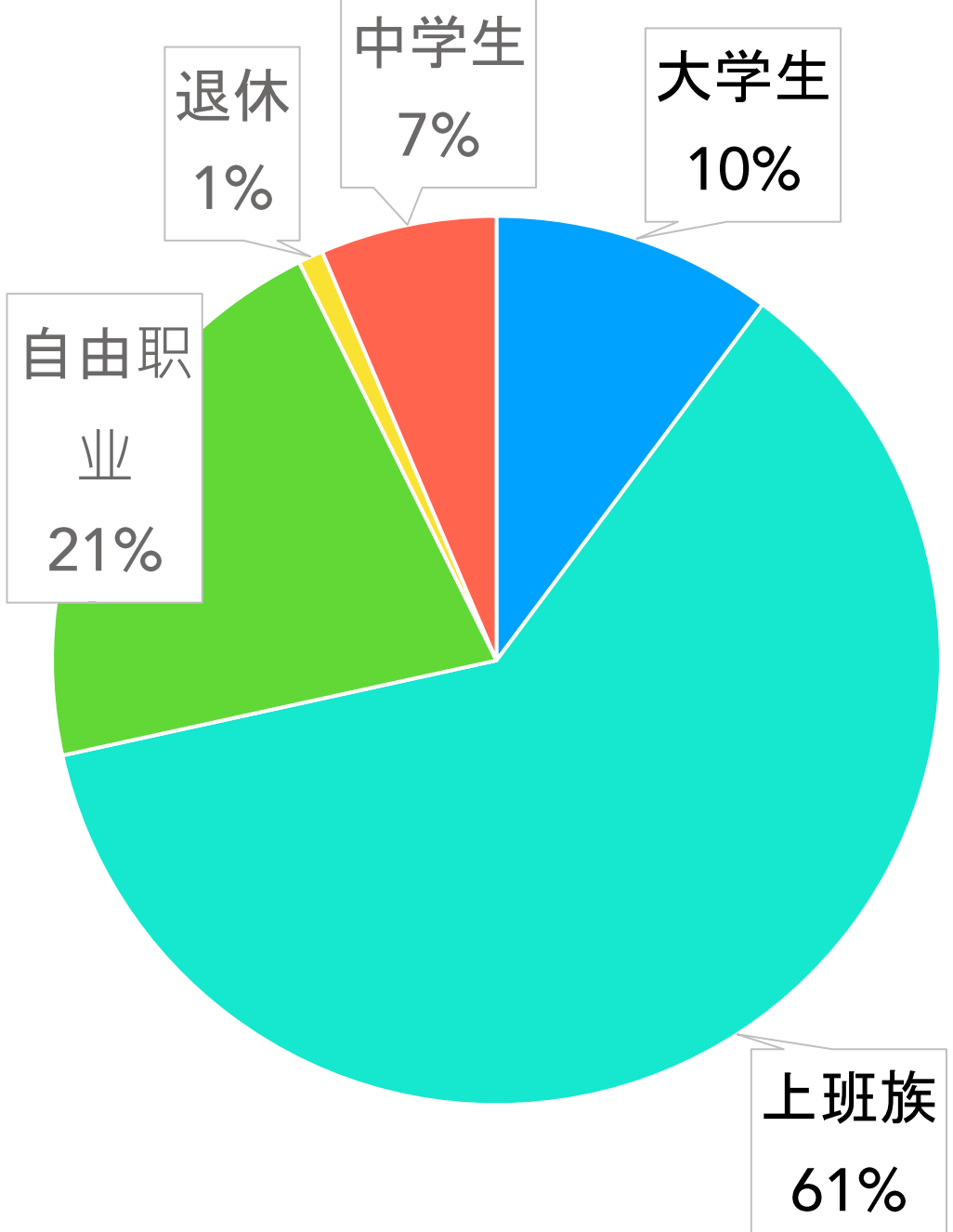
- 65% of the consumers are 18-30 years old. This proportion is **65% higher** than Shanghai's general level

Education Level



- 62% of the consumers have bachelor degree or above. This proportion is **27% higher** than Shanghai's general level

Current Stage of Life



- Office worker's proportion is **44% higher** than Shanghai's general level, college student's proportion is **217% higher**

3. People Who Visit HHTX Also Love To Visit Other High End Trade Zone. Nanjing West Is A Comparable Trade Zone To Huaihai

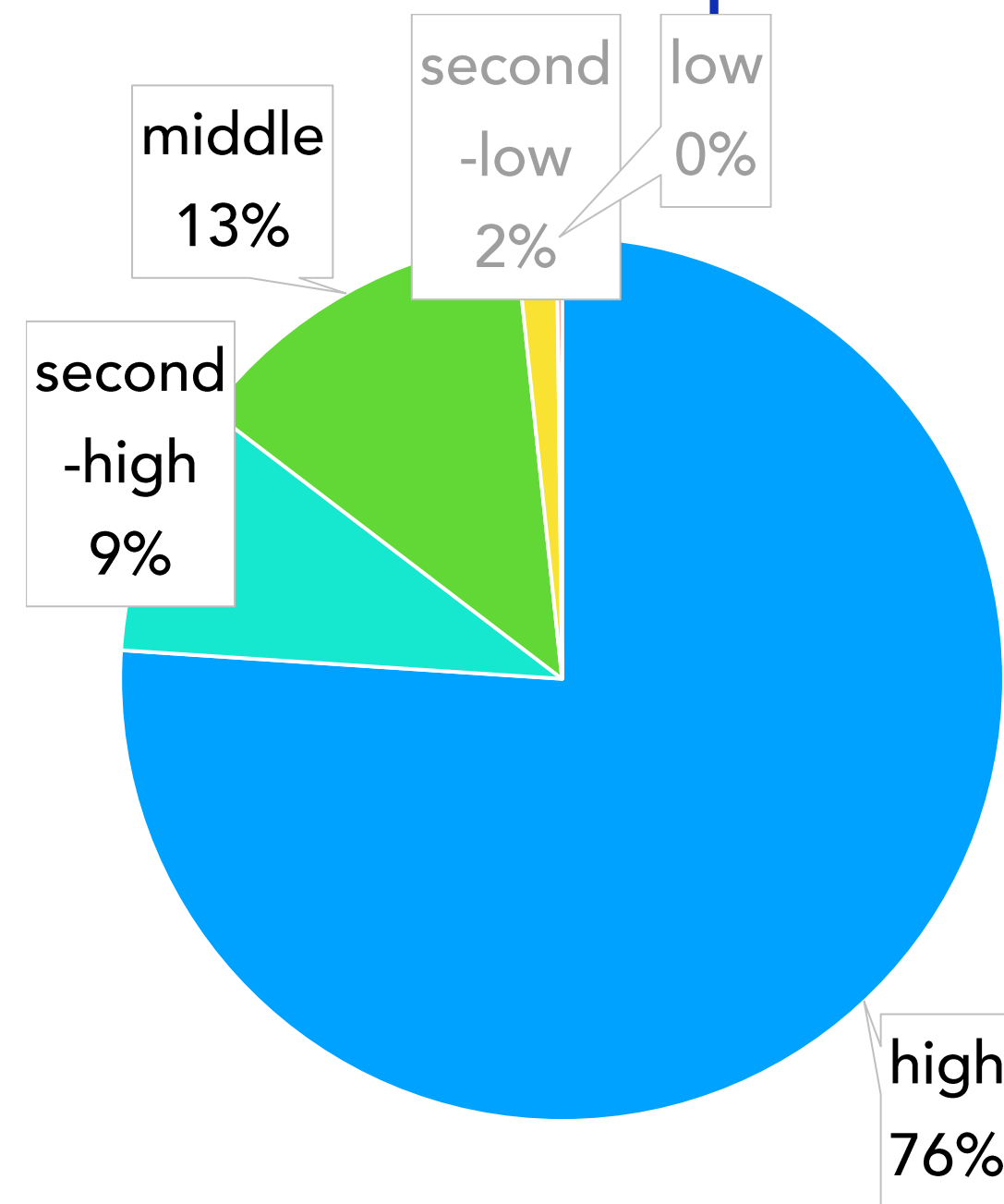
Traffic's Favorite Trade Zone

TOP 5 FAVORITE TRADE ZONE
淮海中路
南京西路
新天地
陆家嘴
复兴中路

4. HHTX Customers Spending Power is Very High- 3.5X of Shanghai Average

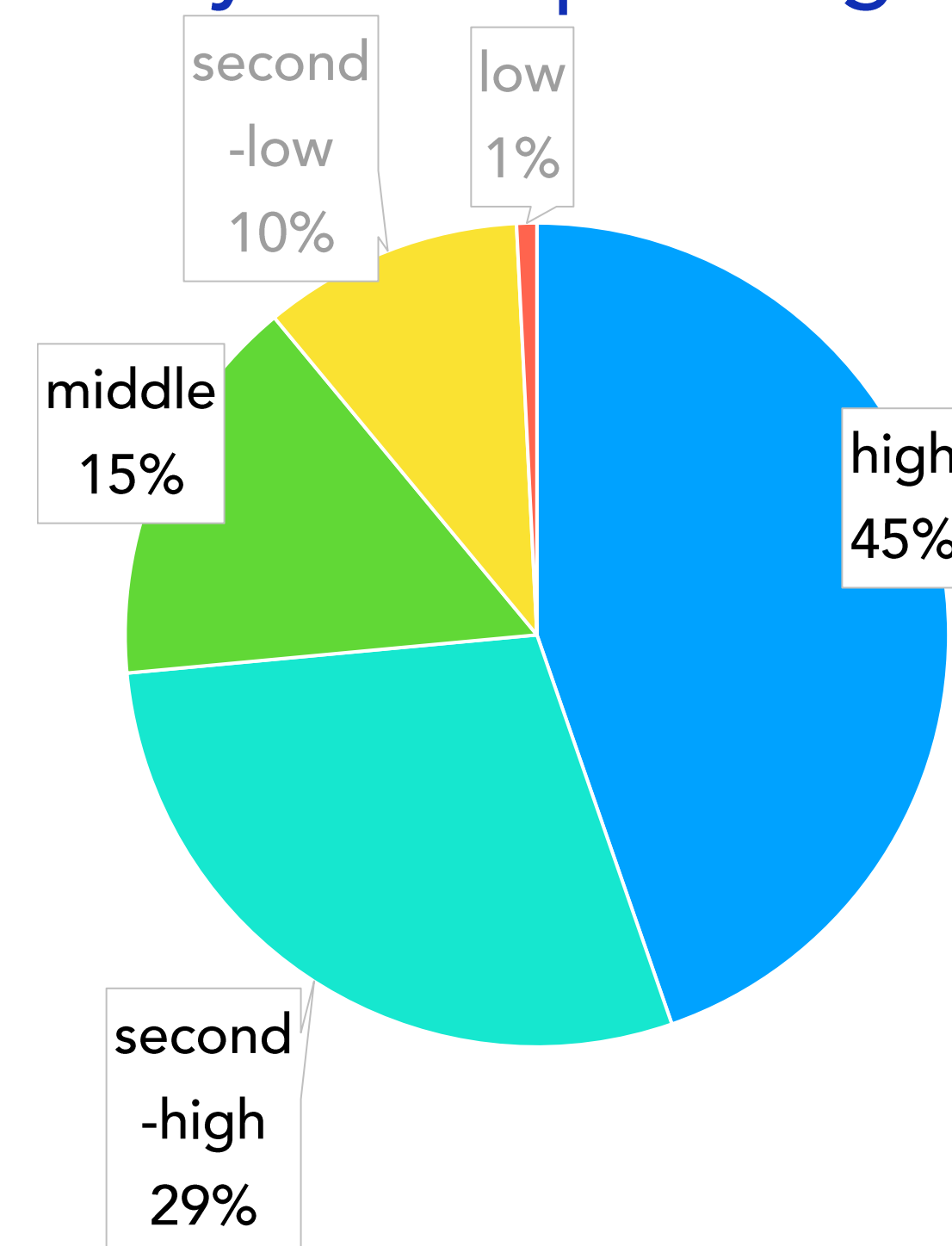
Spending Power

Nation-level Spending Power



- 98% of the consumers' spending power is at least middle level. High level's proportion is **50% higher** than Shanghai's general level

City-level Spending Power



- 89% of the consumers' spending power is at least middle level. High level's proportion is **346% higher** than Shanghai's general level

5. HHTX Is A Neighborhood/Local Mall, But For College Students, It Is A City Destination Mall

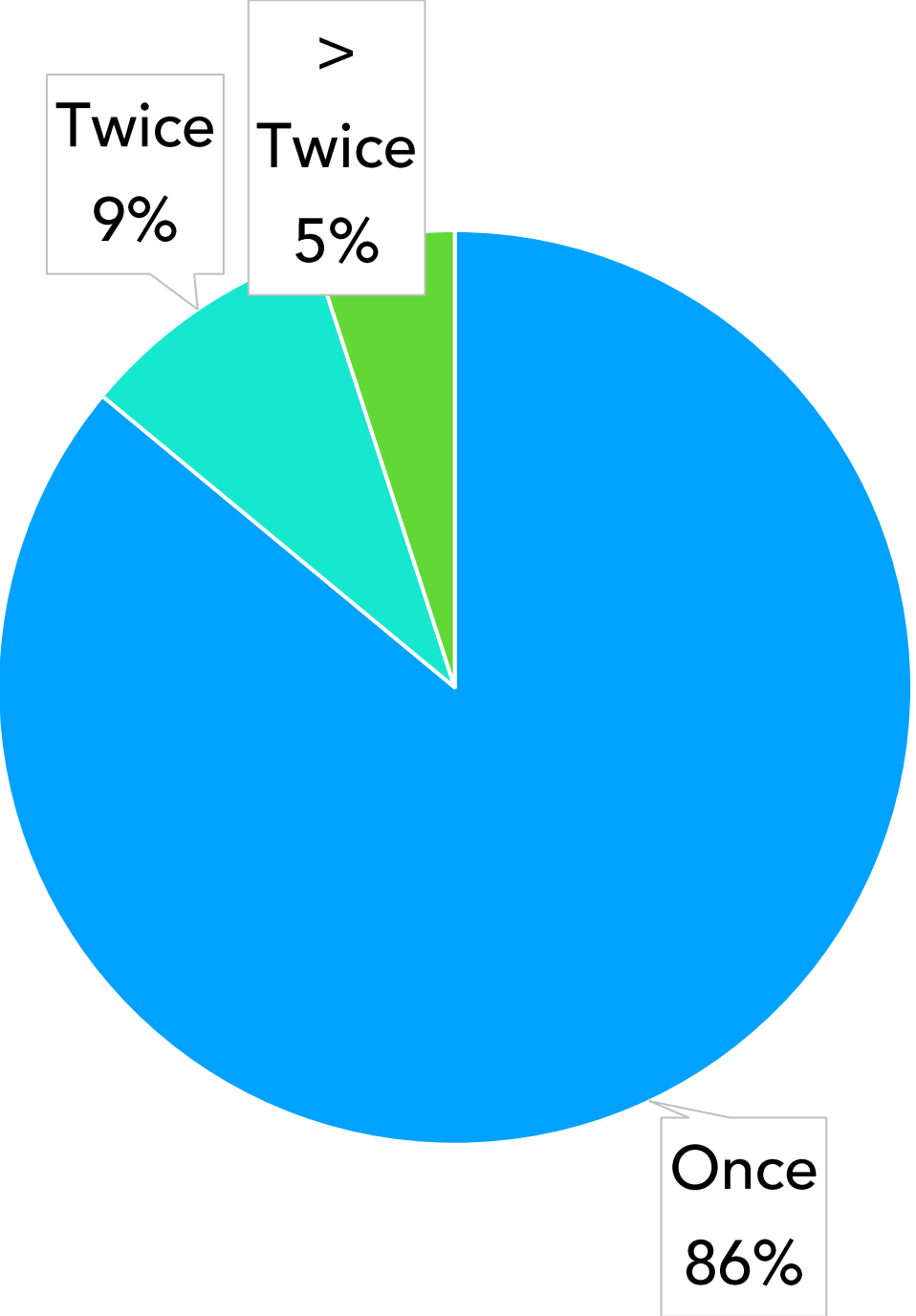
Traffic's Residence Location (Origin)



TOP 5 RESIDENCE LOCATION
中远两湾城.璀璨天成 (neighborhood)
松江大学城-四期学生公寓 (college dorm)
元昌里 (neighborhood)
上海对外经贸大学学生公寓 (college dorm)
高·尚领域北区

6. HHTX Has Some Customers With High Stickiness, Which Means A Community Is Easier To Be Created

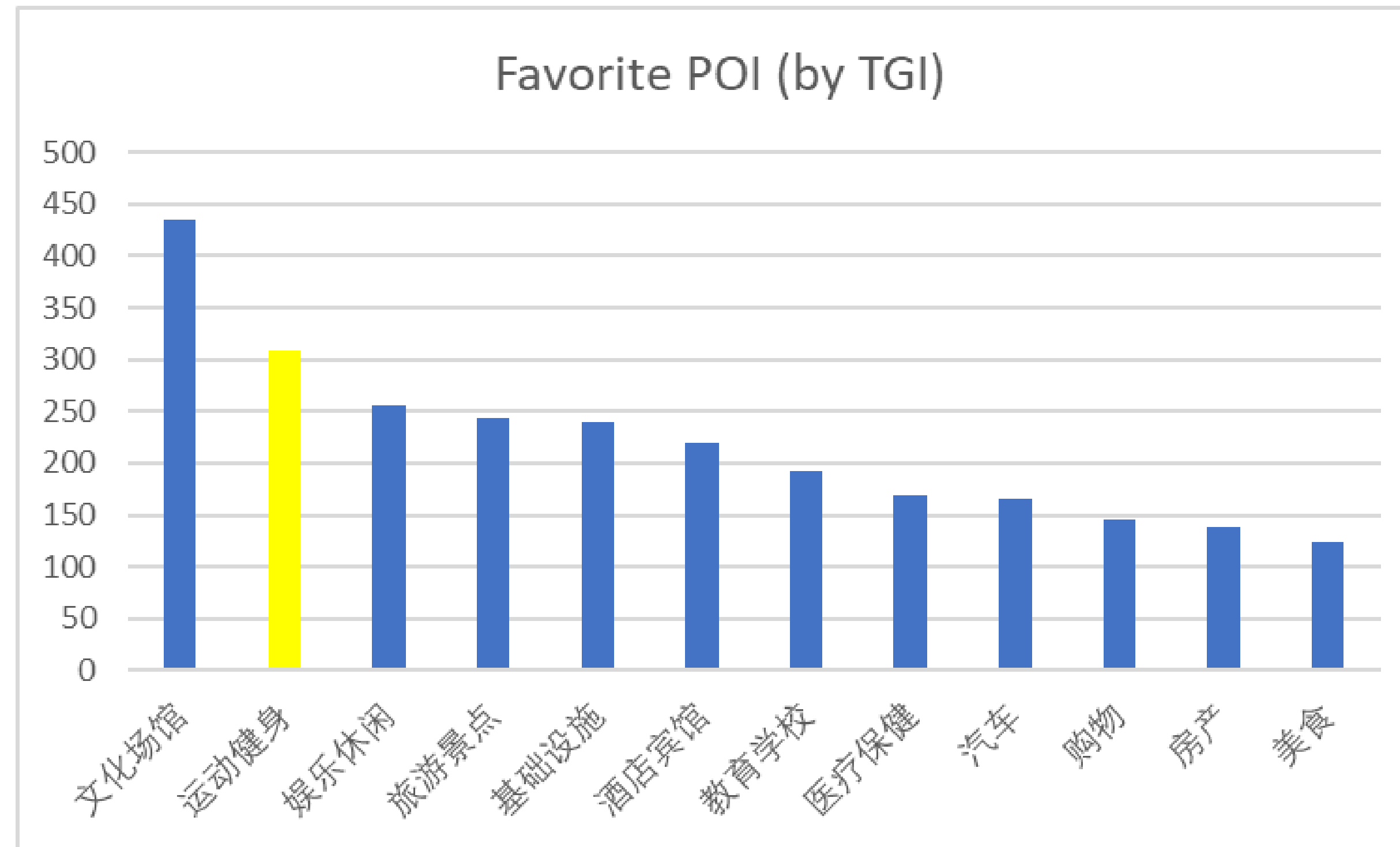
Monthly Visit Frequency



- 14% of the consumers are repeating visitors **within a month**

7. HHTX Customers Are Interested In Sports And Fitness

Favorite Point of Interests & APP



- The coverage of people who go to sports & fitness locations is **108% higher** than Shanghai's general level
- The coverage of people who use sports & fitness APP is **46% higher** than Shanghai's general level

Summary and Opportunities

HHTX customers are young and well-educated. They are high-spenders who love sports & fitness and night life. HHTX is a local/neighborhood mall with moderate level of traffic and high customer stickiness. At the same time, It is a city destination for college students.

Opportunities:

- 1. Events:** Events should be organized during late afternoon – night hours. Events should also accommodate college students , GenZ or Female
- 2. Target Marketing Opportunities:** Since an extremely high proportion of college students who is willing to travel a long distance to HHTX, the target group for marketing can be our college students from all over the city.
- 3. Community:** High traffic from neighborhood who love sports & fitness and high customer stickiness indicate potential opportunity in creation of communities for our nearby customers. High number of college student indicate opportunities in creation of young, college driven communities.

