

# 8.9x ROI

## A Data Science Partnership That Paid for Itself.

After one year as a Labs Partner, BAM's new stores are performing at a different level — 14.1% higher sales per square foot, with the engagement paying for itself many times over.

**14.1%**

Lift / Sales per square foot

**3x Stores**

Opened with same headcount

**3,000+**

Sites evaluated in year one

**The Challenge:** BAM was ready to accelerate expansion, but their real estate team lacked the data science capability to evaluate markets at scale. They didn't need another software tool — they needed a team that understood their brand, their data, and their growth strategy.

### THE LABS PARTNER ENGAGEMENT

- 01 Exploratory data analysis** — Mapped store performance to identify revenue-driving markets and demographics
- 02 Custom revenue forecasting** — Glass box model built on BAM's actual sales data
- 03 Direct team access** — Weekly calls with dedicated analysts, not a support ticket
- 04 Quarterly model refreshes** — New data, new findings, new discussion every quarter
- 05 Optimized footprints** — Smaller, higher-performing store formats identified
- 06 Portfolio-wide scoring** — Every existing location benchmarked and ranked

### KEY METRICS

Sites evaluated (year one)	<b>3,000+</b>
Sales per sq ft lift	<b>+14.1%</b>
Stores opened	<b>3x more</b>
Revenue forecasting	<b>Glass box</b>



**The numbers speak for themselves.** Higher-performing locations, optimized store footprints, and a real estate team that moves faster with fewer resources.

*"What sets GrowthFactor apart is they're not just handing us software — they're in the trenches with us every week. Our GrowthFactor team knows our brand, our markets, and our strategy. It's like adding a senior member to the real estate team without the headcount."*

Damian Doggett, CFO — Books-A-Million

CAVENDER'S

**3x Expansion Rate**

27 new stores in 2025 vs. 9 prior year

TNT FIREWORKS

**153 Locations**

Opened in 6 months, 100% on budget

LIL SWEET TREAT

**4x Growth**

2 to 8 locations in one year