

3x Expansion

27 New Stores in One Year. Every One Performing.

Cavender's opened 27 new stores in 2025 (vs. 9 in 2024) through a GrowthFactor Labs Partner engagement — custom modeling, direct team access, and quarterly strategic reviews. Every location is meeting or exceeding revenue projections.

~\$2M Saved

Avoided bad locations

50% Faster

Analyst time per site

\$0

External consultant fees

The Challenge: Cavender's was ready to accelerate growth but didn't have the in-house data science resources to evaluate markets at scale. They needed more than software — they needed an embedded team that could build custom models, audit their portfolio, and help them move with confidence.

THE LABS PARTNER ENGAGEMENT

- | | |
|---|--|
| <p>01 Exploratory data analysis — Mapped store performance to identify which markets and customer profiles drive revenue</p> | <p>02 Custom revenue model — Glass box forecasting built on Cavender's actual sales data, reviewed weekly</p> |
| <p>03 Portfolio audit + market prioritization — Scored all existing locations, ranked underserved markets</p> | <p>04 Cannibalization analysis — Flagged overlap risks before committing to new sites</p> |
| <p>05 Direct team access — Dedicated data scientists on weekly calls building the model</p> | <p>06 REC materials + quarterly reviews — Auto-generated committee decks, quarterly strategic reviews</p> |

KEY METRICS

Stores opened (2024 → 2025)	9 → 27
Sites evaluated	2,000+
Revenue forecasting	Glass box
Committee prep	Automated
Bad sites flagged	3



Faster time-to-revenue. New locations are opening 4 months sooner than the prior process, with every site backed by custom modeling the team trusts.

"Other services hide behind black-box models that are hard to trust. The beauty of GrowthFactor is they make site selection incredibly simple, and give us clear unbiased recommendations."

Mike Cavender, Co-Owner and Head of Real Estate

LIL SWEET TREAT

4x Growth

2 to 8 locations in one year

BOOKS-A-MILLION

8.9x ROI

Platform paid back nearly 9x in year one

TNT FIREWORKS

153 Locations

Opened in 6 months, 100% on budget