

# ZARA

Home

Autum Sales value

Pricing Analysis

Promotions

Merchandising

Product attributes

Total Sales Volume

22M

Total Sales Value

\$884.6M

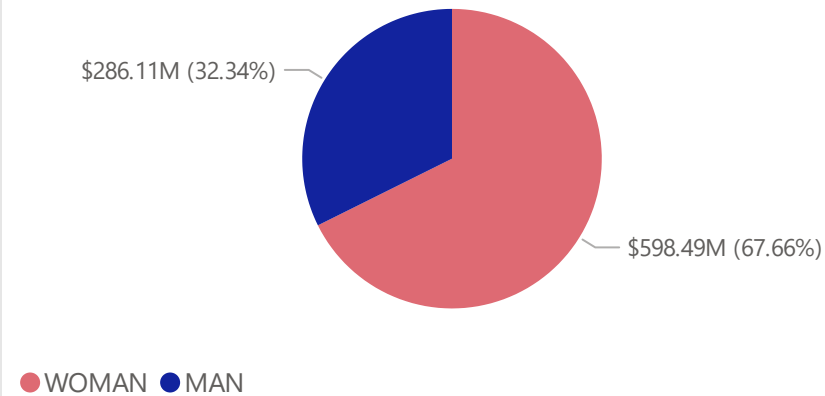
Average item Price

\$41.95

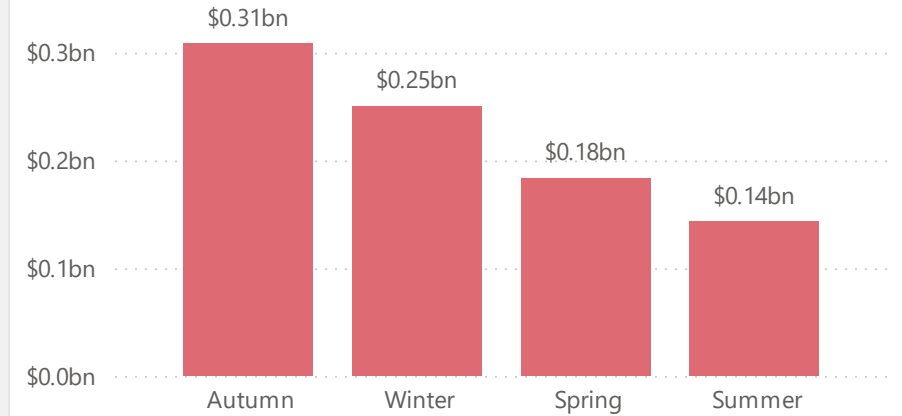
% of Promoted Sales

49.82%

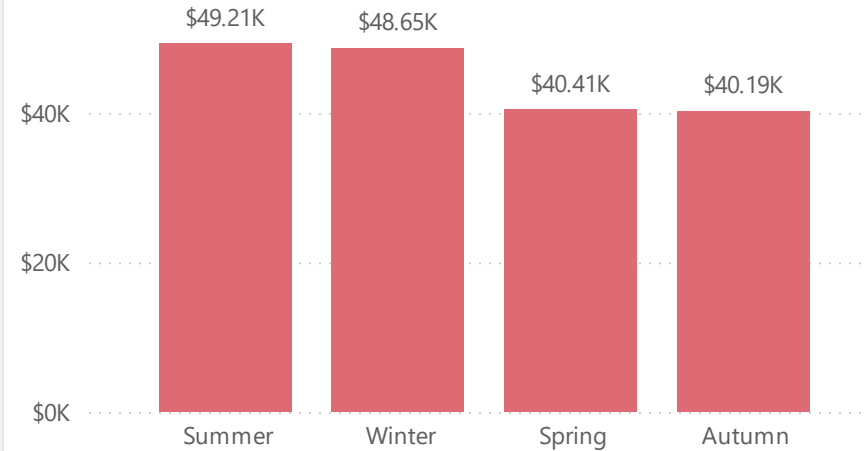
Total Sales by Section



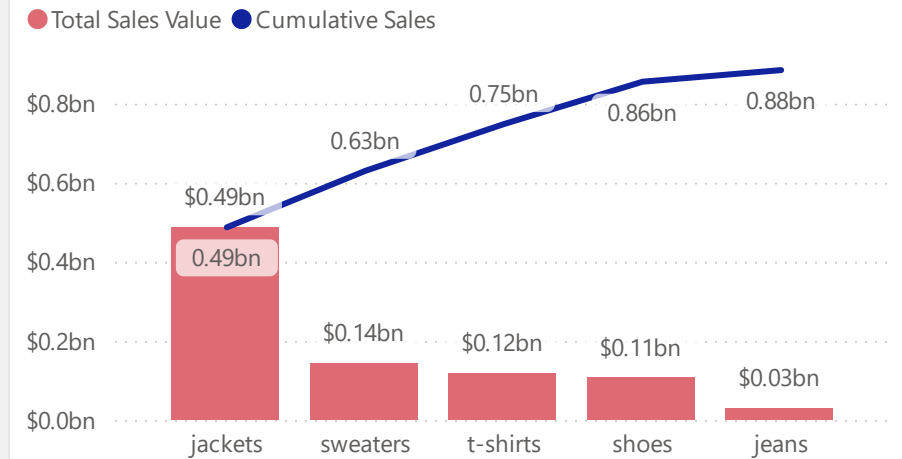
Total Sales Value by season



Avg Sales Value per Product by season



Sales Value Concentration by Product Type



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Autum Sales value

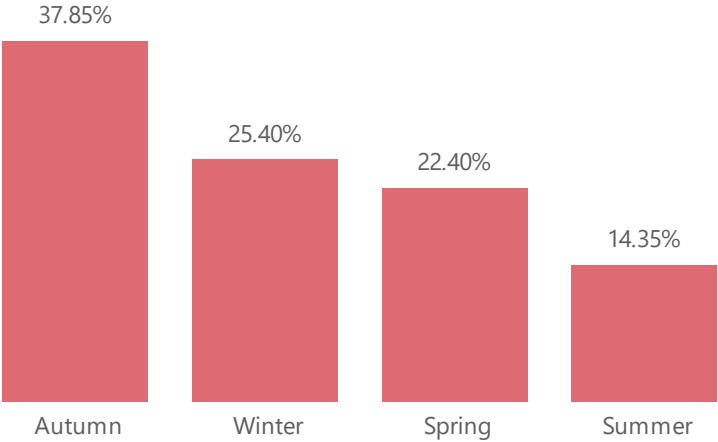
Pricing Analysis

Promotions

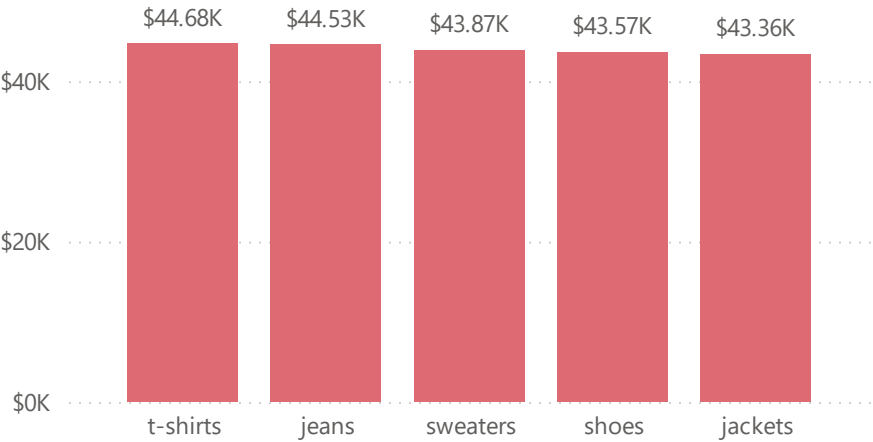
Merchandising

Product attributes

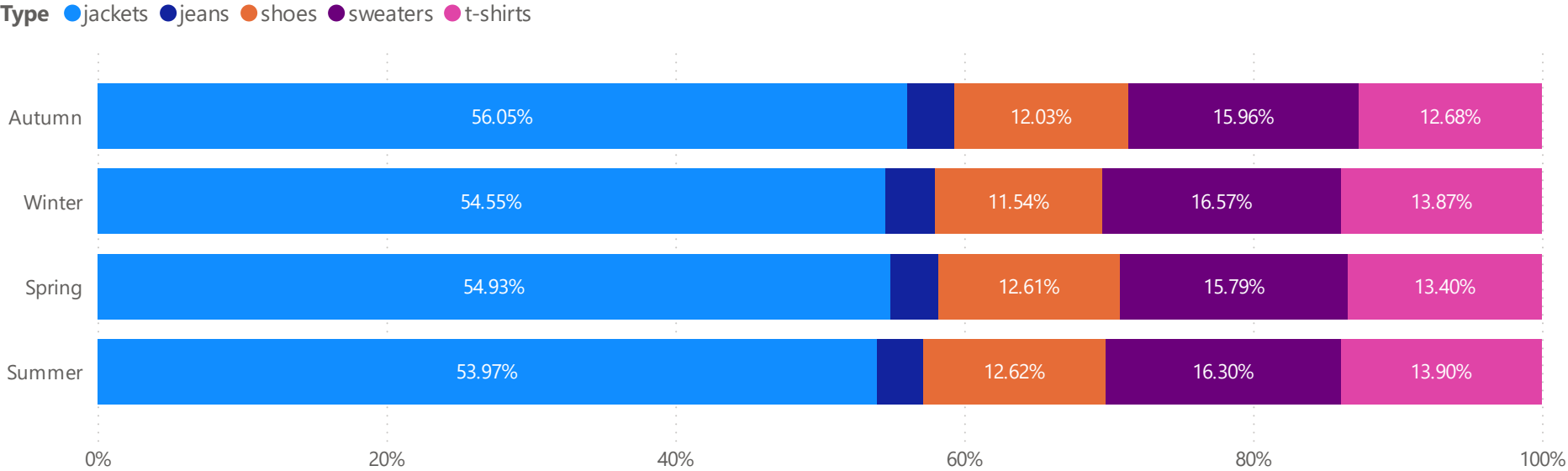
Assortment Size by Season



Avg Sales Value per Product by Type



Total Sales Value by season and Type

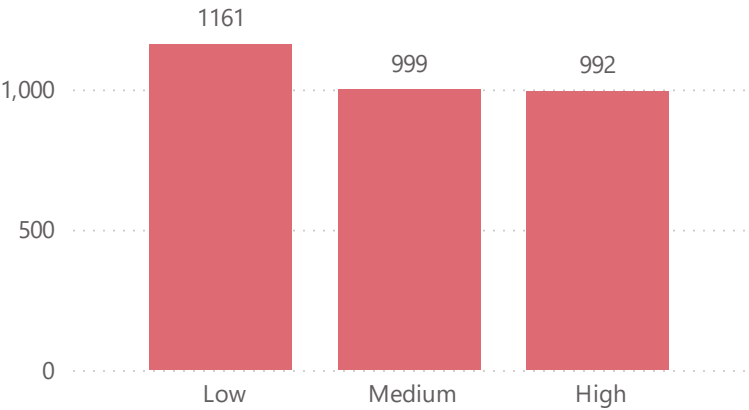


Product Type : All

Classification of Products by Sales Volume & Price



Avg Sales Vol per Product by Price Band



sweaters	\$41.77	\$43,865.63	1,104.93
	Avg Price	Avg Sales Value per Product	Avg Sales Vol per Product
jackets	\$41.56	\$43,364.03	1,099.37
	Avg Price	Avg Sales Value per Product	Avg Sales Vol per Product
jeans	\$42.92	\$44,533.77	1,094.55
	Avg Price	Avg Sales Value per Product	Avg Sales Vol per Product

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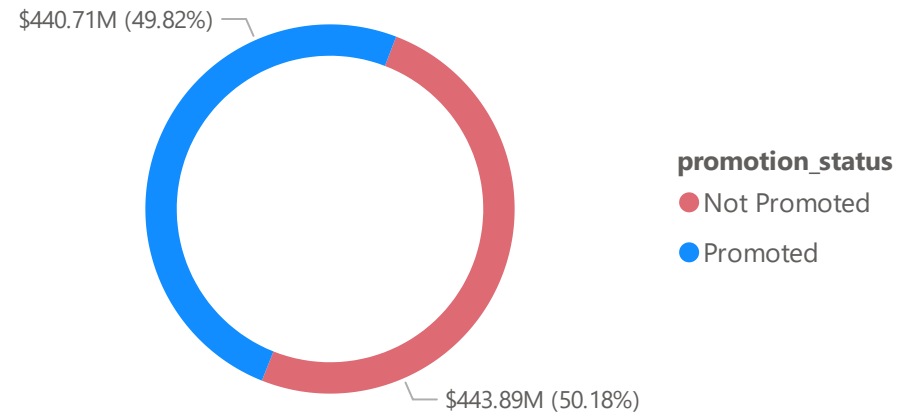
Pricing Analysis

Promotions

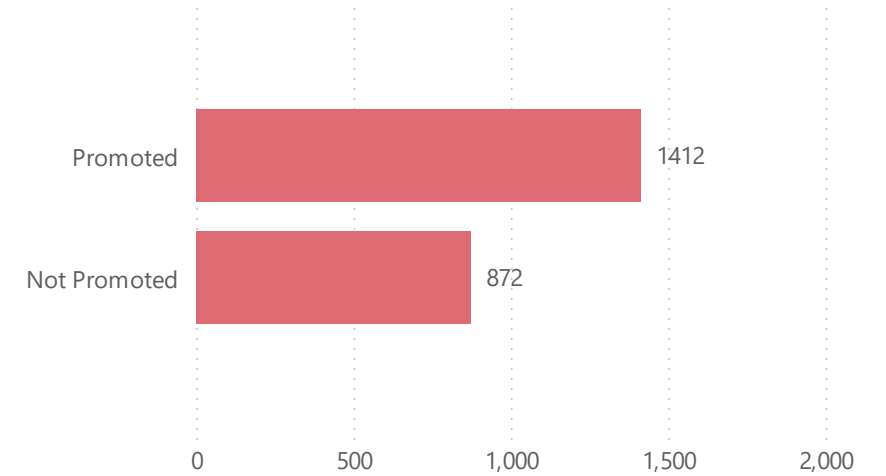
Merchandising

Product attributes

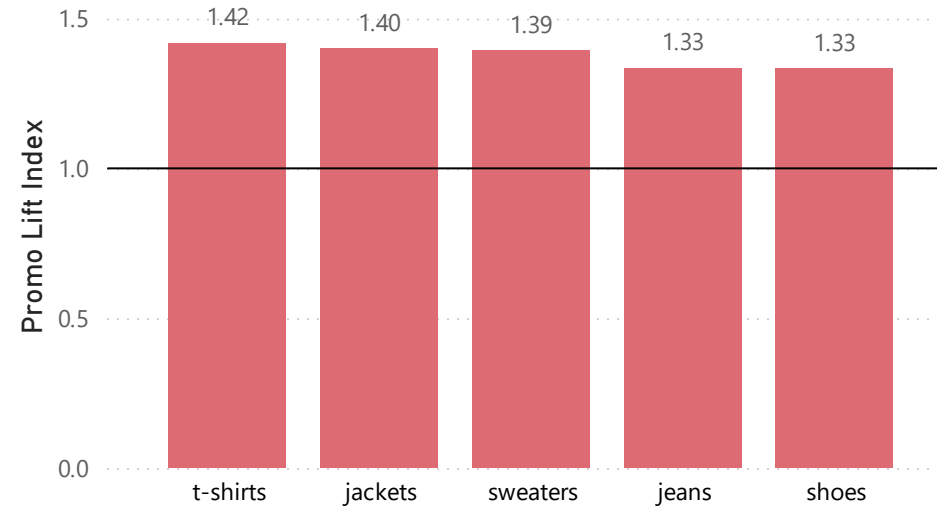
Total Sales Value by promotion\_status



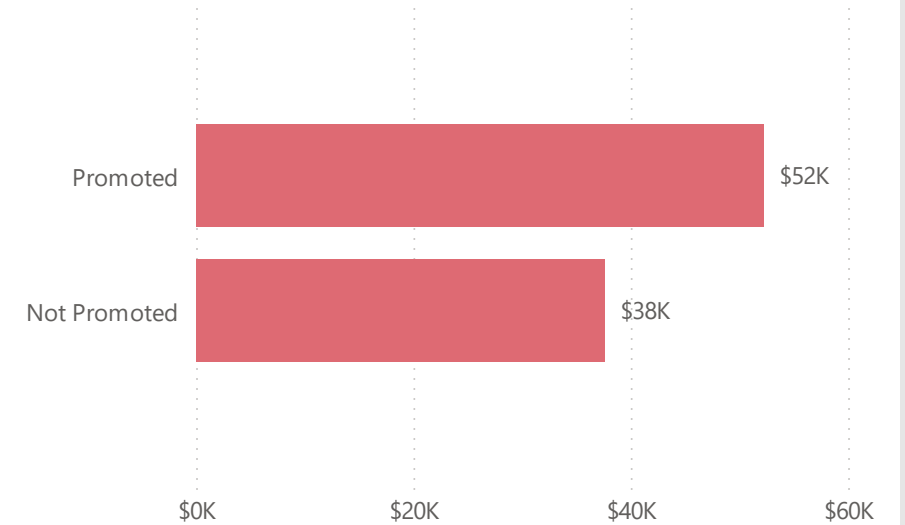
Avg Sales Vol per Product by promotion\_status



Promo Lift Index by Type



Avg Sales Value per Product by promotion\_status



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Autum Sales value

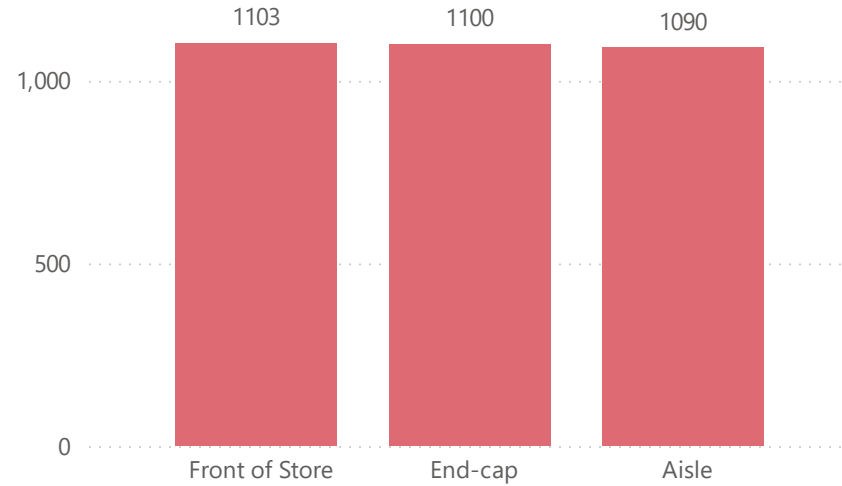
Pricing Analysis

Promotions

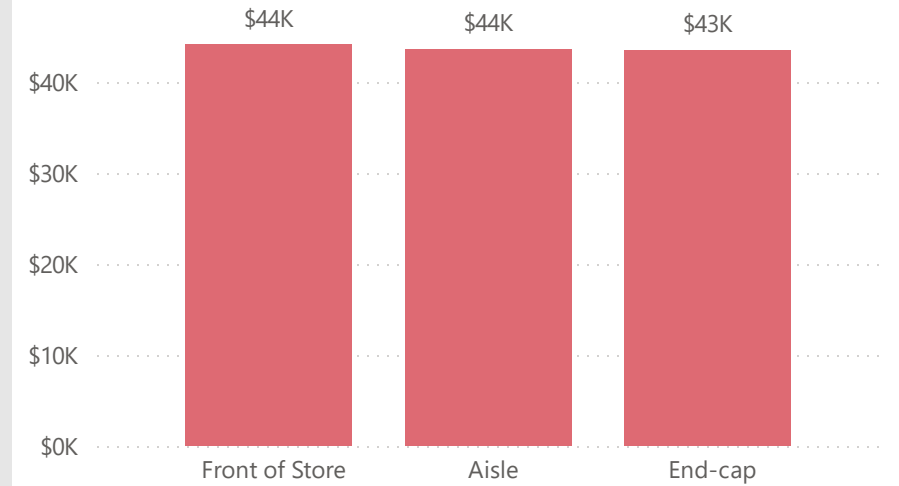
Merchandising

Product attributes

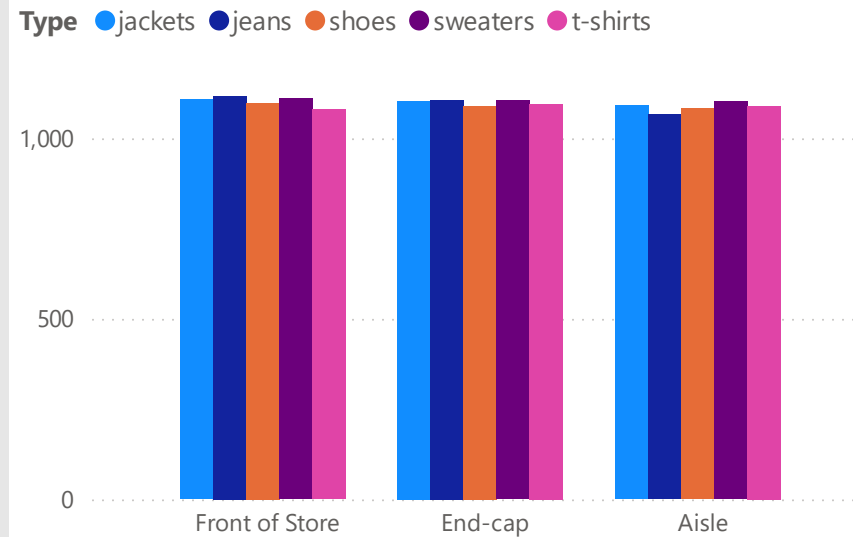
Avg Sales volume per Product by Product position



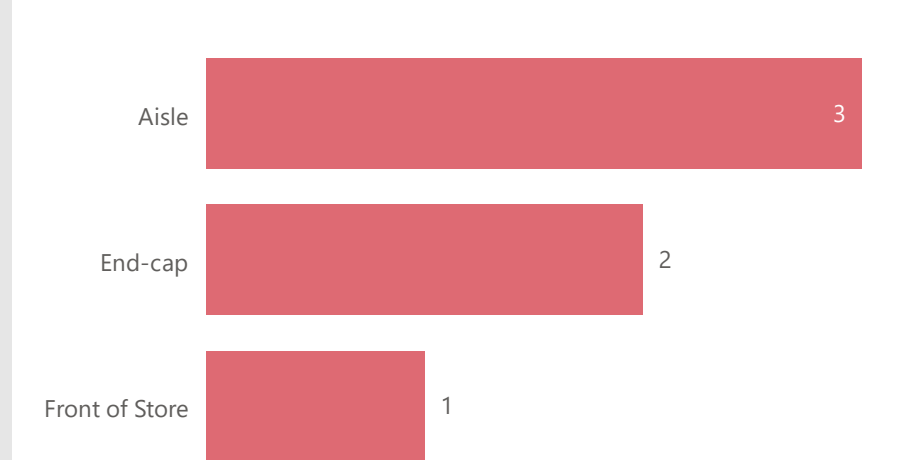
Avg Sales volume per Product by Product position



Avg Sales Vol per Product by Display Location and Type



Avg Position Rank by product\_position



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Autum Sales value

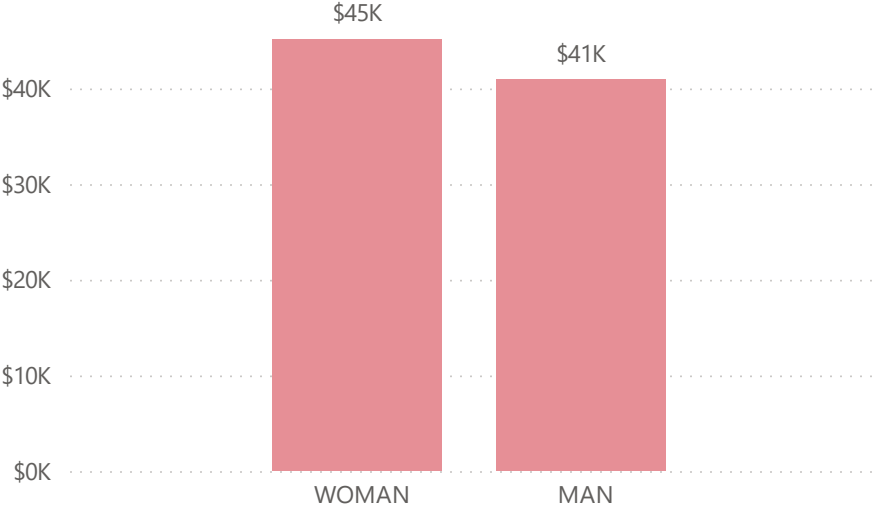
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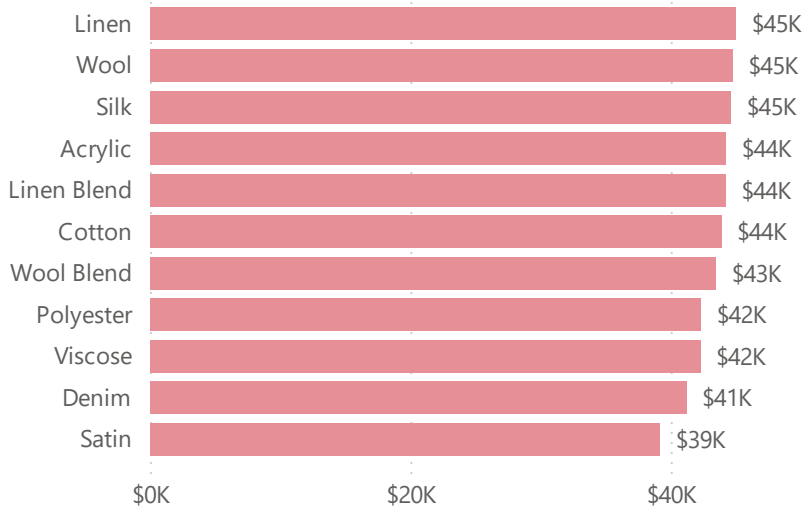
Merchandising

Product attributes

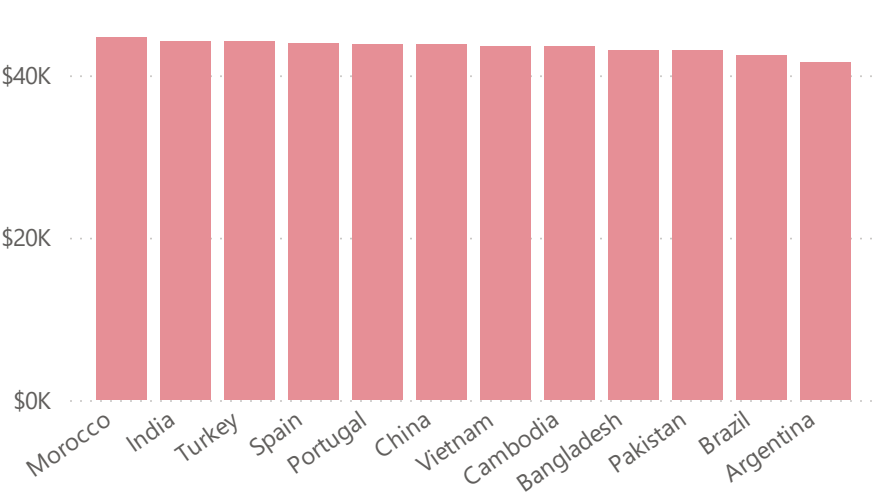
Avg Sales Value per Product by Gender



Avg Sales Value per Product by material



Avg Sales Value per Product by origin



material	MAN	WOMAN
Acrylic	\$40,998.98	\$45,911.72
Cotton	\$40,514.53	\$45,766.45
Denim	\$37,104.11	\$43,165.27
Linen	\$43,482.48	\$45,808.78
Linen Blend	\$41,412.52	\$45,586.31
Polyester	\$40,751.48	\$43,079.95
Satin	\$37,627.58	\$39,986.82
Silk	\$45,289.45	\$44,321.14
Viscose	\$39,927.92	\$43,533.60
Wool	\$41,187.29	\$46,556.96
Wool Blend	\$40,418.91	\$45,123.84