

# ZARA

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- Pricing Analysis
- Promotions
- Merchandising
- Product attributes

Total Sales Volume

22M

Total Sales Value

\$884.6M

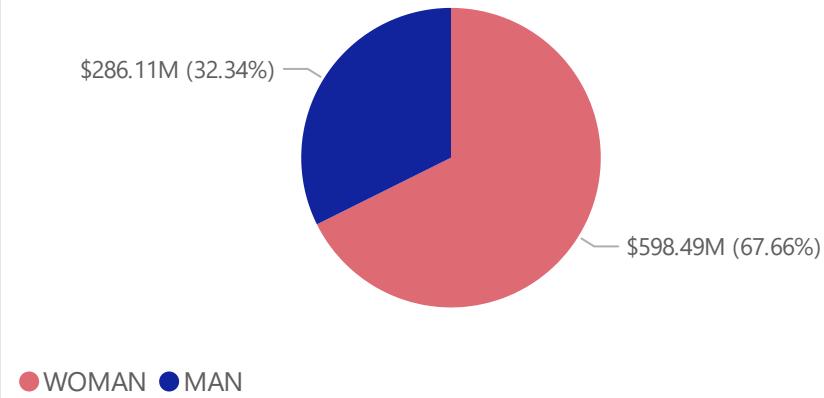
Average item Price

\$41.95

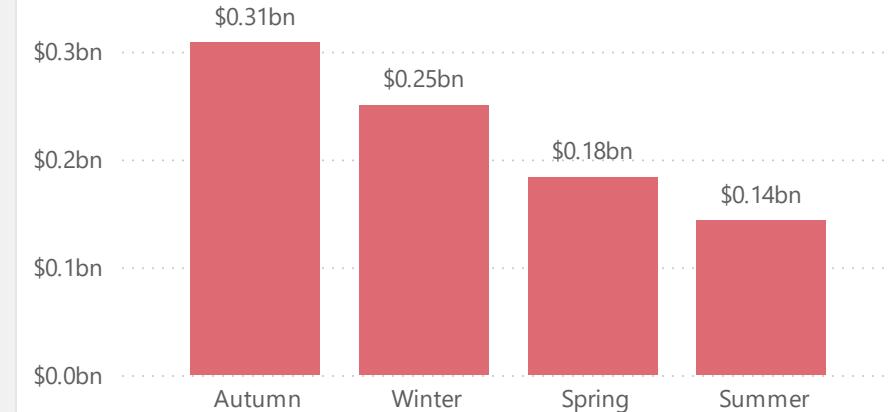
% of Promoted Sales

49.82%

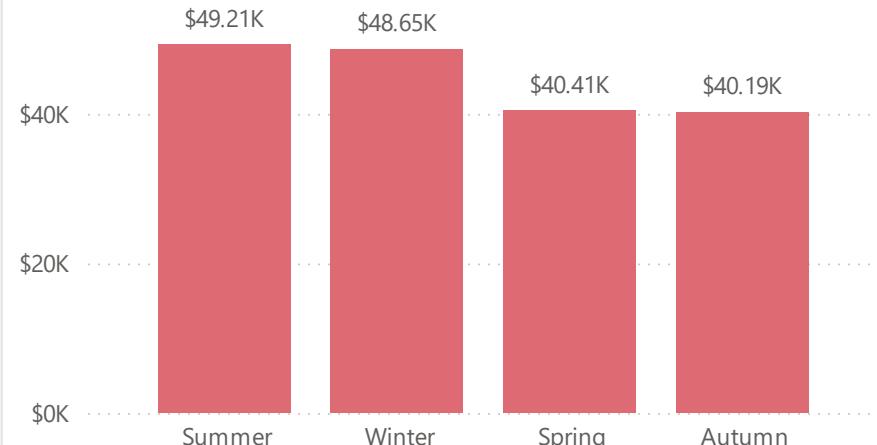
Total Sales by Section



Total Sales Value by season



Avg Sales Value per Product by season



Sales Value Concentration by Product Type

● Total Sales Value ● Cumulative Sales



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Home

Autum Sales value

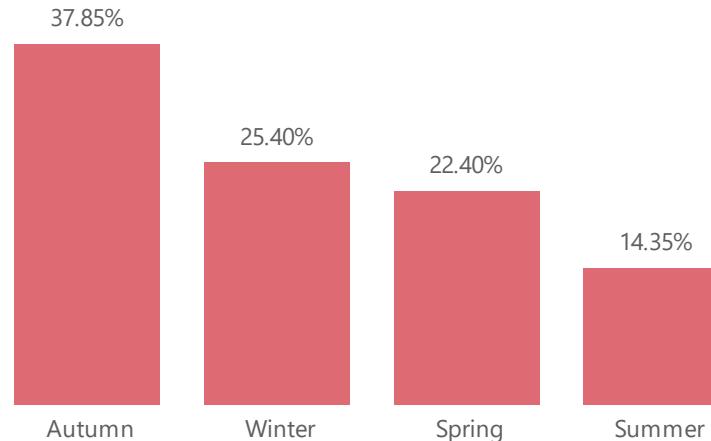
Pricing Analysis

Promotions

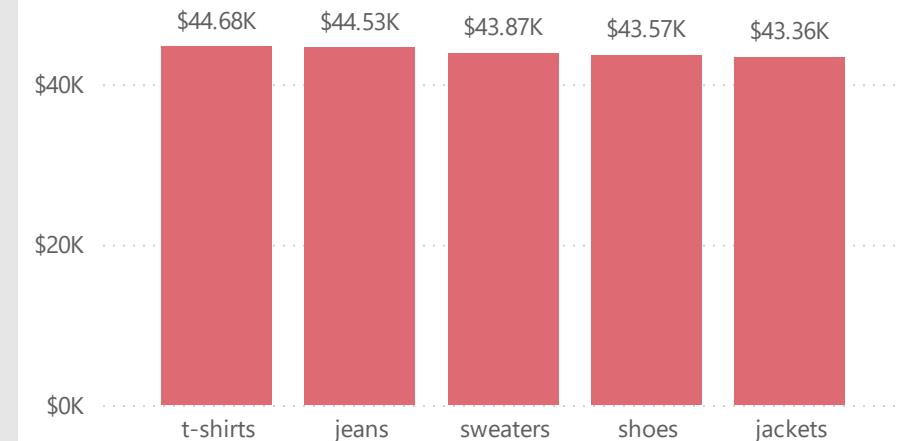
Merchandising

Product attributes

Assortment Size by Season

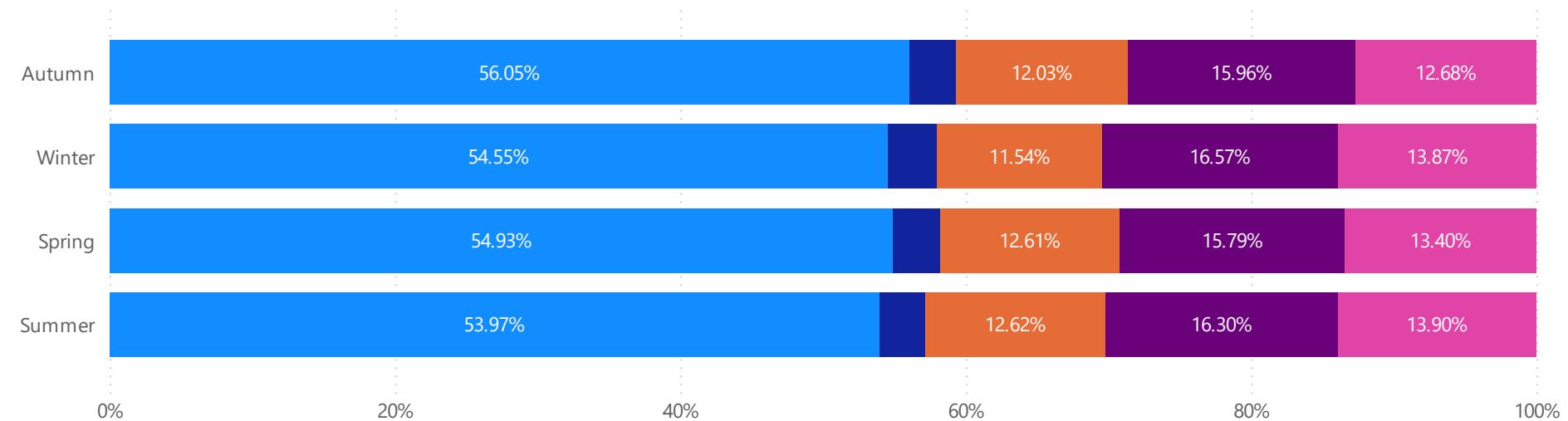


Avg Sales Value per Product by Type



Total Sales Value by season and Type

Type ● jackets ● jeans ● shoes ● sweaters ● t-shirts



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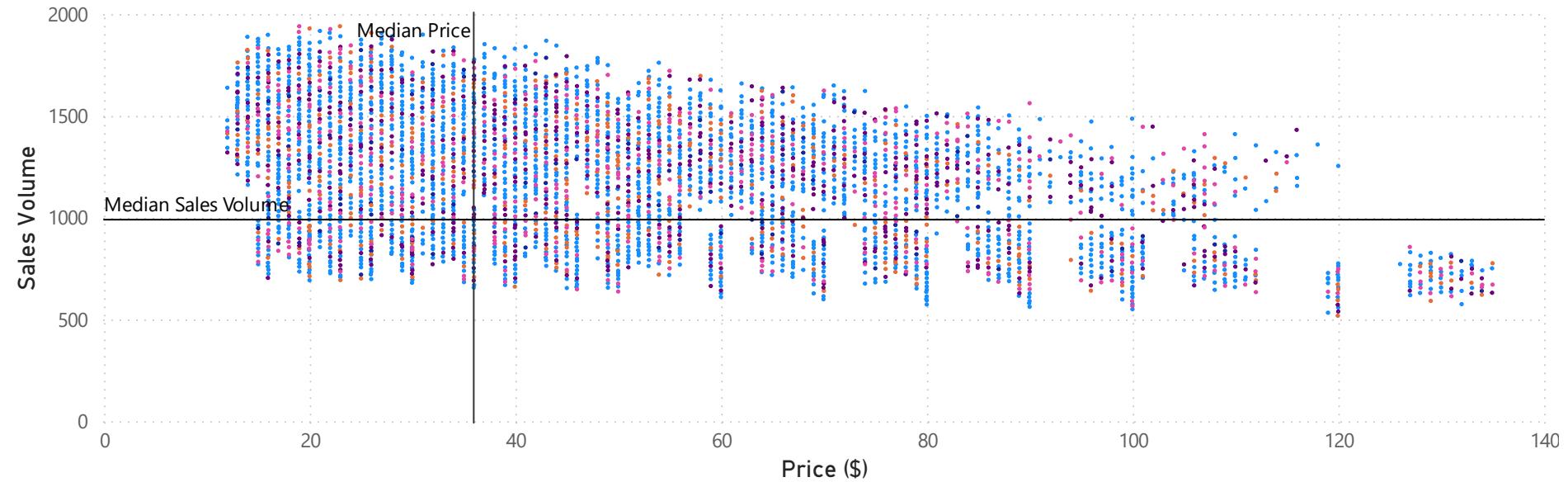
Merchandising

Product attributes

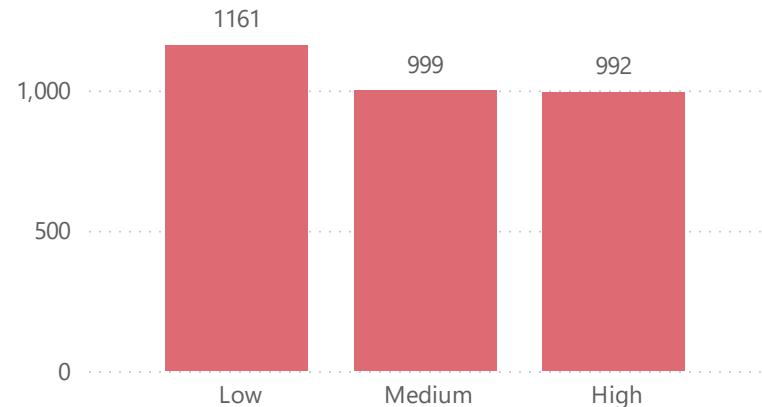
Product Type : All

## Classification of Products by Sales Volume & Price

Type ● jackets ● jeans ● shoes ● sweaters ● t-shirts



## Avg Sales Vol per Product by Price Band



### sweaters

\$41.77  
Avg Price      \$43,865.63  
Avg Sales Value per Product      1,104.93  
Avg Sales Vol per Product

### jackets

\$41.56  
Avg Price      \$43,364.03  
Avg Sales Value per Product      1,099.37  
Avg Sales Vol per Product

### jeans

\$42.92  
Avg Price      \$44,533.77  
Avg Sales Value per Product      1,094.55  
Avg Sales Vol per Product

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Autumn Sales value

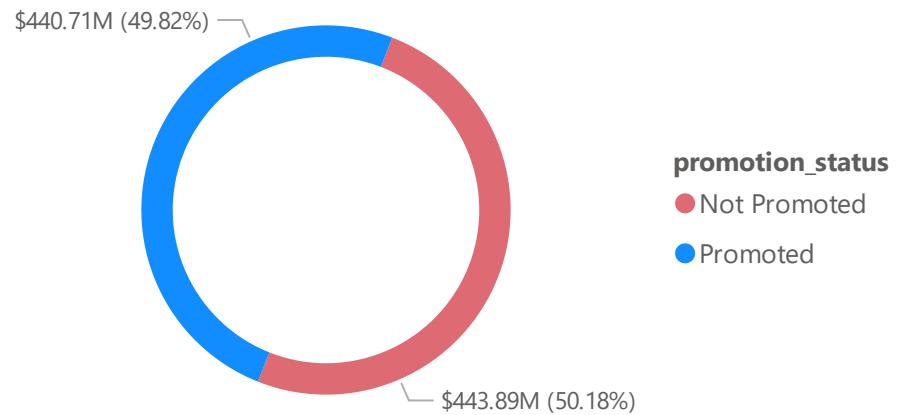
Pricing Analysis

Promotions

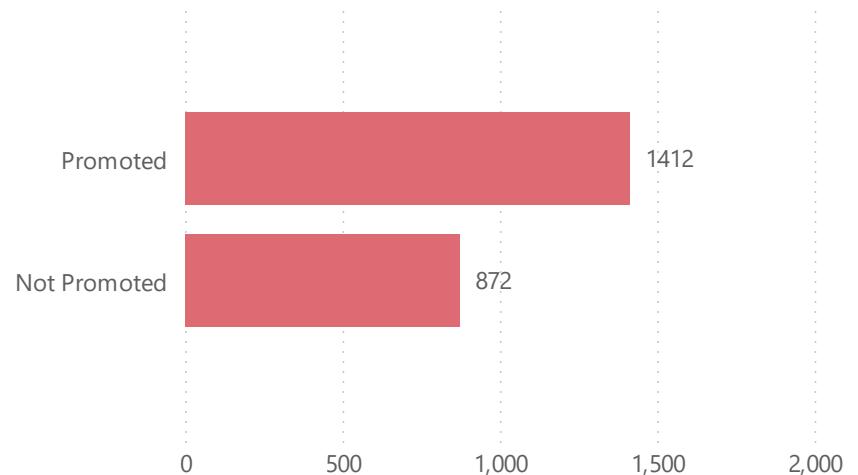
Merchandising

Product attributes

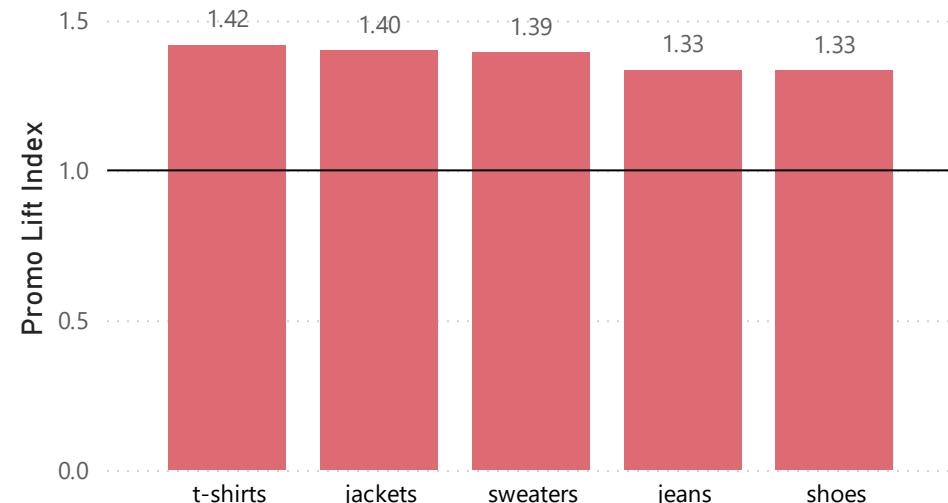
Total Sales Value by promotion\_status



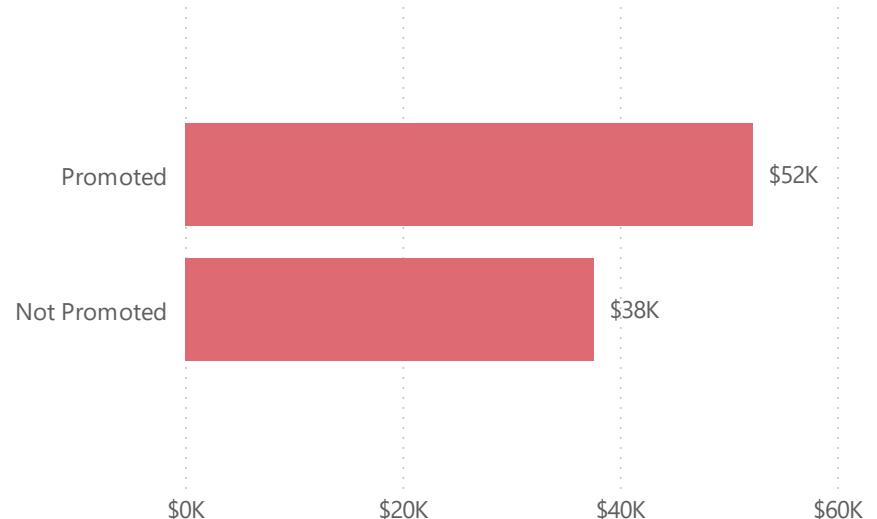
Avg Sales Vol per Product by promotion\_status



Promo Lift Index by Type



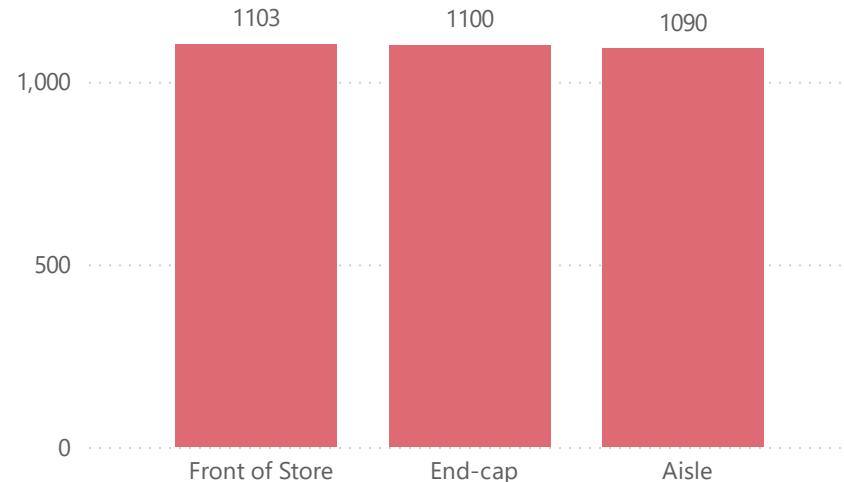
Avg Sales Value per Product by promotion\_status



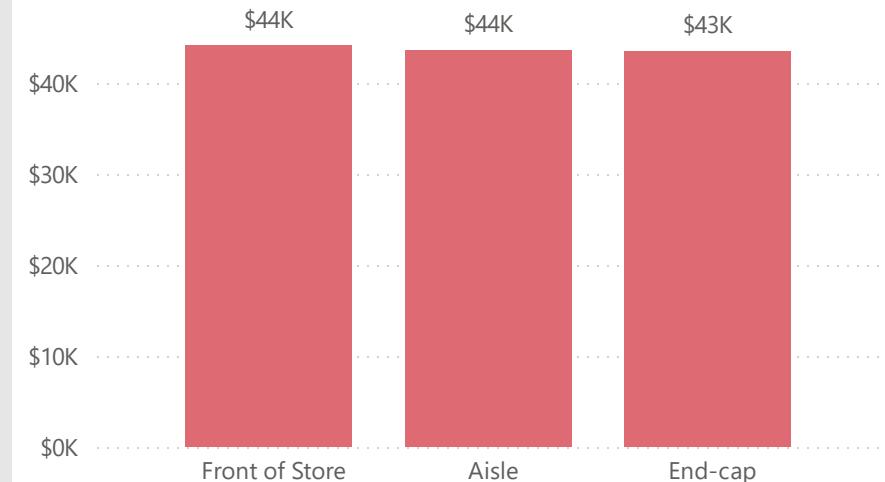
# ZARA

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**Merchandising**  
Product attributes

Avg Sales volume per Product by Product position

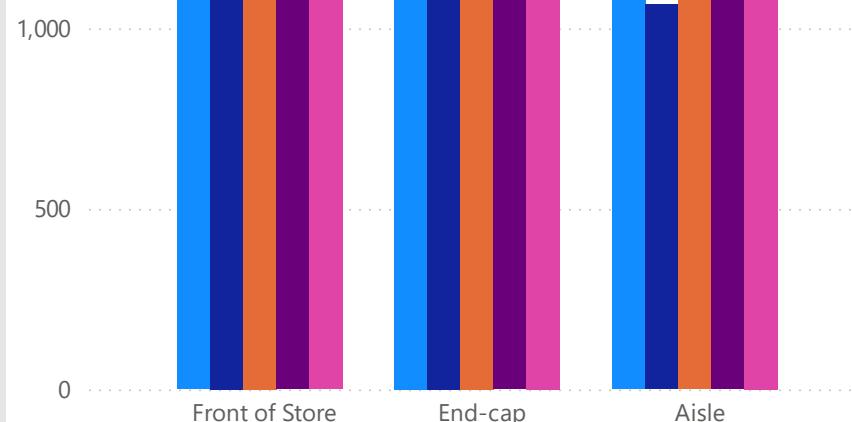


Avg Sales volume per Product by Product position



Avg Sales Vol per Product by Display Location and Type

Type ● jackets ● jeans ● shoes ● sweaters ● t-shirts



Avg Position Rank by product\_position

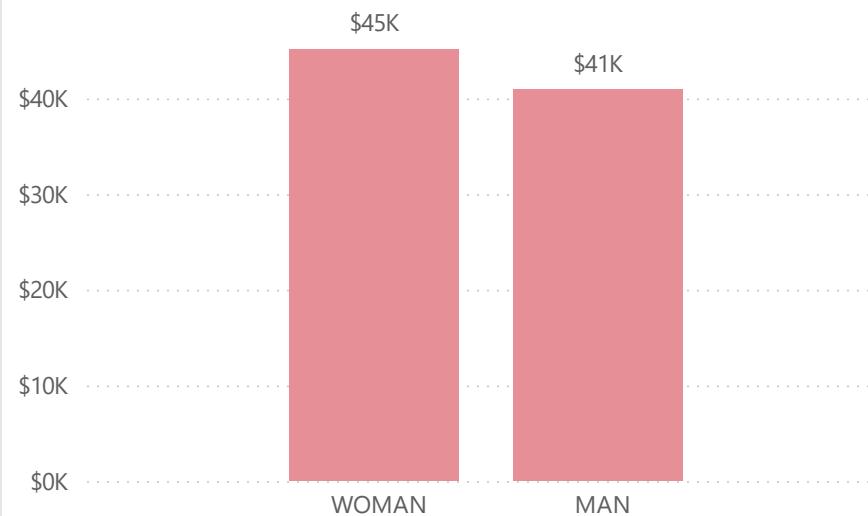


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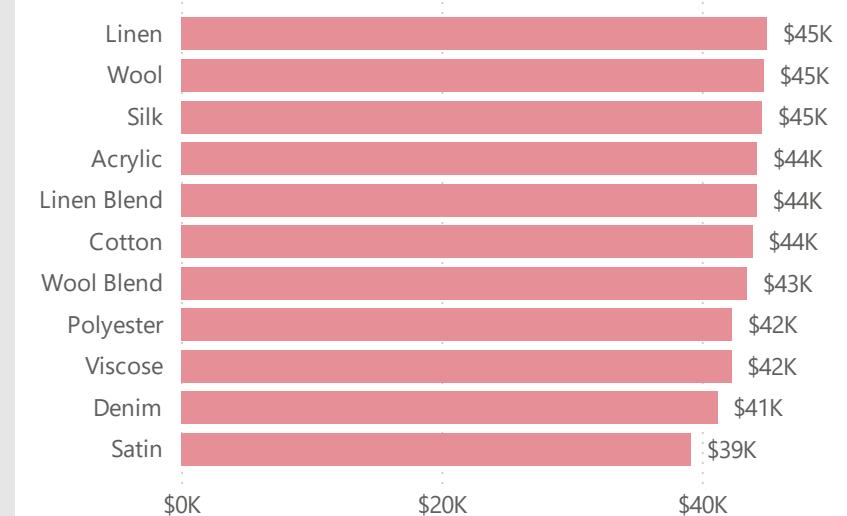
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## Product attributes

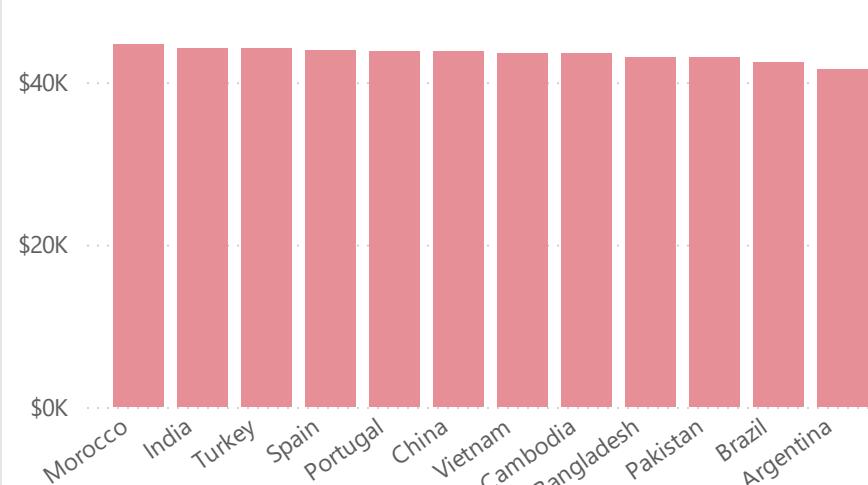
Avg Sales Value per Product by Gender



Avg Sales Value per Product by material



Avg Sales Value per Product by origin



material MAN WOMAN

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