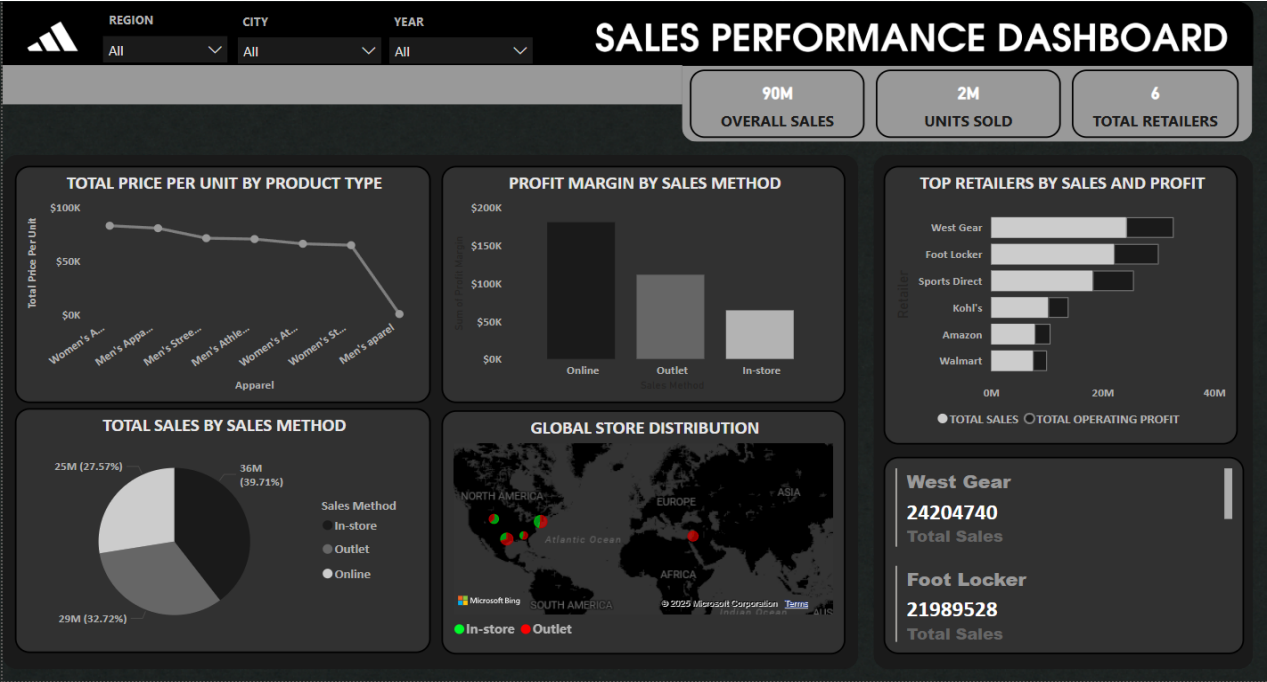


# INSIGHTS REPORT



## 1. Executive Summary

This dashboard provides a clear picture of our sales performance. We're seeing strong results online, which is our biggest source of profit. West Gear and Foot Locker are our top-performing retailers, driving significant sales. While online sales lead, we're also monitoring pricing and performance across different product types to ensure we're maximizing every opportunity.

## 2. Dashboard Overview

Section	Purpose
KPI Summary	Displays key performance indicators: Overall Sales, Units Sold, and Total Retailers.
Total Price Per Unit by Product Type	Illustrates pricing trends and performance across various product categories.
Profit Margin by Sales Method	Compares profitability across Online, Outlet, and In-store sales channels.
Top Retailers by Sales and Profit	Ranks retailers based on their total sales and operating profit.
Total Sales by Sales Method	Shows the percentage distribution of sales across different sales channels.

Section	Purpose
Global Store Distribution	Visualizes the geographical locations of our in-store and outlet presence.
Retailer Sales Details	Provides specific sales figures for the top individual retailers.

### 3. Key Insights

- **Online Profitability Surged in 2021:** Online sales generated significantly higher profit margins in 2021 (\$160K) compared to 2020 (\$19,567), while also becoming a leading sales method, indicating a successful shift towards digital channels.
- **Foot Locker Emerged as a Dominant Retailer in 2021:** Foot Locker significantly outpaced other retailers in 2021 with \$17.7M in total sales and \$6.4M in operating profit, surpassing West Gear's leading position from 2020. This highlights a shift in top-tier retail partnerships.
- **Women's Apparel Consistently Leads Revenue, but Profitability Needs Review:** Women's Apparel consistently generated the highest total revenue in both 2020 and 2021, yet its actual profit margin compared to other categories isn't explicitly detailed. Further analysis is needed to confirm its profitability relative to other product types.
- **Dramatic Growth in Overall Sales and Units Sold from 2020 to 2021:** Total sales quadrupled from \$18M in 2020 to \$72M in 2021, with units sold increasing from 460,000 to 2M. This significant growth across all channels indicates strong market demand and effective sales strategies.
- **Strategic Shift in Sales Method Contributions:** While in-store sales were the leading method in 2020 (51.9%), online sales experienced a substantial surge in 2021, becoming a significant contributor (33.9%). This suggests a successful pivot towards or increased effectiveness of the online sales channel.
- **Global Expansion is Underway:** Store distribution spans North America and West Asia, indicating a growing international presence. This global footprint offers opportunities for further market penetration and localized strategies.

### 4. Suggested Actions

Insight	Suggested Action	Priority
<b>High online profit</b>	<i>Increase digital marketing &amp; promotions; enhance website.</i>	<i>HIGH</i>
<b>Apparel Margin Issue</b>	<i>Review pricing and sourcing strategy; conduct market analysis.</i>	<i>HIGH</i>
<b>Need for Better Decision-Making</b>	<i>Implement data analytics tools &amp; staff training.</i>	<i>HIGH</i>

<b>Insight</b>	<b>Suggested Action</b>	<b>Priority</b>
<b><i>Opportunities for Market Share Growth</i></b>	<i>Identify and expand retail presence in promising markets.</i>	<i>MEDIUM</i>
<b><i>Improving Customer Satisfaction</i></b>	<i>Enhance in-store experience; improve store ambiance &amp; staff training.</i>	<i>MEDIUM</i>
<b><i>Leveraging Retailer Strengths</i></b>	<i>Strengthen collaboration with high-performing retailers; build partnerships.</i>	<i>MEDIUM</i>

## 5. Business Value

This Sales Performance dashboard, alongside the accompanying insights report, provides your business with clear direction to concentrate on its most profitable avenues, minimize losses from returns, and make informed pricing decisions. Consistent application of this reporting system will be key to monitoring and achieving your strategic growth.

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