



INTERNAL ANALYSIS

Year

All

Total Turnover

265M €

Region

All

Total Profit

\$258M

Quarter

All

Profit Margin

97

Turnover by Product

Sneakers

Hat

Jeans

Jacket

T-shirt

Dress

Revenue by Gender

49.93%

Gender

Female

Male

50.07%

Top 5 Salesperson

Salesperson

Sum of Total_Sales

Allison Rodriguez

557,111.44 €

David Rodriguez

565,794.36 €

Patrick Sharp

685,283.19 €

Samantha Johnson

600,960.17 €

Timothy Bauer

605,595.45 €

Total

3,014,744.61 €

Total Turnover by Region



Region Summary

Region

Sum of Total_Sales

Sum of Quantity_Sold

Auvergne-Rhône-Alpes

30,629,719.30 €

114604

Provence-Alpes-Côte d'Azur

29,786,832.75 €

114279

Grand Est

30,008,112.60 €

114105

Hauts-de-France

29,289,635.04 €

111792

Nouvelle-Aquitaine

29,058,668.44 €

110417

Normandie

28,927,424.86 €

109339

Occitanie

29,276,219.36 €

108979

Bretagne

28,828,755.65 €

108694

Île-de-France

29,050,711.63 €

108103

Total

264,856,079.63 €

1000312

Turnover by Region and Year

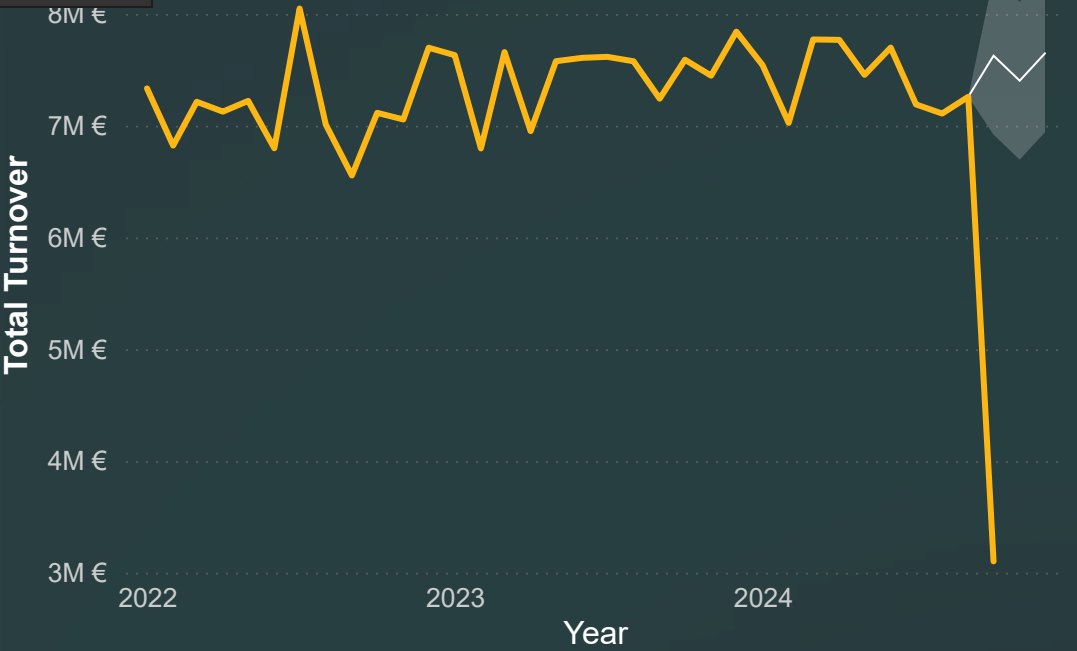
Year 2022 2023 2024



Forecasted Turnover by Year and Month

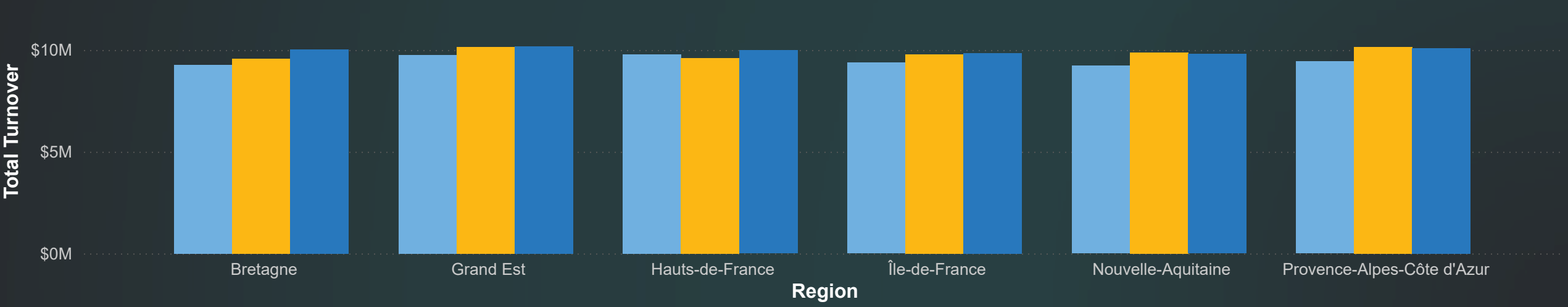
Quarter

Multipl... ▾



Forecasted Sales by Region and Year

Year 2022 2023 2024



EXTERNAL ANALYSIS

Year

Multiple s... ▾

UNI
QLO

H&M

ZARA

MANGO

Turnover

22M €

Turnover

33M €

Turnover

33M €

Turnover

33M €

Market Share

23%

Market Share

27%

Market Share

28%

Market Share

28%

Turnover by Brand

Brand

Mango

ZARA

H&M

Uniqlo

0M €

10M €

20M €

30M €

Turnover

Region

- ☐ Auvergne-Rhône-Alpes
- ☐ Bretagne
- ☐ Franche-Comté
- ☐ Grand Est
- ☐ Hauts-de-France
- ☐ Île-de-France
- ☐ Normandie
- ☐ Nouvelle-Aquitaine
- ☐ Occitanie
- ☐ Provence-Alpes-Côte ...

Brands Market Share

Brand ● H&M ● Mango ● Uniqlo ● ZARA

Market Share

30%

20%

10%

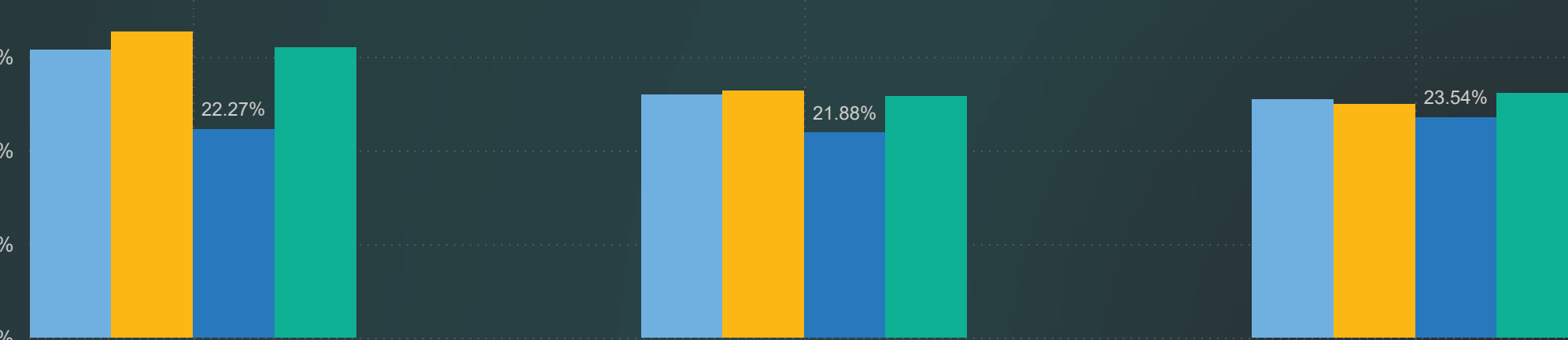
0%

2021

2022

Year

2023



Population (20-39) and Percentage by Region



Brand

Brand

- ☐ H&M
- ☐ Mango
- ☐ Uniqlo
- ☐ ZARA

Year

- ☐ 2021
- ☐ 2022
- ☐ 2023

Turnover by Region

