

# Retail Sales Performance Analysis

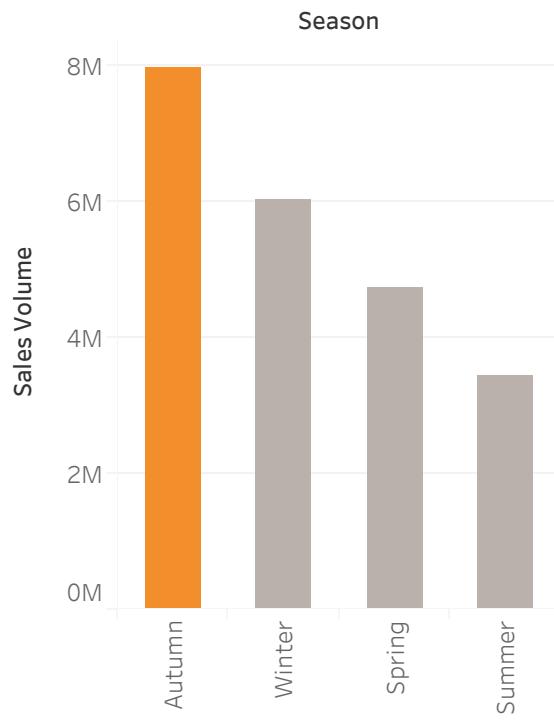
[Download PDF](#)

## Average Sales Volume by Position and Promotion



Promotion  
■ No  
■ Yes

## Total Sales Volume by Season



Season  
■ Autumn  
■ Spring  
■ Summer  
■ Winter

## Sales Volume vs. Price, Segmented by Promotion



Promotion is the dominant sales driver, and highlighting its role can help the audience feel confident in its importance for sales growth, leading to significantly higher average volume than non-promoted items. The product's placement position has no meaningful impact on sales when promotion status is held constant. Seasonality dictates overall sales, with Autumn generating the highest total sales volume. This promotional lift creates two separate performance tiers in the price-volume analysis. The promotional cluster achieves high sales volume across a range of price points.