

StoreScout Competitive Snapshot

Public catalog + pricing intelligence
(no checkout/traffic data)

https://sisterjane.com

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<div>Catalog Size</div> <div>1230</div> <div>Products discovered</div>	<div>Inventory</div> <div>98.21%</div> <div>In stock (1208/1230)</div>	<div>Median Price</div> <div>\$58.00</div> <div>P25: \$39.00 · P75: \$79.00</div>	<div>Promo Rate</div> <div>70.0%</div> <div>Products with valid compare-at discounts</div>
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Competitive Positioning Snapshot

<div>Market Position</div> <div>Mid-Market</div> <div>Based on catalog median price (simple heuristic).</div>	<div>Promo Intensity</div> <div>Medium (60)</div> <div>Blend of discounted share + median discount depth.</div>
<div>Launch Velocity</div> <div>Medium (50)</div> <div>Blend of new product + update activity (last 90 days).</div>	<div>Catalog Complexity</div> <div>Medium (71)</div> <div>Blend of catalog size + price spread + variants.</div>

Key Takeaways

- 98.21% of products are currently in stock, which suggests stable inventory.
- 70.0% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$8.00–\$255.00 with a median of \$58.00. Position your core offer near the median to compete directly.
- The dominant price band is \$50–\$99 (44.31% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing Architecture

Metric	Value
Min	\$8.00
Median	\$58.00
Max	\$255.00
P25	\$39.00

Discount Strategy

Metric	Value
Discounted products	861 (70.0%)
Median discount	46.06%
Avg discount	44.57%
Max discount	76.8%

P75 \$79.00

Discount depth (discounted items only)

Price bands

New vs Old

Window	Created	Updated
Last 30 days	27 (2.2%)	1230 (100.0%)
Last 90 days	196 (15.93%)	1230 (100.0%)
Last 180 days	363 (29.51%)	—

Comparative Insights

Comparison	Result
New (90d) median vs catalog median	\$85.00 vs \$58.00
Discounted median vs full-price median	\$49.00 vs \$89.00
Discounted share of catalog	861 (70.0%)

Confidence Notes

- This report is based only on the public Shopify product catalog endpoint (/products.json). It does not include traffic, conversion rate, ads, or checkout data.
- Date coverage: 100.0% of products include created/published dates; 100.0% include updated_at.
- Pricing coverage: 100.0% of products include a usable price.
- Discount coverage: 83.33% include compare-at pricing fields (discounts only count when compare_at > price).
- If a store returns HTML/404 for /products.json, it may be non-Shopify, headless Shopify with restrictions, or intentionally blocking the endpoint.
- Data source: public Shopify /products.json endpoint.
- Safety cap: up to 10 pages × 250 products (max ~2,500 products).
- Discounts are counted only when compare_at_min > price_min.
- This report does not infer traffic, conversion rate, or revenue.

Top Lists

Most expensive (top 5)

Product	Price
DREAM Manhattan Cape Coat	\$255.00
DREAM Fever Dream Maxi Dress	\$235.00
DREAM Motion Collar Maxi Dress	\$220.00
DREAM Nights Sequin Maxi Dress	\$215.00
DREAM Roxie Rose Sequin Maxi Dress	\$210.00

Biggest discounts (top 5)

Product	Discount
 Ghospell Deborah Striped Denim Bomber Jacket	76.8%
 Ghospell Yara Sequin Leopard Midi Dress	76.8%
 Ghospell Xyla Padded Sequin Jacket	75.63%
Ghospell Giana Jacquard Blazer	74.78%
 Ghospell Innes Blazer Coat	74.0%