

# StoreScout Competitive Snapshot

<https://sisterjane.com>

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

## Catalog Size

**1230**

Products discovered

## Inventory

**98.21%**

In stock (1208/1230)

## Median Price

**\$58.00**

P25: \$39.00 · P75: \$79.00

## Promo Rate

**70.0%**

Products with valid compare-at discounts

## Competitive Positioning Snapshot

### Market Position

**Mid-Market**

Based on catalog median price (simple heuristic).

### Promo Intensity

**Medium (60)**

Blend of discounted share + median discount depth.

### Launch Velocity

**Medium (50)**

Blend of new product + update activity (last 90 days).

### Catalog Complexity

**Medium (71)**

Blend of catalog size + price spread + variants.

## 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			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	27 (2.2%)	1230 (100.0%)	New (90d) median vs catalog median	\$85.00 vs \$58.00
Last 90 days	196 (15.93%)	1230 (100.0%)	Discounted median vs full-price median	\$49.00 vs \$89.00
Last 180 days	363 (29.51%)	—	Discounted share of catalog	861 (70.0%)

Confidence Notes	
<ul style="list-style-type: none"> <li>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.</li> <li>Date coverage: 100.0% of products include created/published dates; 100.0% include updated_at.</li> <li>Pricing coverage: 100.0% of products include a usable price.</li> <li>Discount coverage: 83.33% include compare-at pricing fields (discounts only count when compare_at &gt; price).</li> <li>If a store returns HTML/404 for /products.json, it may be non-Shopify, headless Shopify with restrictions, or intentionally blocking the endpoint.</li> <li>Data source: public Shopify /products.json endpoint.</li> <li>Safety cap: up to 10 pages × 250 products (max ~2,500 products).</li> <li>Discounts are counted only when compare_at_min &gt; price_min.</li> <li>This report does not infer traffic, conversion rate, or revenue.</li> </ul>	

Top Lists			
Most expensive (top 5)		Biggest discounts (top 5)	
Product	Price	Product	Discount
<b>DREAM</b> Manhattan Cape Coat	\$255.00	<b>Ghospell </b> Deborah Striped Denim Bomber Jacket	76.8%
<b>DREAM</b> Fever Dream Maxi Dress	\$235.00	<b>Ghospell </b> Yara Sequin Leopard Midi Dress	76.8%
<b>DREAM</b> Motion Collar Maxi Dress	\$220.00	<b>Ghospell </b> Xyla Padded Sequin Jacket	75.63%
<b>DREAM</b> Nights Sequin Maxi Dress	\$215.00	<b>Ghospell</b> Giana Jacquard Blazer	74.78%
<b>DREAM</b> Roxie Rose Sequin Maxi Dress	\$210.00	<b>Ghospell </b> Innes Blazer Coat	74.0%