



Sales & Marketing for ZARA

Prepared by : Muhmmad Fakhri

**insights | trends | solutions |
business strategies**



Agenda Style



1 Introduction

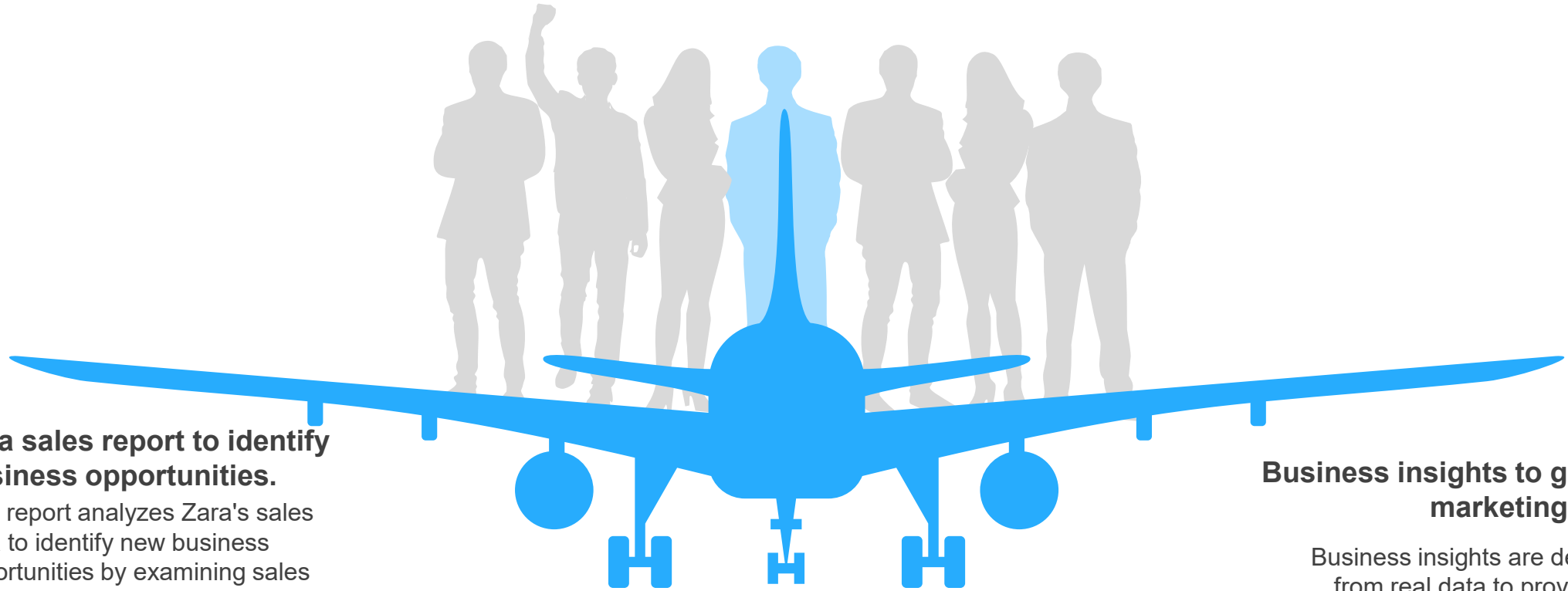
2 Data Overview

3 Key Visual Insight.

4 Business Implication

5 Recommendation

Analysis Objectives



Zara sales report to identify business opportunities.

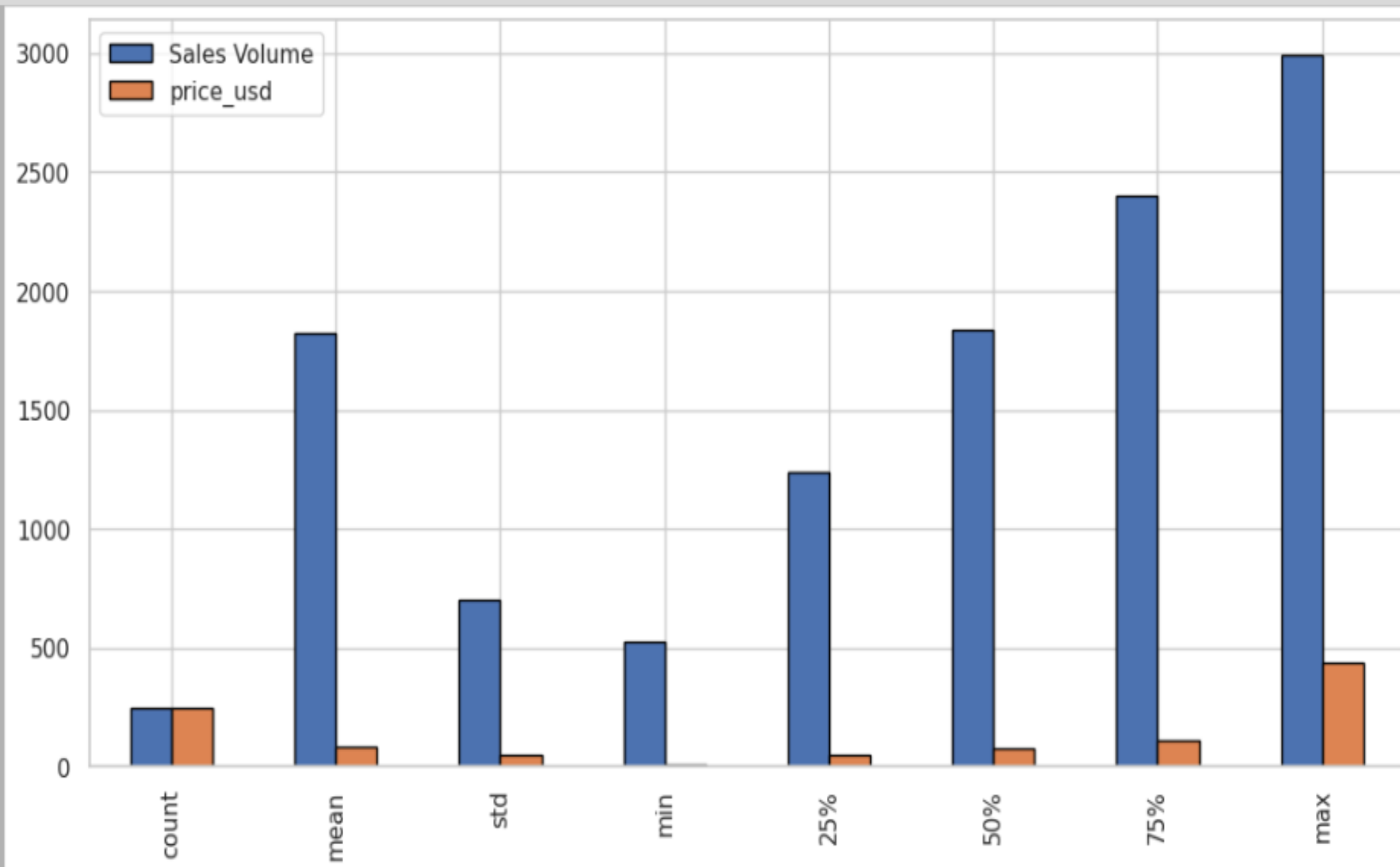
This report analyzes Zara's sales data to identify new business opportunities by examining sales trends based on time, location, and product performance. This data provides insights into consumer purchasing patterns, as well as areas with high growth potential or those showing declining performance and requiring attention.

Business insights to guide future marketing decisions.

Business insights are derived directly from real data to provide real-world guidance for Zara's future marketing strategy..

Five visualizations that help Business strategy

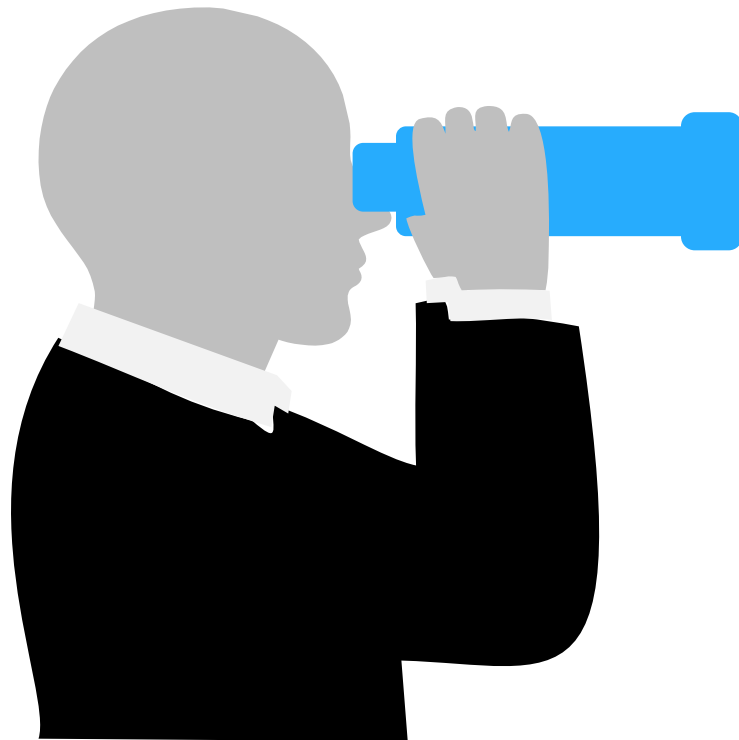
Five data visualizations are used to delve deeper into ZARA's future business strategy by following the market..



Sales & Price Distribution Summary

Insights into business

There are 4 insights that we can take from this visualization that we can process into a business strategy.



Zara products have affordable prices, with an average price of \$88.40, this allows Zara to compete with other products..



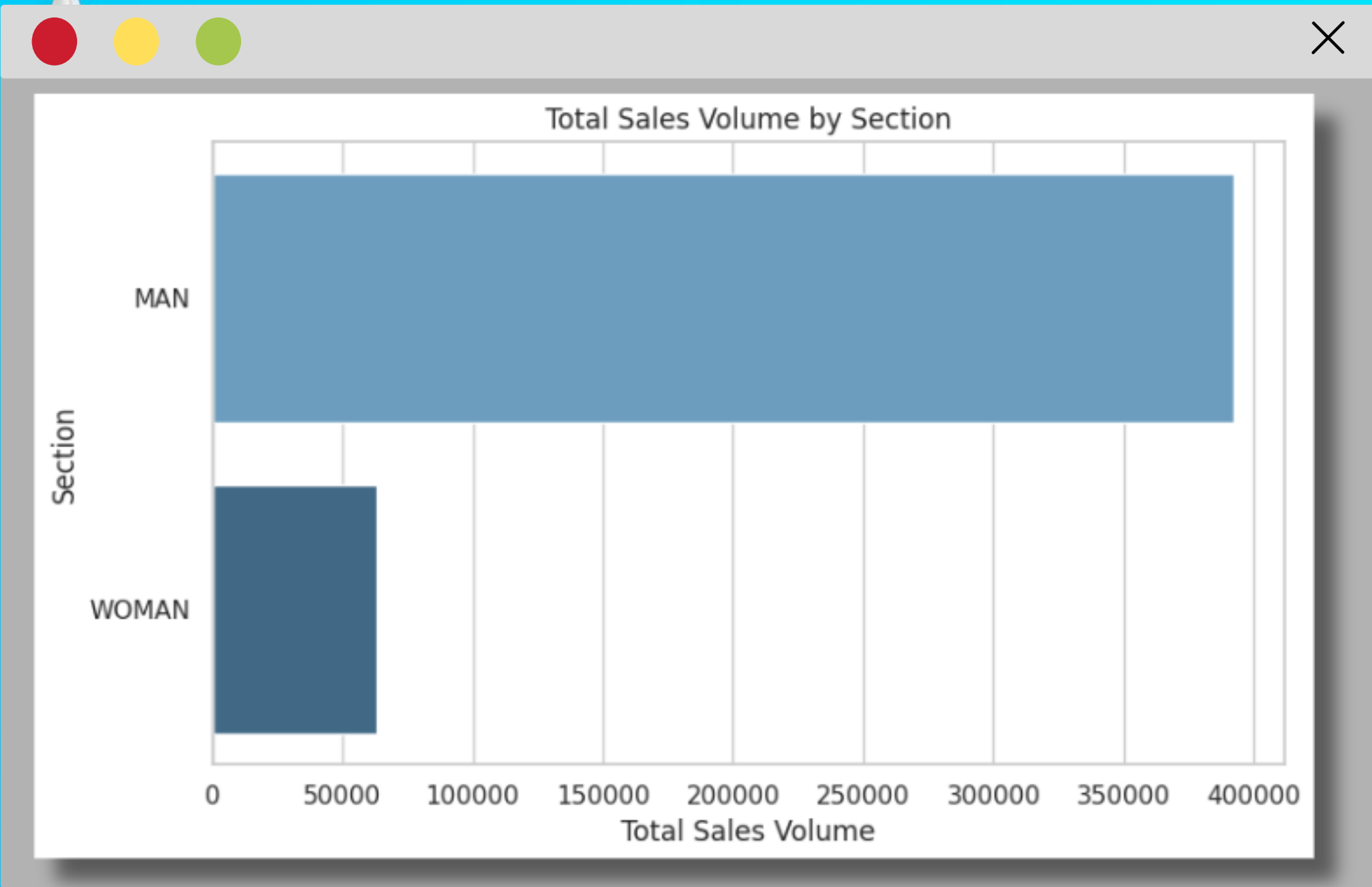
Sales volumes varied widely, with top-selling products reaching up to 3,000 units, representing higher sales than previously reported.



This shows that Zara is adopting an affordable, high-volume pricing strategy, but some products are performing significantly better than others.



Actionable strategy: Focus on the best performing SKUs and optimize the underperforming SKUs. This can be used as a basis for evaluation and immediate



Total Sales Volume by Gender

Season

Many men buy Zara jackets during winter because the material is warm and stylish.

Age

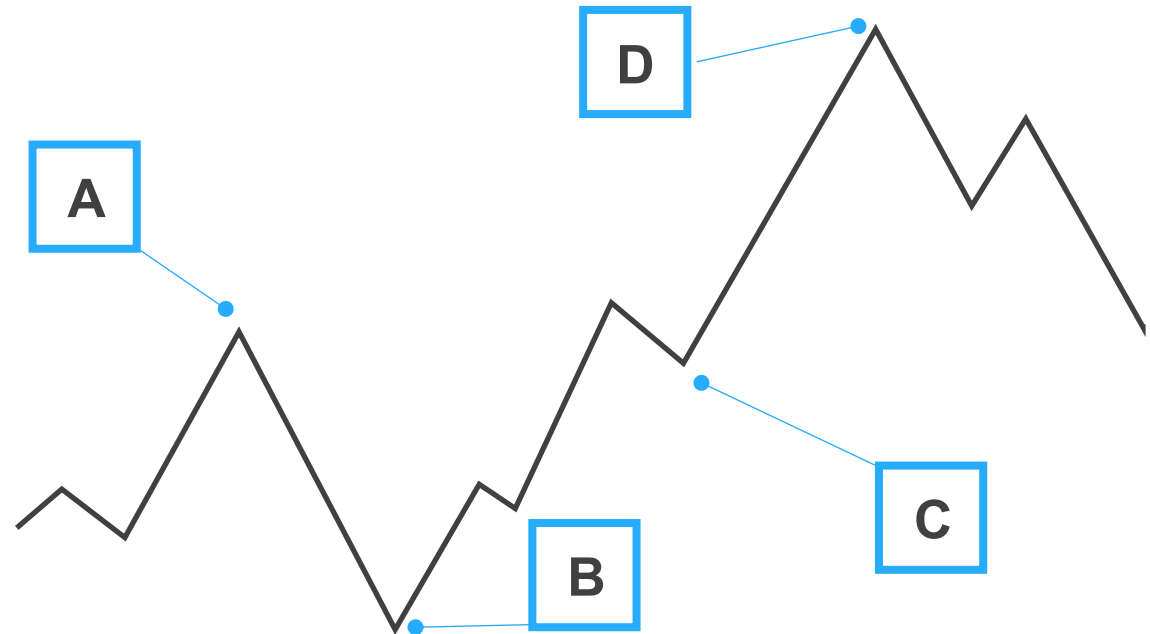
The average age of those who frequently buy is around 20-35, including men from teenagers to adults..

Fashion

At Zara, there are many choices of textile products with the best quality and each has its own distinctive fashion style.

Trend of the times

Zara always sees and opens her eyes to fashion trends that are popular and loved by all genders and ages.



The **MEN segment** outperforms the **WOMEN segment** in total sales volume



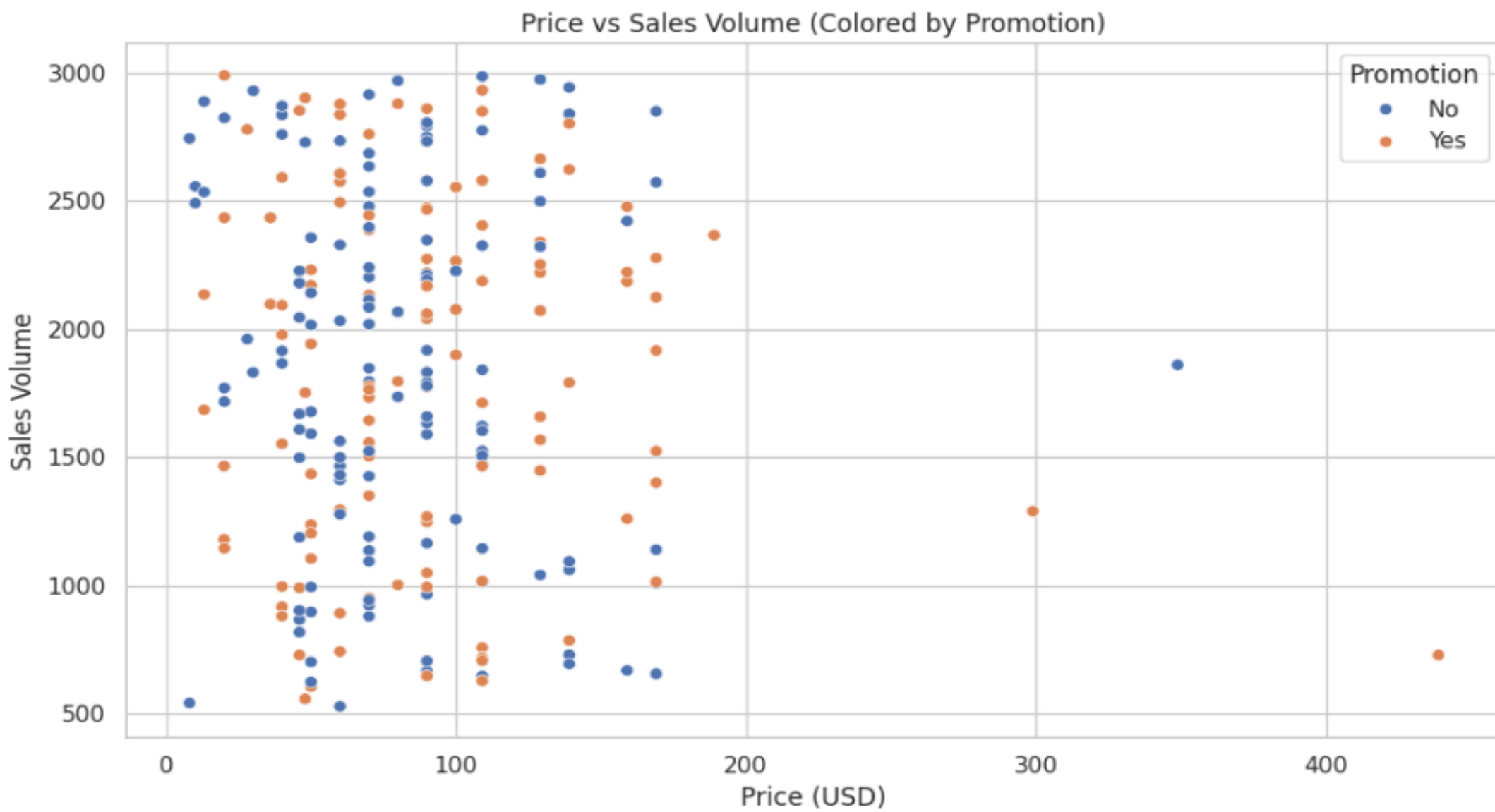
Zara may consider expanding the men's product line and investing more in targeted marketing campaigns



Evaluation of women's fashion products and following style trends in the women's fashion market



Opportunity: Position Zara as a **leading men's fashion brand** in the fast fashion industry



The Influence of Promotion on the Relationship Between Price and Sales Volume

Selling Price

Most high-volume sales occur at prices below **\$150**, showing strong demand *for affordable products*.



Promotion

It appears that *consistently* promoted products consistently show higher sales at all price points.



Promote

Large promotional campaigns have a clear impact on increasing *sales—even for mid- and high-priced items*.

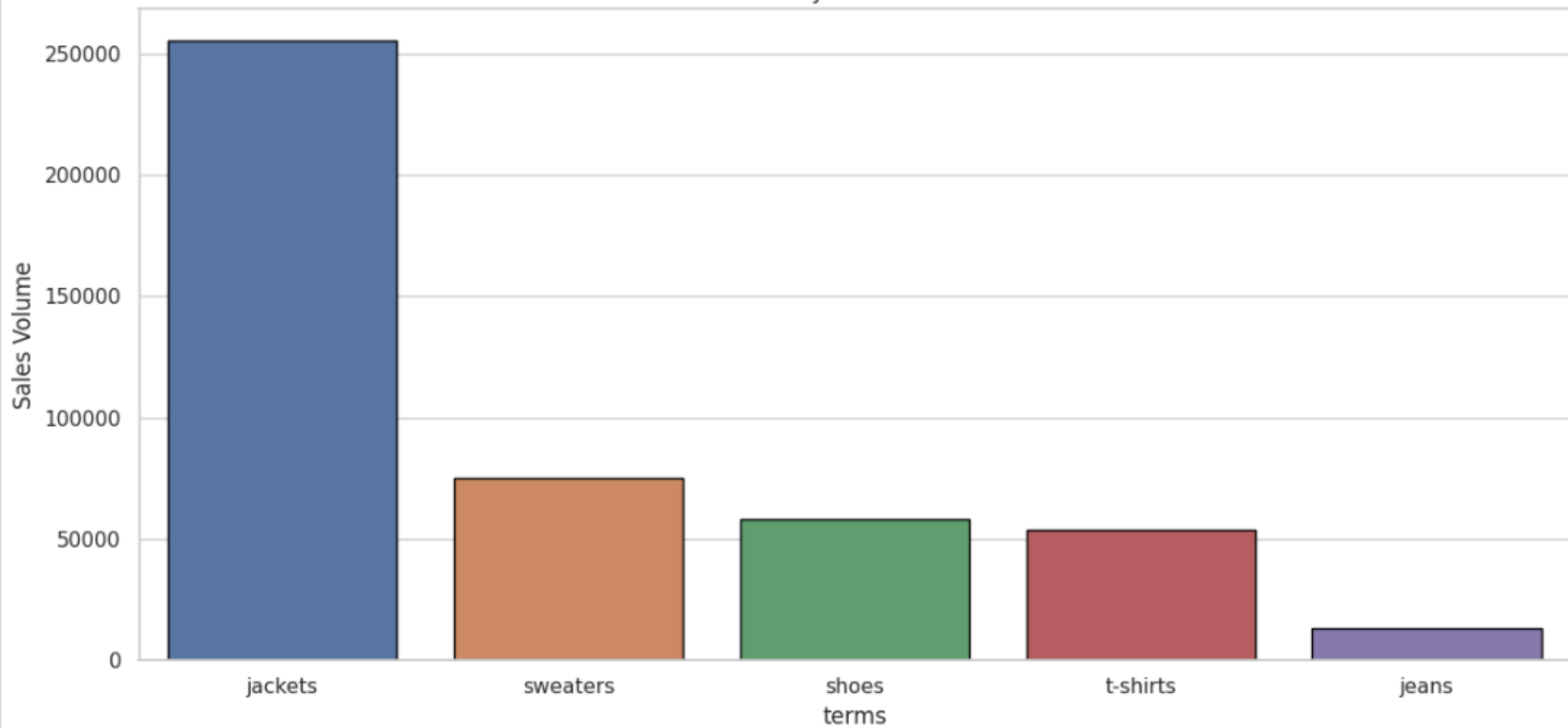


Recommend Strategy

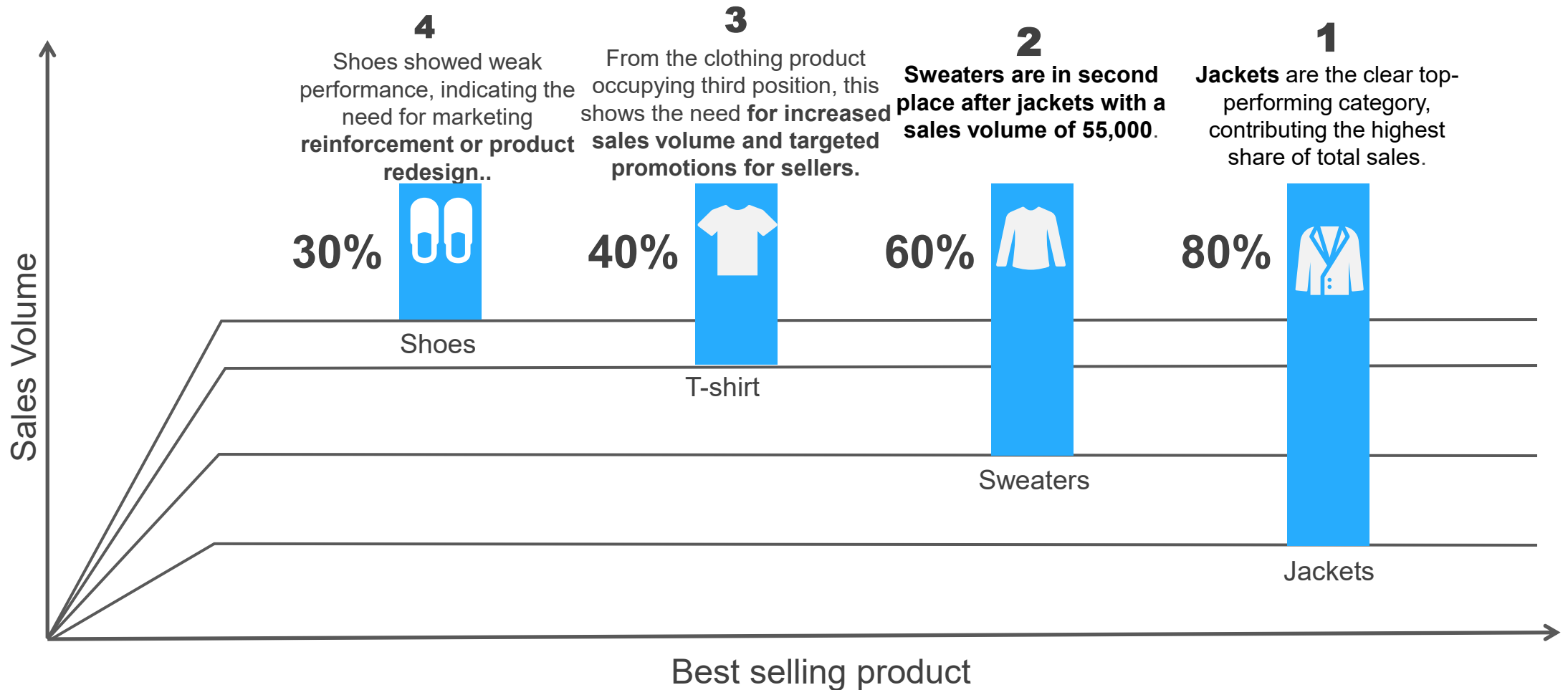
Combine affordable pricing with *targeted promotions for first-time customers* to maximize revenue and inventory turnover.



Sales Volume by Terms and Promotion

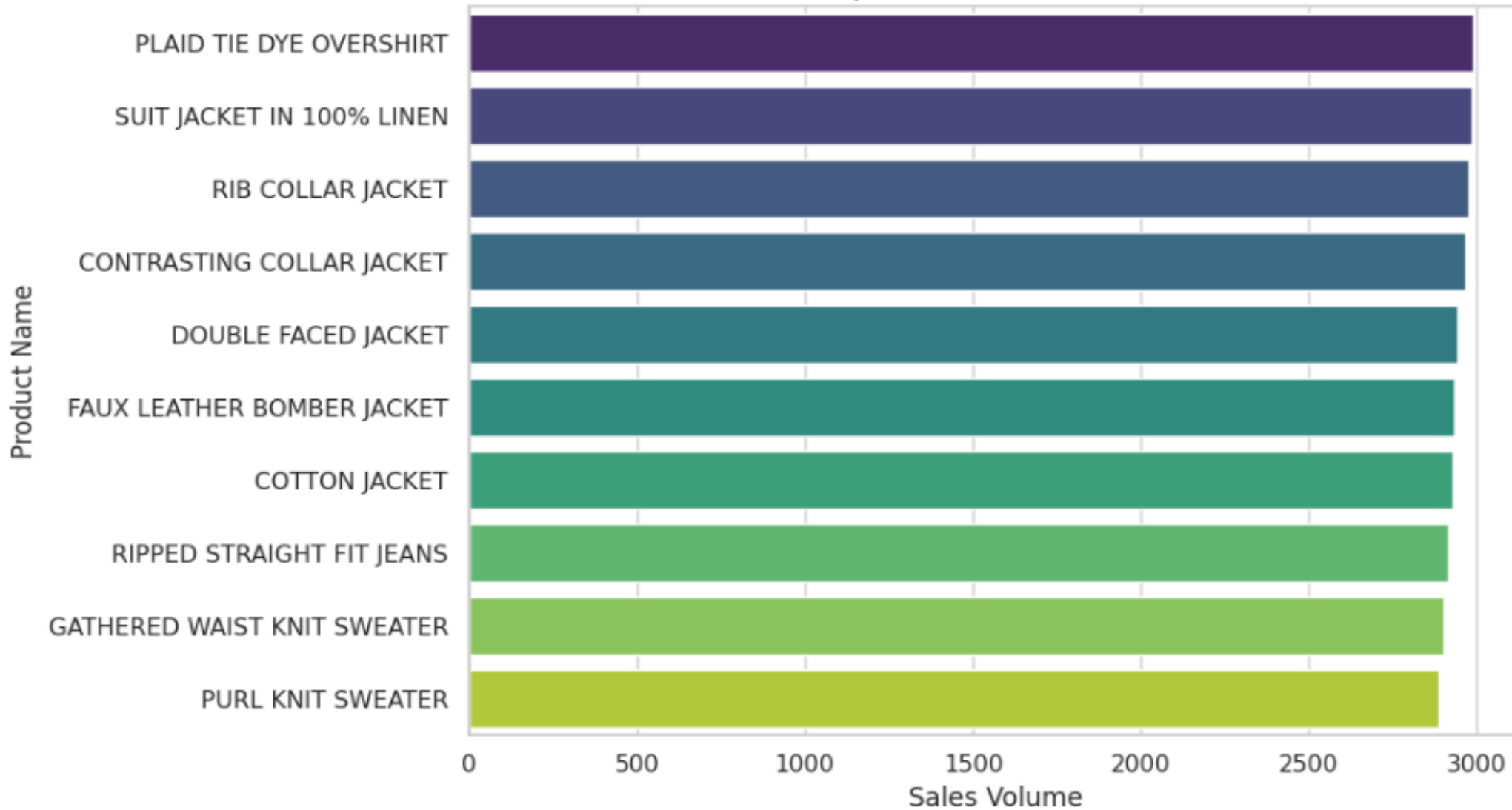


Top Sellers by Product Type





Top 10 Most Sold Products



Detail Explanation & Business Insight

Outerwear Dominates the Top 10

The data clearly highlights that outerwear—particularly **jackets and sweaters**—consistently ranks among the top 10 best-selling products. This shows a strong consumer preference for Zara's fall/winter offerings, positioning these items as key revenue drivers.

01

Improve the accuracy of product promotion to customers

Many promotions are not targeted to the right customers.
Improved promotion accuracy is needed to increase sales volume for other products..

02

Consistent Demand Indicates Strong Brand Association

The sustained popularity of jackets and sweaters suggests that Zara has built a **reliable brand identity** around **functional and fashionable cold-weather wear**. Customers may increasingly associate Zara with stylish outerwear, which strengthens long-term brand equity in this category.

03

Leveraging "Hero Items" for Strategic Marketing

Zara can capitalize on the popularity of these products by turning them into "hero items"—key products used to represent the brand in:

- Advertising campaigns (digital and print)
- Homepage banners and email marketing
- Window displays and in-store visuals

04

Challenges & Strategic Solutions

Key

Challenges ZARA
Is Facing

Fast fashion model leads to frequent stockouts and unmet demand.

High Product turnover & limited inventory

Sales are concentrated on top-selling and best-selling products only, thus creating a risk of category imbalance.

Over-reliance on best-selling categories

It must be further improved for each product, see opportunities and customer demand quickly and analyze future trends.

Lower performance in other product type categories

Competing with brands like H&M, Uniqlo, and Shein on pricing & speed.

Price sensitivity & fierce competition

Growing consumer awareness of fast fashion's ecological impact.

Environmental & sustainability concerns



A row of eleven incandescent light bulbs is arranged in a slightly curved line across the top half of the image. The background is a solid light blue. One bulb, located in the center of the row, is illuminated with a warm yellow light, while the other ten bulbs are unlit and appear as dark, translucent shapes. The glowing bulb serves as a visual metaphor for a 'bright idea' or a 'strategic solution' among many options.

Strategic Solution

1. **Improve real-time inventory management**

Use AI/ML demand forecasting to reduce stockouts and oversupply.

2. **Diversify your product portfolio**

Invest in developing underperforming product categories and divisions to mitigate risk.

3. **Data-driven product redesign**

Analyze customer feedback and sales data to improve underperforming products.

4. **Value-based promotions, not price wars**

Use targeted campaigns that emphasize quality, style, and exclusivity.

5. **Sustainability integration**

Adopt eco-friendly materials, transparent supply chains, and green marketing to align with Gen Z and millennial values.

Key Takeaways & Business Recommendations

Summary Insights

- ◆ Zara products have an affordable average price (\$88), allowing access to the mass market.
- ◆ The MEN'S section has a higher total sales volume than the WOMEN'S section.
- ◆ Promotions significantly increased sales, especially for mid-priced items.
- ◆ Jackets dominated category performance.
- ◆ Best-selling products were mostly outerwear, confirming Zara's strong positioning.

Actionable Recommendation

- ✓ Continue to focus on value-oriented pricing, but ensure premium design quality.
- ✓ Expand the MEN'S product line and increase marketing targeting the male demographic.
- ✓ Launch targeted promotional campaigns during peak buying cycles (seasonal/holiday).
- ✓ Treat jackets as a core category—invest in inventory, refresh designs, and prioritize promotions.
- ✓ Use best-selling products as marketing icons—build campaigns around featured products for brand consistency.

THANK YOU

