

Note – Please refer attached Power Bi file(.pbix) for visual report.

Report on Business Analysis and Recommendations

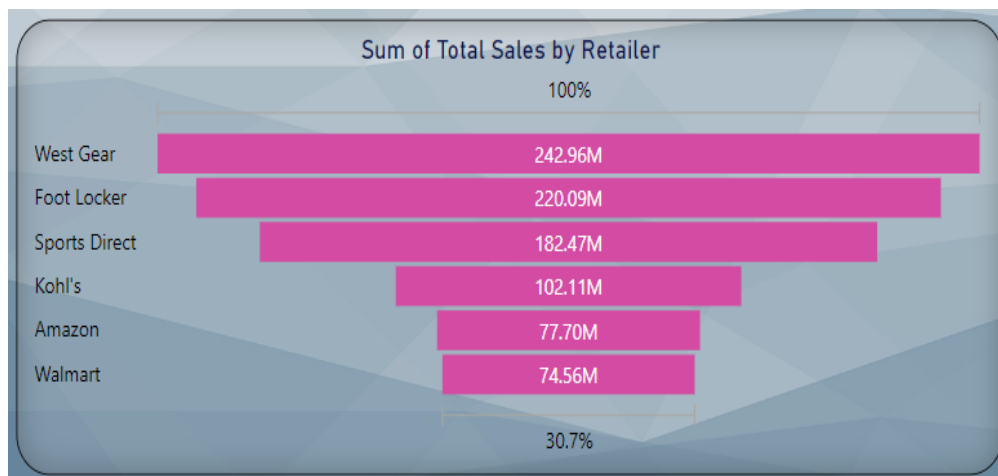
We would like to share with you the report on our recent business analysis project. Based on the corrected data you provided, we have gathered valuable insights and recommendations to enhance our business performance and drive growth. Please find below a summary of the key findings:

A] SALES ANALYSIS

1. Sales Performance:

- Total Sales: Total sales for the analyzed period amounted to an impressive \$899 million with profit 332 million, showcasing our strong market presence and customer demand.

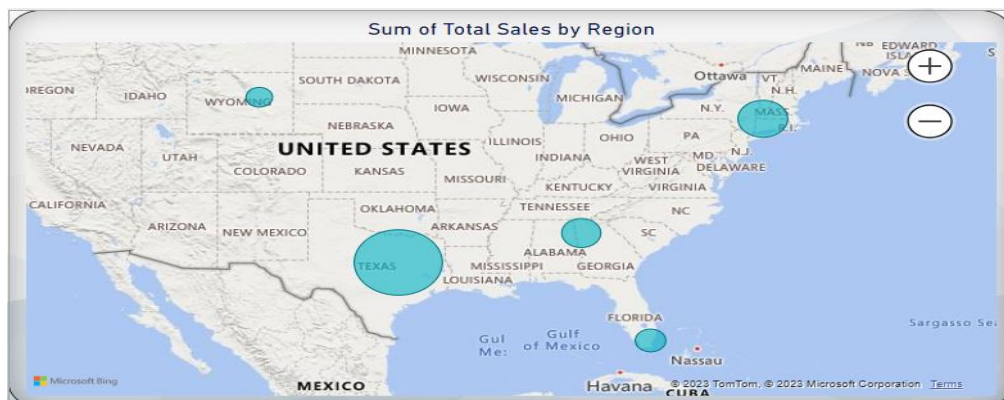
- Top Performers: West Gear emerged as the leading performer, generating total sales of \$243 million, surpassing all other competitors. Noteworthy performers also include Foot Locker, Kohl's, Sports Direct, and Walmart.



2. Regional Sales Analysis:

- West Region: The West region proved to be our most lucrative market, contributing \$270 million in sales. This region demonstrates our strong market presence and offers significant growth potential.

- Other Regions: Additionally, the Northeast, Southeast, South, and Midwest regions played crucial roles in our overall sales, contributing \$186 million, \$163 million, \$144 million, and \$135 million respectively.



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3. Channel-wise Sales:

- In-store Sales: Our in-store sales reached an impressive \$356.6 million, reaffirming the importance of our physical retail locations in delivering an exceptional customer experience.

- Online Sales: Online sales performed exceptionally well, generating \$247.6 million. This highlights the increasing significance of our e-commerce platform and the shift in consumer shopping preferences.

- Outlet Sales: Our outlet sales contributed \$260 million, presenting a valuable opportunity to expand our revenue streams and reach a wider customer base.



4. Product Category Analysis:

- Men's Street Footwear: Men's Street Footwear emerged as our top-selling category, achieving remarkable sales of \$208 million, emphasizing its popularity and customer demand.

- Other Notable Categories: Women's Apparel, Men's Athletic Footwear, Women's Street Footwear, Men's Apparel, and Women's Athletic Footwear also demonstrated strong sales performance, contributing significantly to our overall revenue.

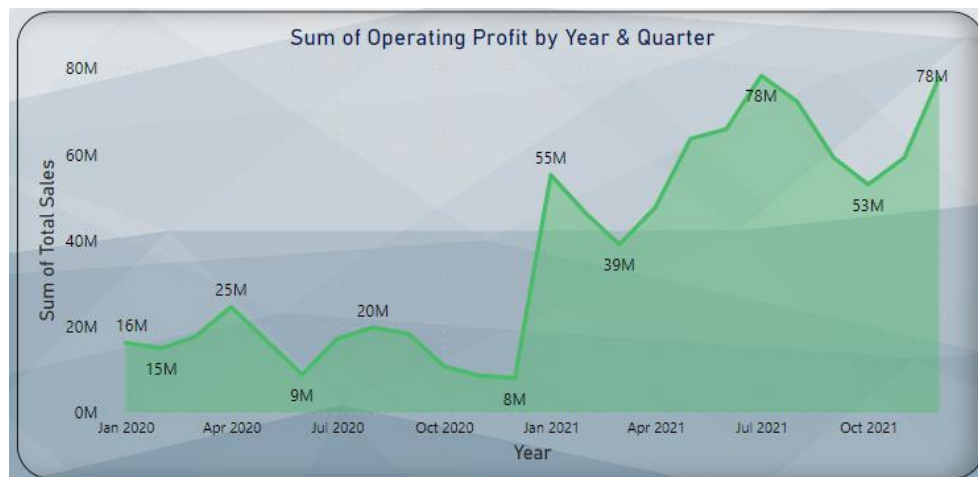


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5. Time-based Sales Analysis:

- Peak Sales Quarter: Quarter 2 of 2021 recorded the highest sales, particularly in the months of May and June, exceeding \$75 million. This period presents an opportunity to capitalize on increased customer demand and market trends.

- Seasonal Sales Pattern: We observed a seasonal sales pattern, with Quarter 4 of each year experiencing comparatively lower sales. Analyzing and addressing the underlying factors contributing to this pattern will help us optimize our sales throughout the year.



B] RECOMMENDATIONS

Based on these revised findings, we have developed the following recommendations to drive our business forward:

1. Leverage West Gear's Success: We should analyze the success factors behind West Gear's outstanding performance and identify strategies to replicate their success in other regions or channels. This will allow us to expand our market reach and maximize our revenue potential.

2. Strengthen Regional Presence: In addition to the West region, we should focus on strengthening our presence in other regions as well. By developing targeted marketing and sales campaigns specific to each region, we can effectively tap into local markets and drive sales growth.

3. Optimize Sales Channels: It is essential to allocate resources to enhance all sales channels, including in-store, online, and outlet sales. By improving customer experience, leveraging digital marketing strategies, and exploring opportunities for innovation, we can maximize sales across all channels and capture a larger market share.

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4. Capitalize on Popular Product Categories: We recommend allocating resources and marketing efforts towards our top-selling product categories, such as Men's Street Footwear and Women's Apparel. Continuously monitoring market trends and consumer preferences will enable us to adapt our product offerings and stay ahead of the competition.

5. Analyze and Address Seasonality: Understanding the factors contributing to the seasonal sales pattern, particularly the lower sales in Quarter 4, is crucial. By developing targeted seasonal promotions, implementing effective inventory management strategies, and aligning marketing campaigns accordingly, we can minimize the impact of seasonality on our sales performance.

By implementing these strategies, we aim to improve our overall sales performance, expand our market reach, and maximize profitability. It is recommended to conduct further analysis on customer demographics, pricing strategies, and competitive analysis to fine-tune our approach and ensure effective execution.

We appreciate your continuous support and trust in our efforts to drive growth and success. Should you have any further questions or require additional information, please don't hesitate to reach out to us. We look forward to discussing the report and our proposed strategies in more detail.