

Farfetch Pricing Analytics Report

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Executive Summary

Total Products Analyzed: 305,376

Total Brands: 2,807

Average Price: \$691.75

Average Discount: 10.5%

Products on Discount: 108,550

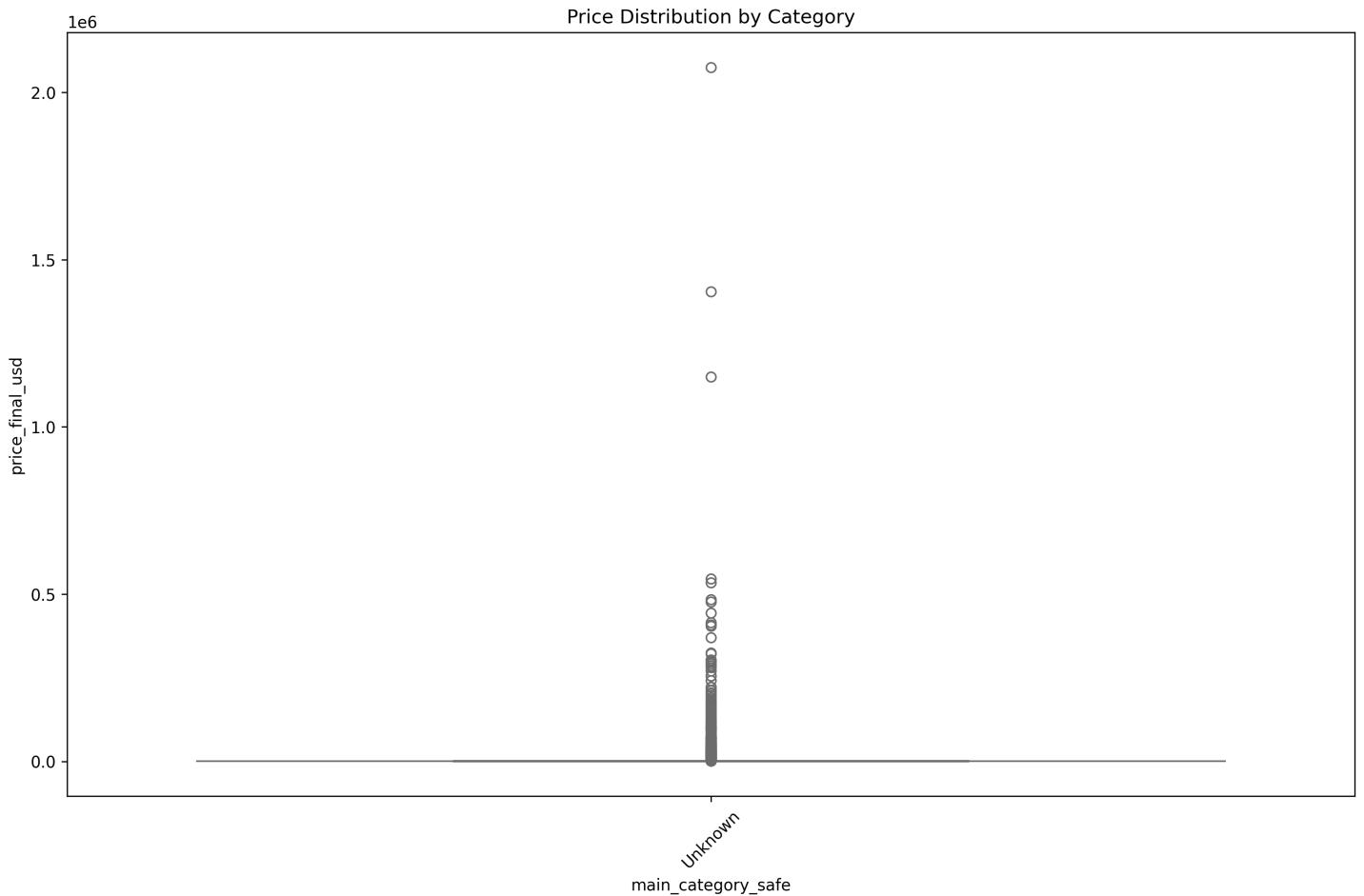
Average Competitiveness Score: 38.5/100

Optimization Opportunities: 860

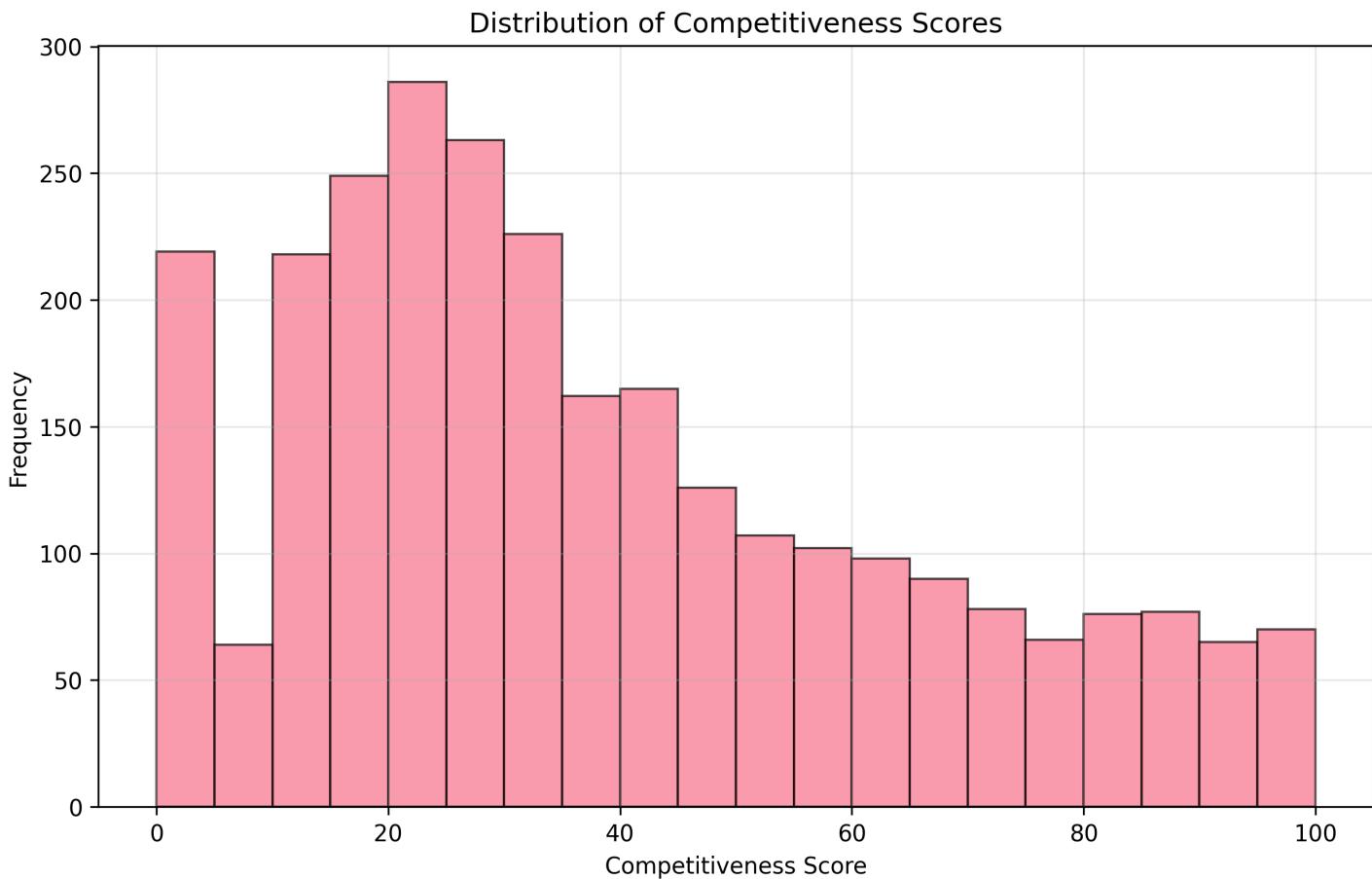
Key Insights

- Premium positioning brands show highest price premiums
- Significant discount optimization opportunities identified
- Stock levels correlate with pricing competitiveness
- Category-level pricing strategies vary significantly

Price Distribution by Category

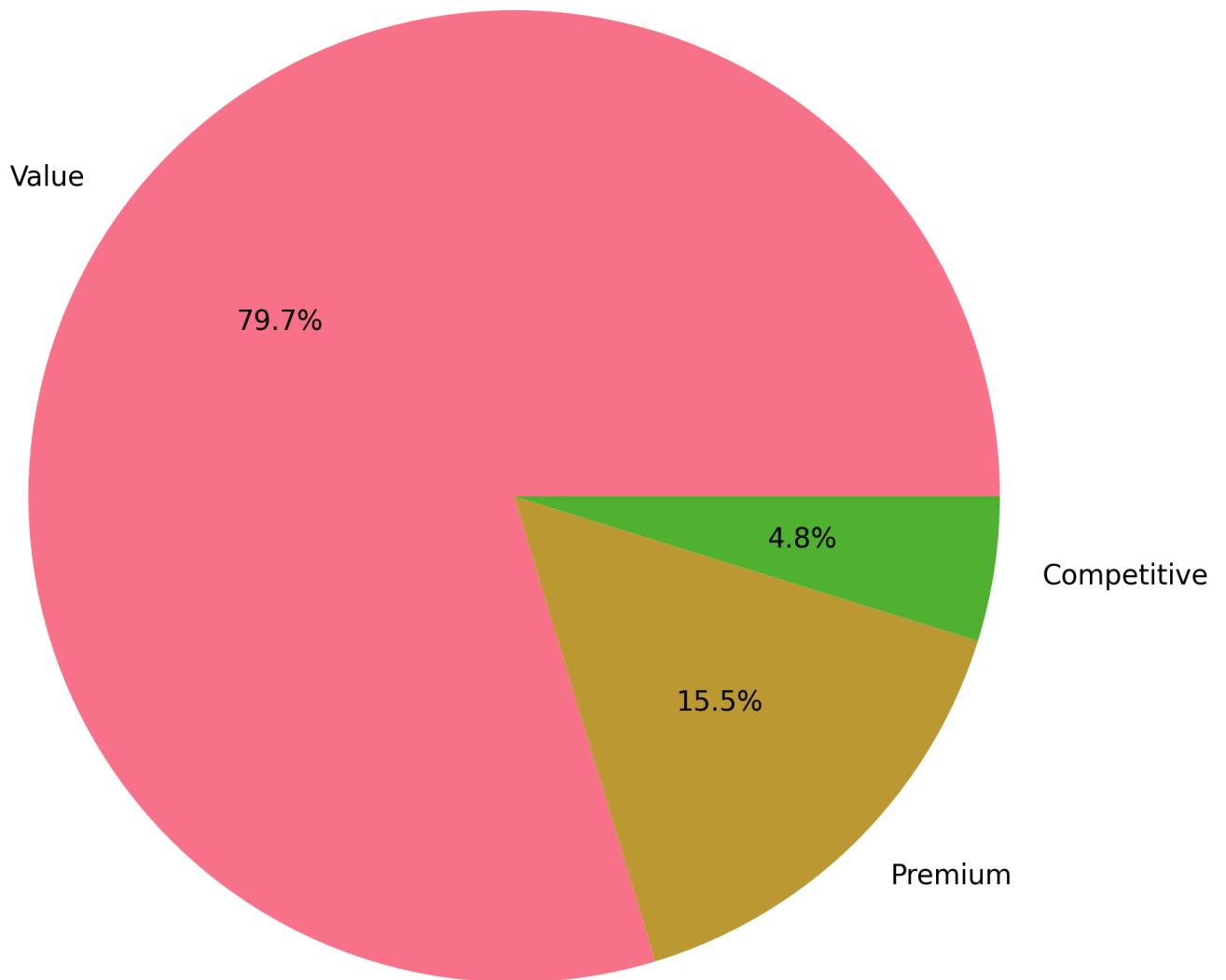


Competitiveness Score Distribution

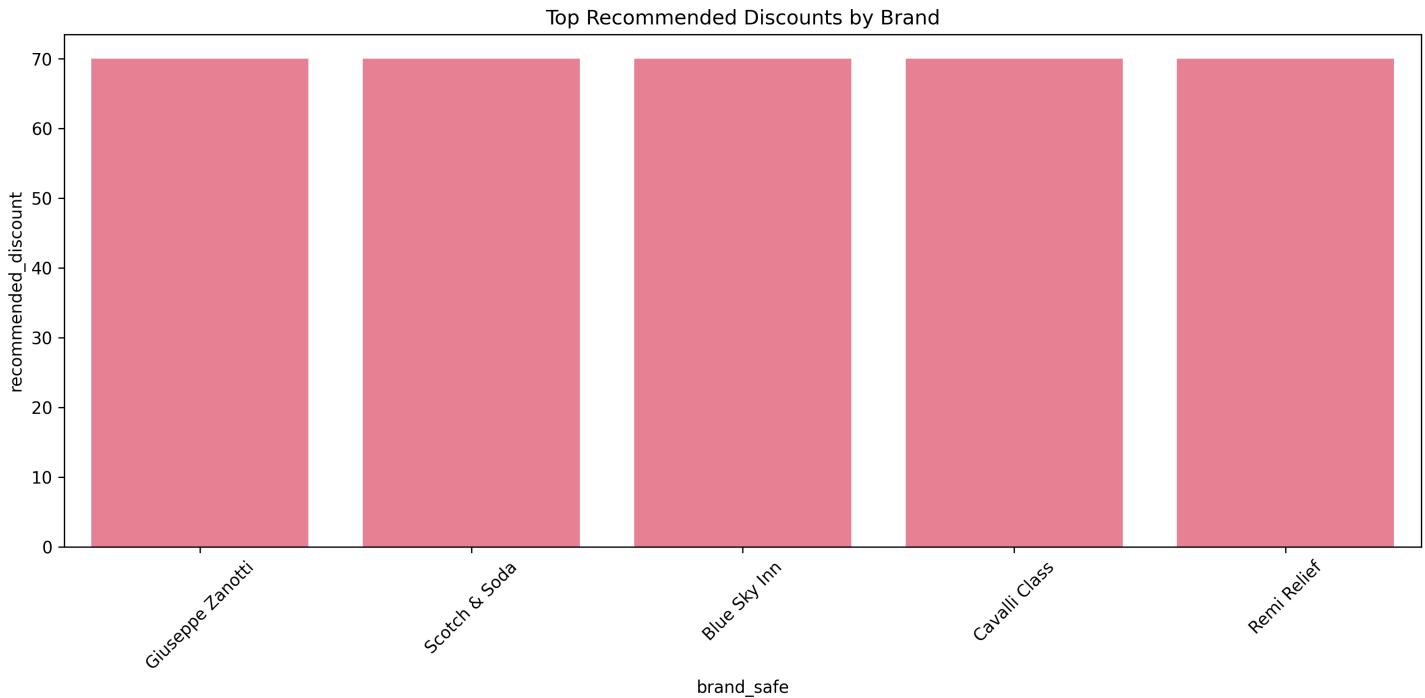


Price Positioning Analysis

Price Positioning Distribution



Top Recommended Discounts



Strategic Recommendations

1. Implement dynamic pricing for overstocked premium products
2. Review pricing strategy for brands with low competitiveness scores
3. Optimize discount levels based on stock turnover rates
4. Monitor competitor pricing for key luxury categories
5. Develop category-specific pricing strategies