

Comprehensive Final Report

Executive Summary

This comprehensive final report consolidates insights from our previous analyses on product/region performance and size-based performance, integrating the latest stock-level data. The report provides a clear understanding of:

1. Overall sales performance (including product and country insights)
 2. Size-based sales and return patterns
 3. Current inventory levels, including any discrepancies
 4. Actionable recommendations on future sizing distribution, production, and promotions
-

1. Overall Performance Summary

1.1 Top-Line Observations

Highest-Earning Product Lines

1. The King in the North Hoodie: \$71,000 net sales
2. Bot Diff Hoodie: \$55,000 net sales
3. Bot Diff T-Shirt: \$25,000 net sales
4. The King in the North T-Shirt: \$22,000 net sales
5. Power Spike (Sleeves): \$11,000 net sales

Highest-Volume Markets

1. Germany: \$56,000 net sales (largest single market)
2. France: \$40,000 net sales
3. Sweden, Italy, Czech Republic, and Spain follow

Discount & Return Highlights

- Power Spike has the largest discount rate (61%), likely due to promotions/freebies
- Spain shows an unusually high discount ratio (48%) and higher return ratio (4.1%)

- Highest return rate by product line: The King in the North Hoodie (2.58%)
-

2. Product-Level Analysis

2.1 Performance Rankings

Most Units Sold

1. The King in the North Hoodie (961 units)
2. Bot Diff T-Shirt (936 units)
3. The King in the North T-Shirt (887 units)
4. Bot Diff Hoodie (838 units)
5. Power Spike (715 units, including free variants)

Highest Net Sales

1. The King in the North Hoodie (\$71,000)
2. Bot Diff Hoodie (\$55,000)
3. Bot Diff T-Shirt (\$25,000)
4. The King in the North T-Shirt (\$22,000)
5. Power Spike (\$11,000)

Key Insight: Hoodies (both "Bot Diff" and "King in the North") command the top revenue positions, while T-Shirts deliver strong unit volume, often with higher discount rates.

3. Size-Based Analysis

3.1 Size Performance Overview

Best-Selling Sizes by Quantity

1. L: 1,005 units
2. M: 996 units
3. S: 822 units
4. XL: 408 units
5. XXL: 207 units

6. XS: 184 units

7. Power Spike Variants: - S/M: 471 units - L/XL: 244 units

3.2 Net Sales and Return Rates

- M yields the highest net sales (\$54,000), slightly above L (\$51,000)
- XS and XXL have elevated return rates (3.5% and 4.1% of gross, respectively)
- S requires relatively high discount rates ($\geq 50\%$), yet remains a top-3 size by volume

Key Takeaway: M and L consistently generate the most revenue for hoodies and T-shirts, while XS and XXL often see heavier markdowns and more frequent returns.

4. Stock-Level Analysis

Current inventory status for the single collection/production run: *(Note: Negative stock indicates a possible oversell or record discrepancy)*

4.1 Hoodies

REKKLES HOODIE 1 (SQUARE)

Size	Stock (Location 1)	Stock (Location 2)	Total
XS (Bot Diff)	61	61	122
S (Bot Diff)	92	92	184
M (Bot Diff)	5	-1	~4

REKKLES HOODIE 2 (TRIANGLE)

Size	Stock (Location 1)	Stock (Location 2)	Total
XS (King in the North)	54	54	108

4.2 T-Shirts

REKKLES T-SHIRT 1 (SQUARE)

Size	Total Stock
XS	96
S	82
M	1
L	-1*

*Oversold or counting error

REKKLES T-SHIRT 2 (TRIANGLE)

Size	Total Stock
XS	134
S	122
L	2
XL	1

4.3 Power Spike Sleeves

Size	Stock (Location 1)	Stock (Location 2)	Total
S/M	101	98	199
L/XL	124	120	244

Given that **Power Spike** was heavily discounted (~61%) and also had free variants, the large remaining inventory suggests you may need a strategic plan (continued freebies or a marketing push) to move them profitably.

5. Key Insights & Recommendations

5.1 Production Planning

Size Distribution Analysis

Size	Current Distribution	Recommended Range	Analysis
XS	~14.4%	5-10%	Significantly overproduced
S	~27.0%	15-20%	Overproduced
M	~22.4%	25-30%	Underproduced
L	~22.5%	25-30%	Underproduced
XL	~9.1%	10-15%	Slightly underproduced
XXL	~4.6%	~5%	Appropriate level

5.2 Immediate Actions

Inventory Management

1. Address negative stock discrepancies in M/L T-Shirts and Hoodies
2. Implement improved inventory tracking system
3. Conduct regular cycle counts to prevent oversell situations

Marketing & Promotions

1. **Bundle Strategy:** Create M/L + XS/S combination offers
2. **Geographic Targeting:** Direct XS/S inventory to markets with higher demand for smaller sizes
3. **Power Spike Strategy:** - Continue using as promotional items for brand awareness - Consider bundling with high-margin products

Regional Considerations

- **Spain Market:**
- Review discount strategy (currently ~48% average)
- Analyze high return rate (4.1%)
- Improve size guidance on product pages

5.3 Future Recommendations

1. **Production Planning** - Increase M/L production volumes - Reduce XS/S quantities - Maintain conservative XXL production
 2. **Inventory Control** - Implement real-time inventory tracking - Set up automated alerts for low stock levels - Regular reconciliation of multi-location inventory
 3. **Marketing Strategy** - Early promotional planning for slower-moving sizes - Market-specific pricing strategies - Enhanced size guide implementation
-

6. Conclusion

This analysis reveals clear opportunities for optimization in:

1. **Size Distribution:** Realign production quantities with actual demand patterns
2. **Inventory Management:** Implement stronger controls and tracking
3. **Regional Strategy:** Adjust pricing and marketing approaches by market
4. **Product Mix:** Focus on high-performing categories while managing slow-moving inventory

By implementing these recommendations, we expect to see improved sell-through rates, reduced markdown pressure, and more efficient inventory management in future collections.