



ZARA SALES ANALYSIS



Brand Name

Zara

No. of Terms

5

section

Select all

MAN

WOMAN

price

7.99

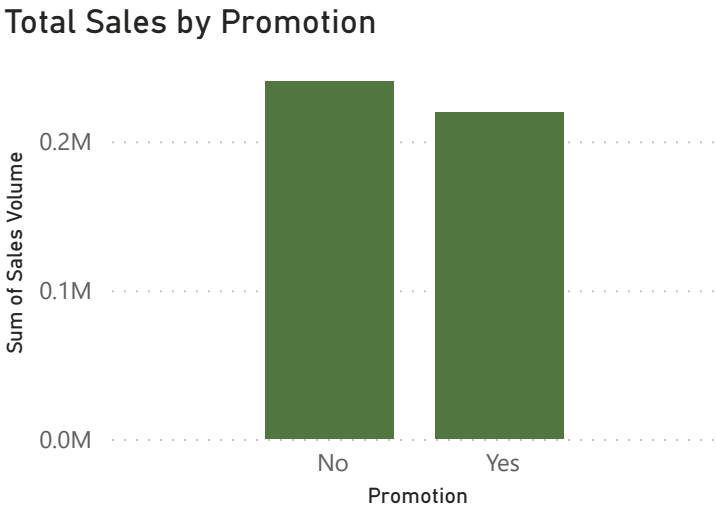
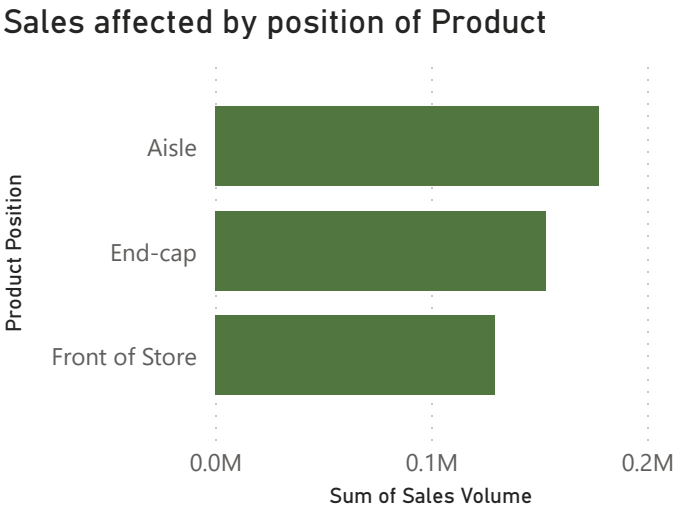
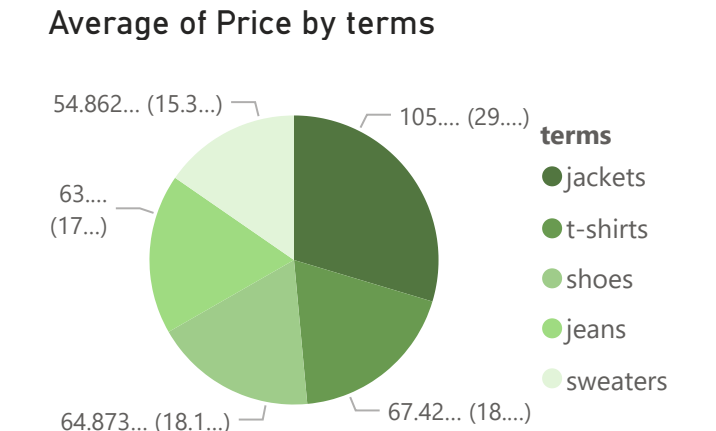
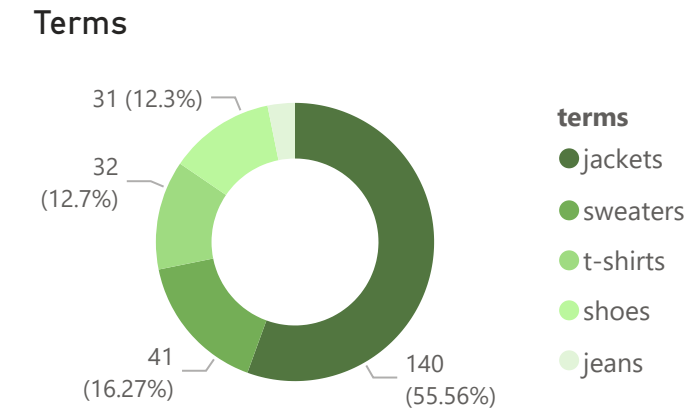
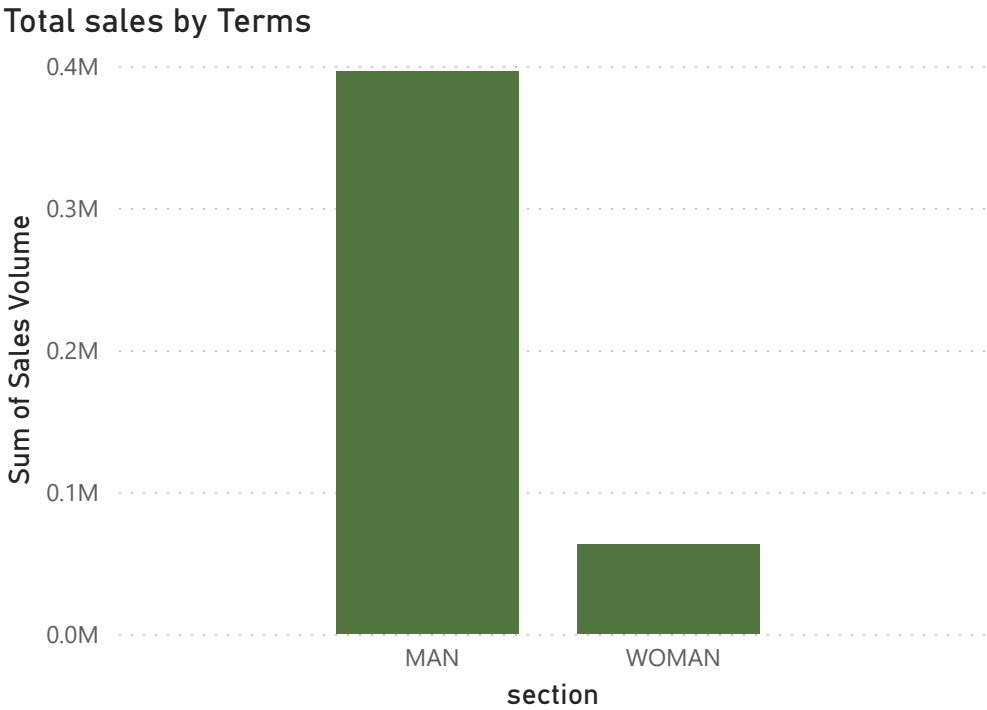
439.00

Product Category

1

Total sales value

460K



- **Zara is a clothing brand that offers collections for both men and women.**
- **The brand has a larger selection of products for men compared to women.**
- **Men tend to purchase jackets and shoes in greater quantities.**
- **Women predominantly buy sweaters.**
- **Jackets, shoes, and t-shirts are priced higher than sweaters.**
- **Most sales are achieved without the need for promotions.**
- **The placement of products in the aisle has a significant impact on sales performance.**