



Destination XL Group

Annual Sales Report

Fiscal Year 2024

Comprehensive Sales Analysis & Strategic Insights

Generated: December 07, 2025

Prepared for AWS Quick Suite AI Analysis

Executive Summary

DXL Sales Performance - 2024

Total Revenue

\$313,239

Total Transactions

1,137

Avg Transaction

\$275.50

Total Orders

511

Active Customers

1,015

Gross Margin

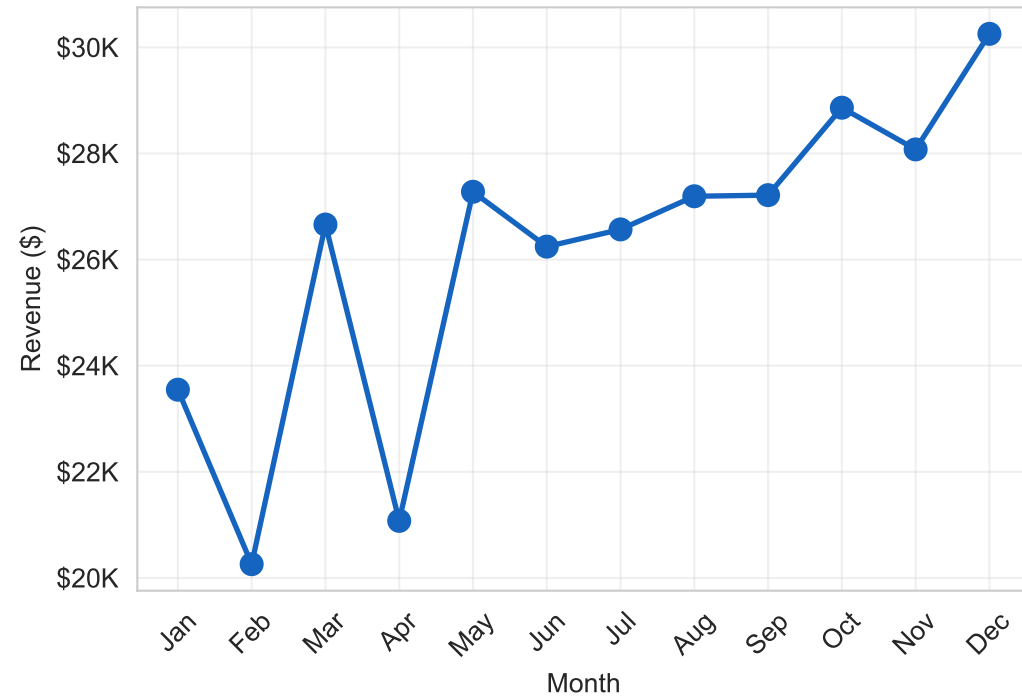
50.1%

Key Highlights:

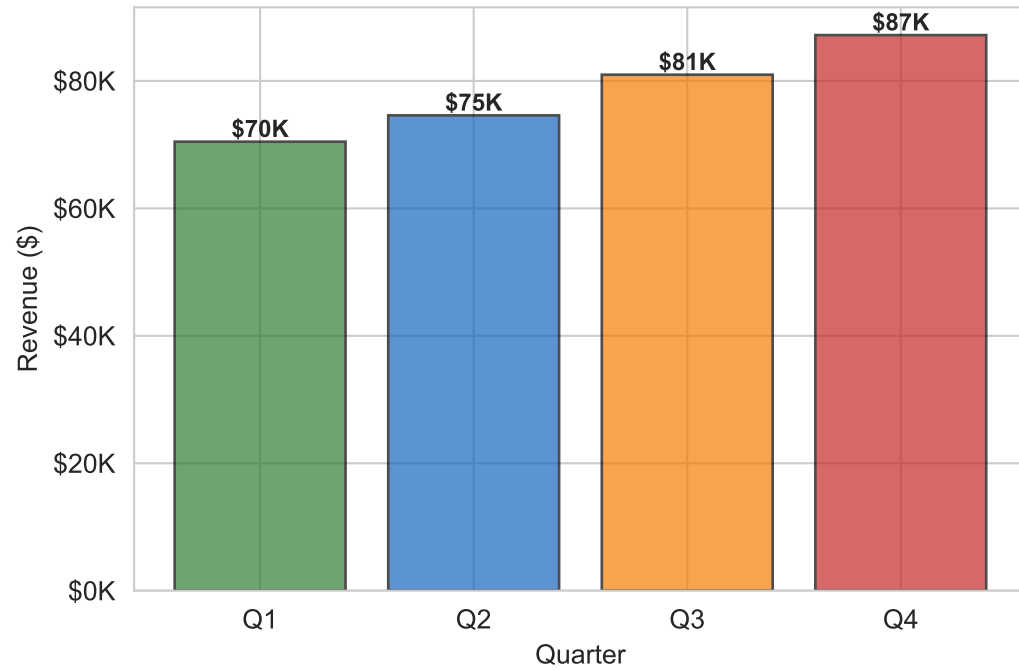
- Processed 1,137 transactions across 8 store locations
- Served 1,015 unique customers with personalized big & tall apparel
- Average transaction value: \$275.50
- Total items sold: 6,654 units
- Gross margin maintained at 50.1%
- Multi-channel operations: In-Store, E-Commerce, Mobile, and Call Center

Revenue Analysis - 2024

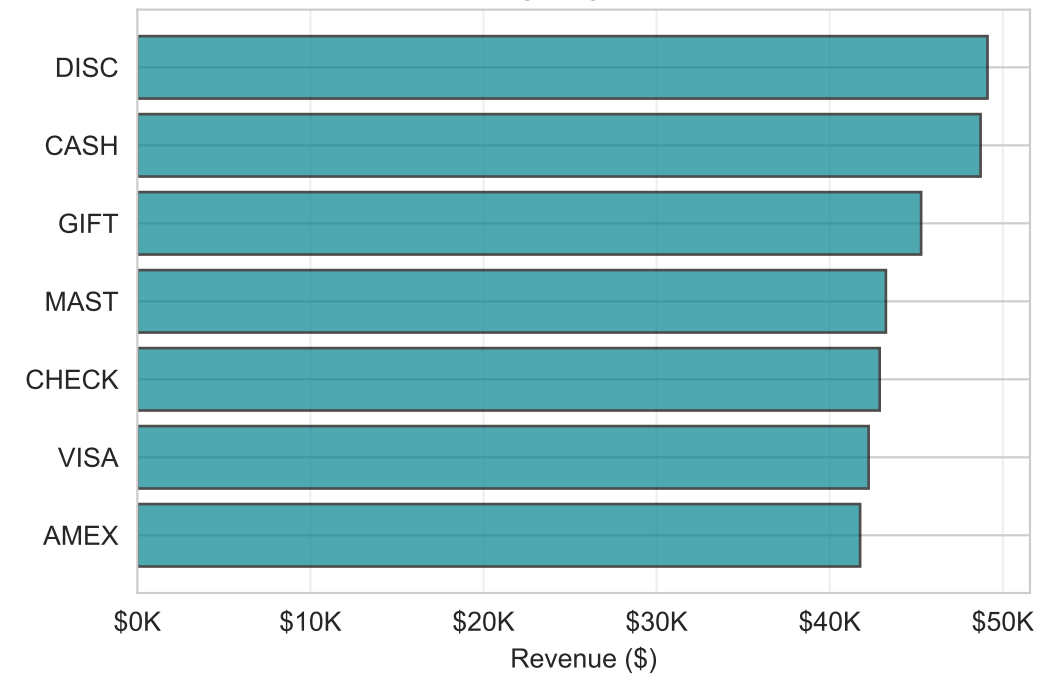
Monthly Revenue Trend



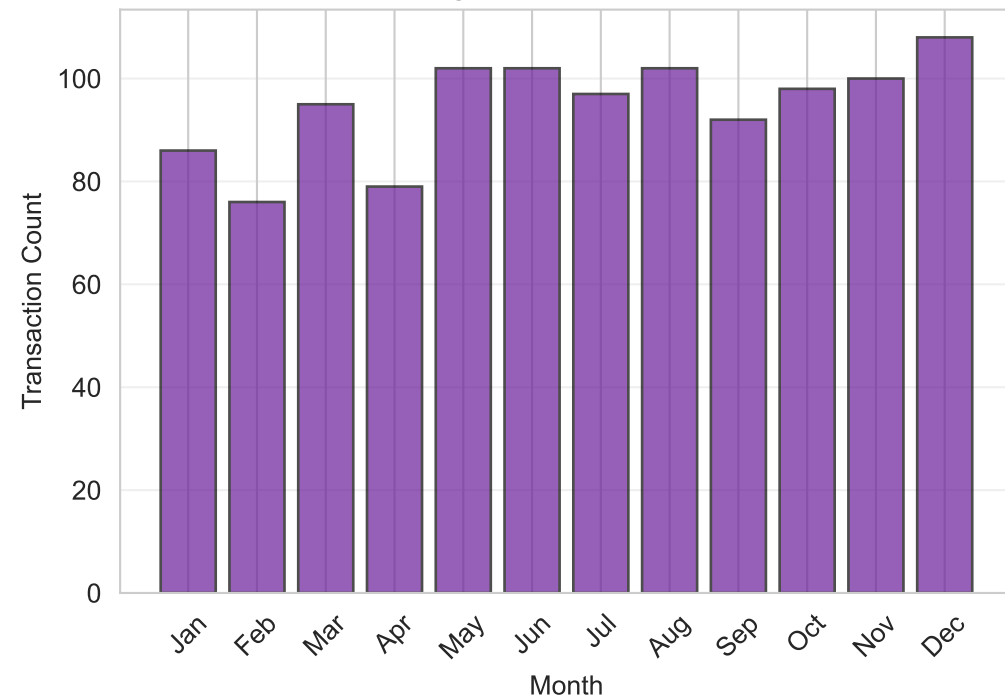
Quarterly Revenue Distribution



Revenue by Payment Method

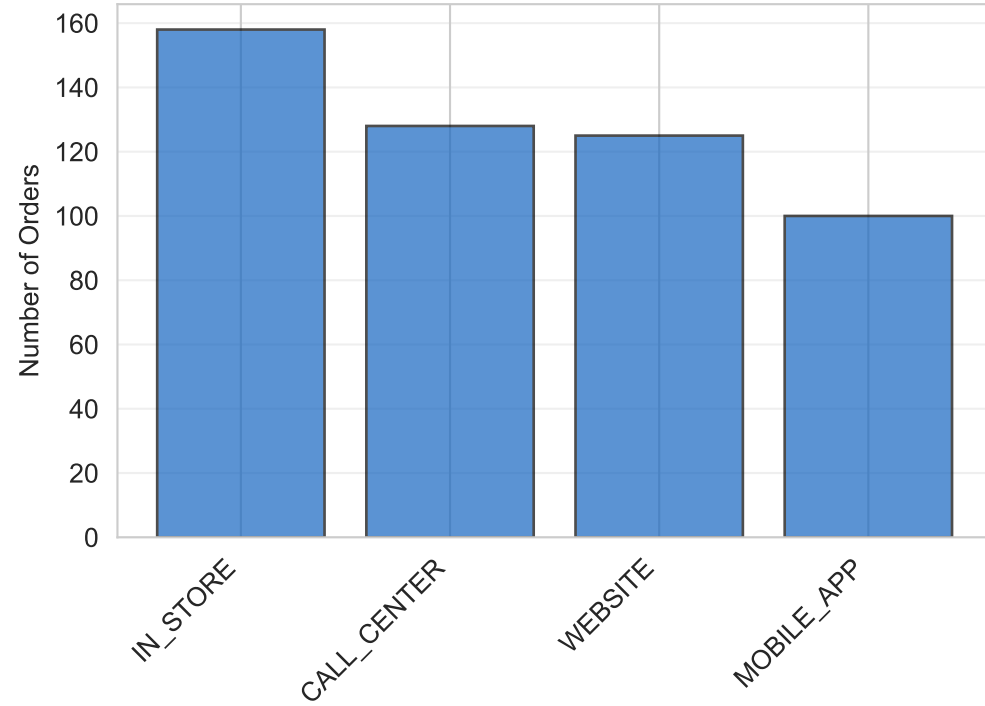


Monthly Transaction Volume

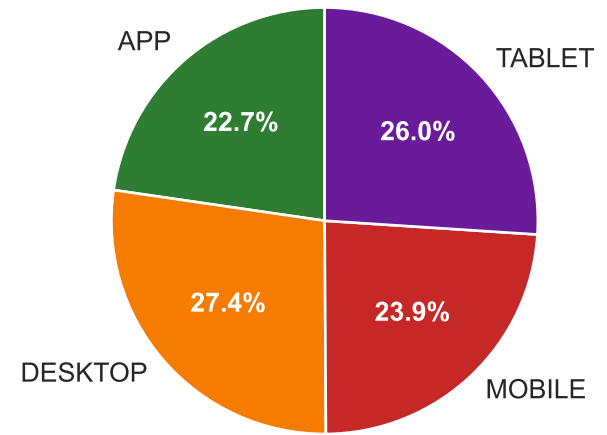


Sales Channel Performance - 2024

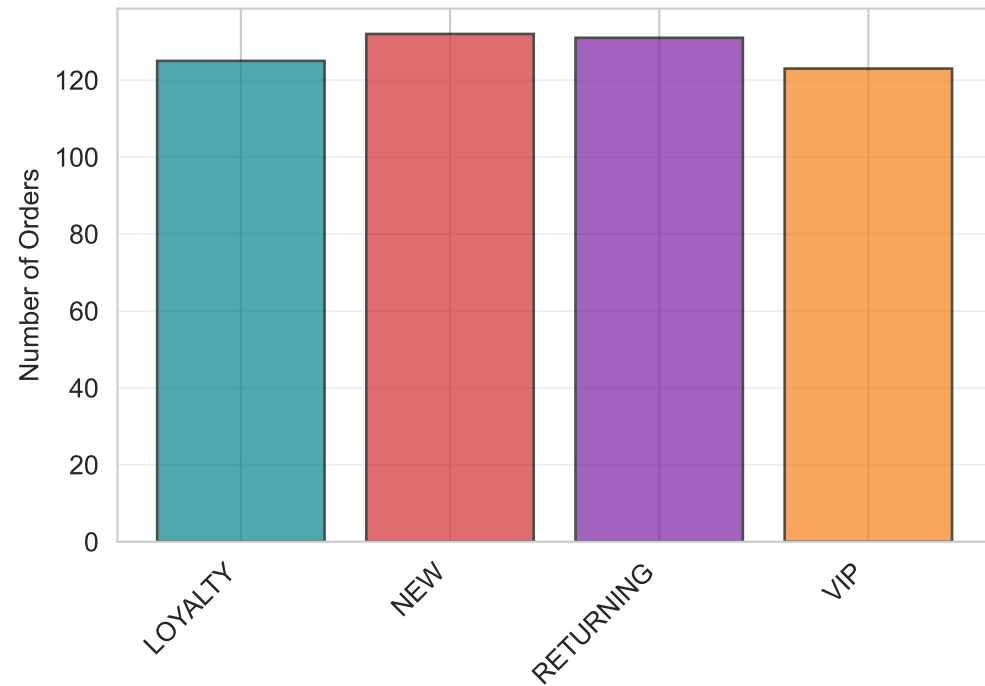
Orders by Channel



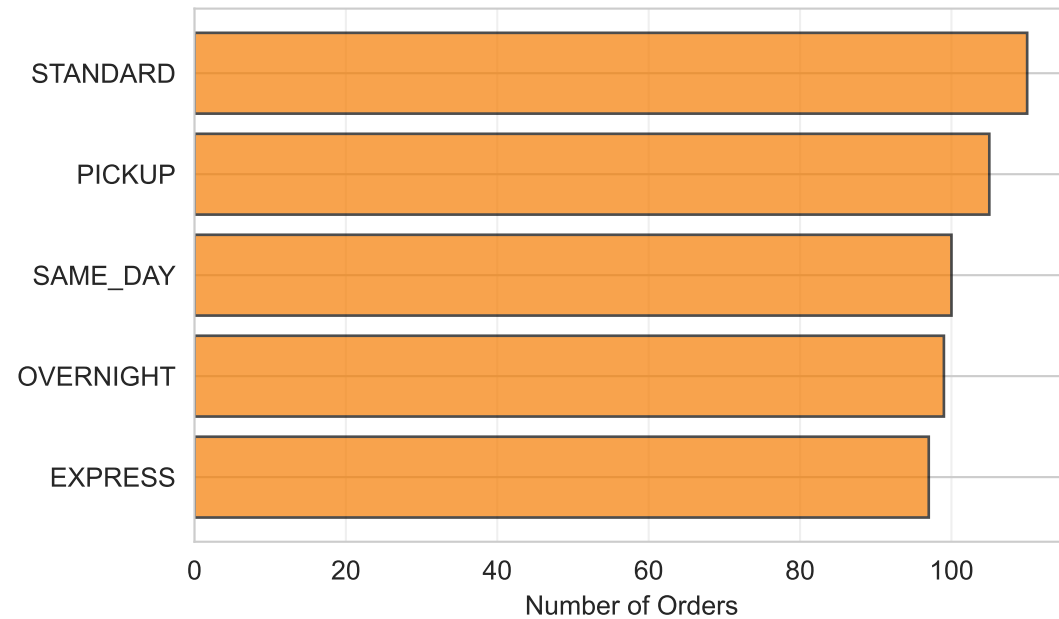
Orders by Device Type



Orders by Customer Type

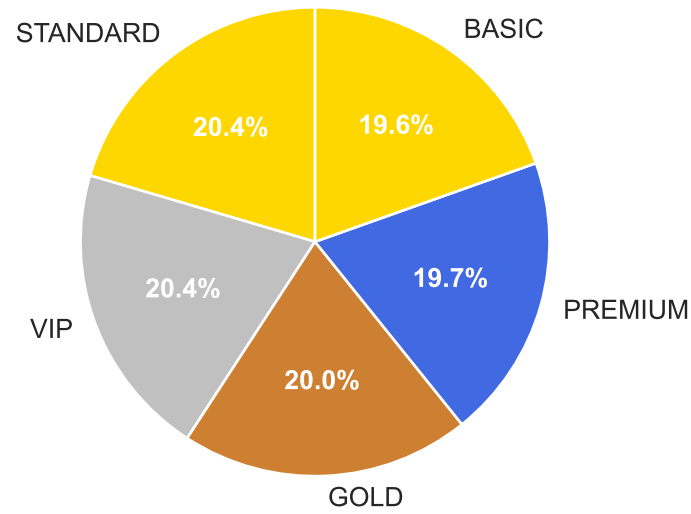


Shipping Method Preference

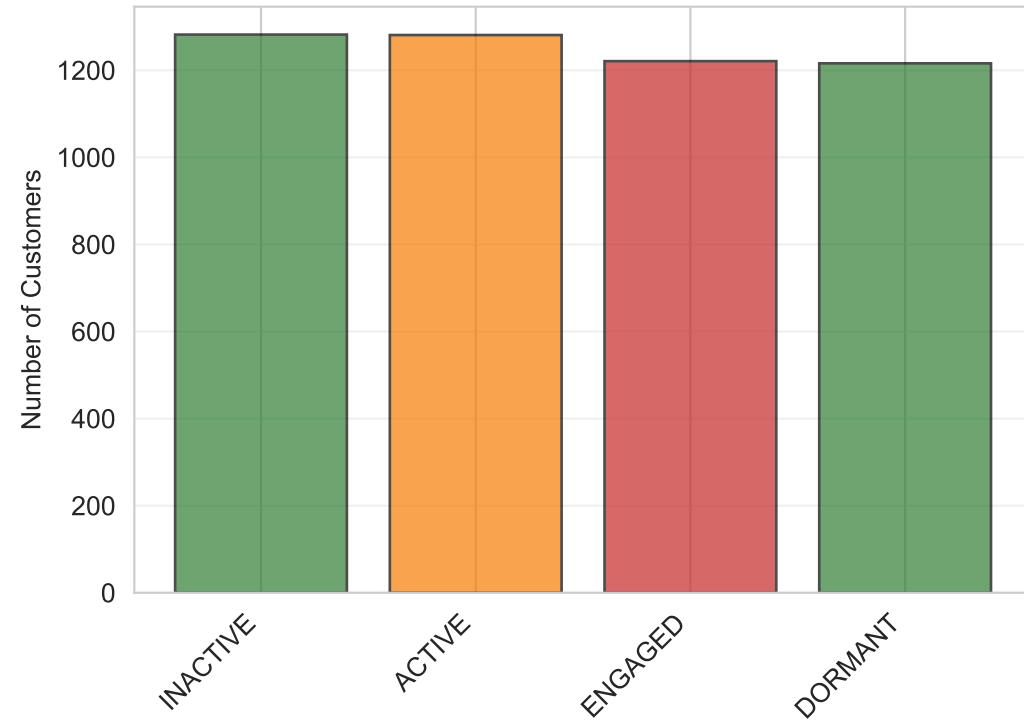


Customer Analytics - 2024

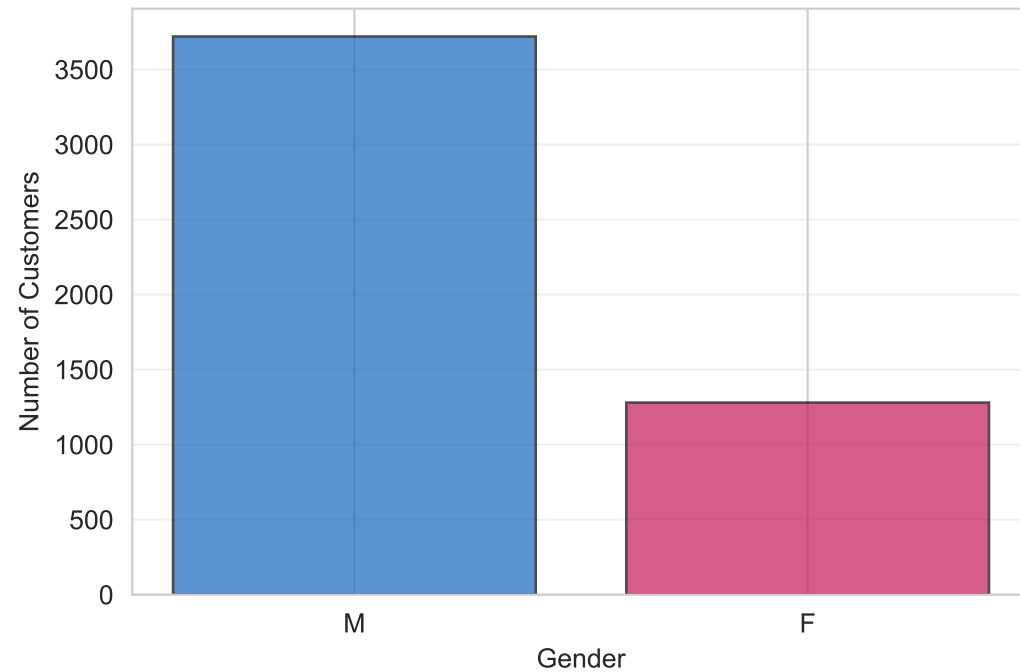
Customer Tier Distribution



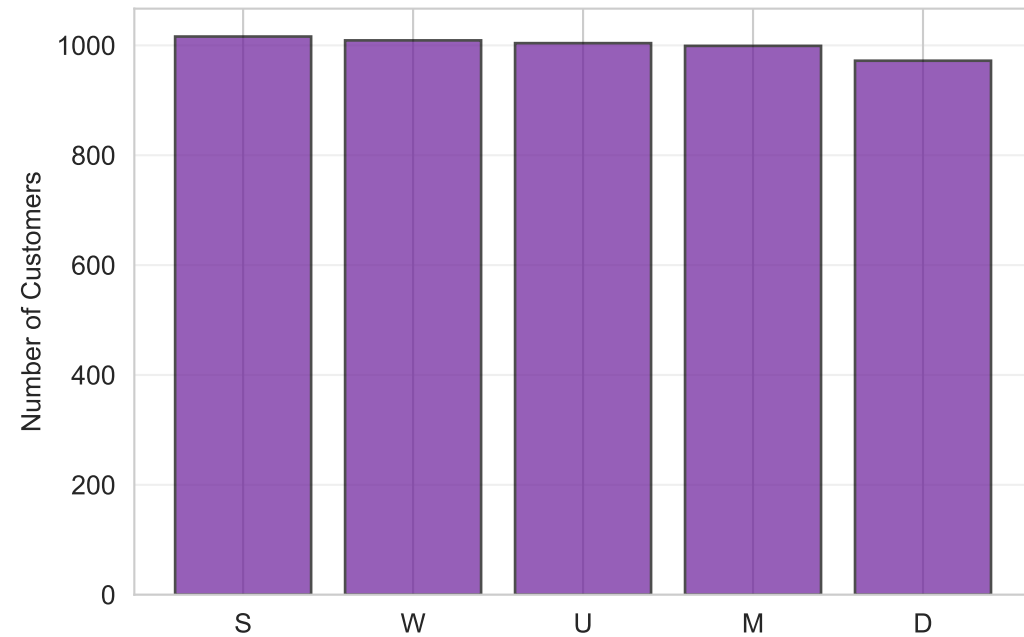
Customer Activity Status



Customer Gender Distribution

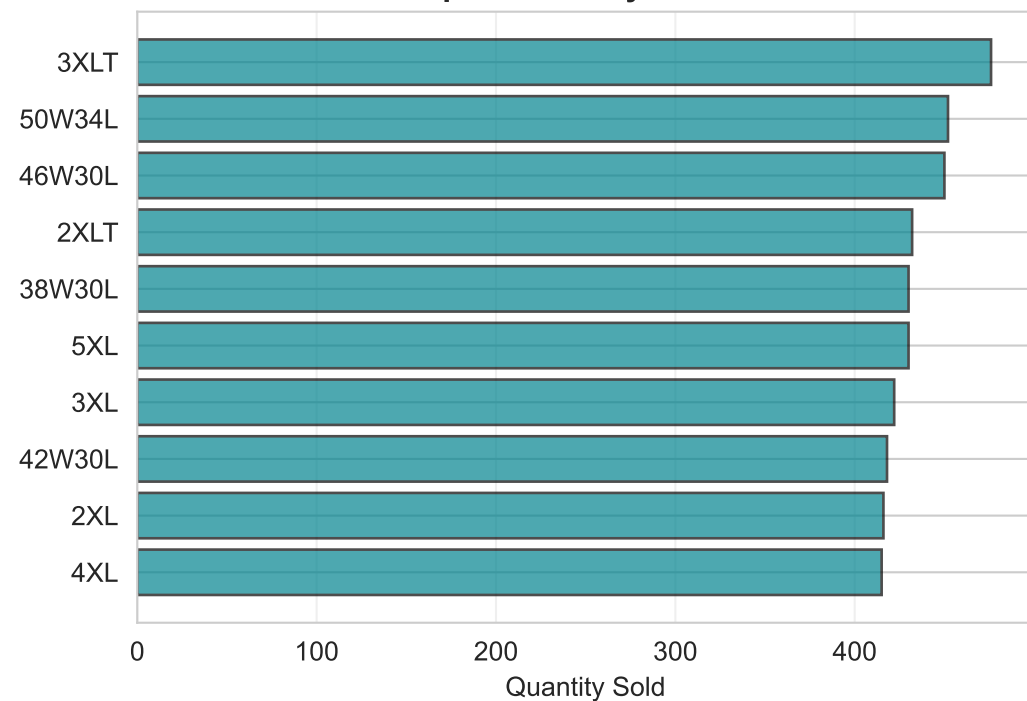


Marital Status Distribution

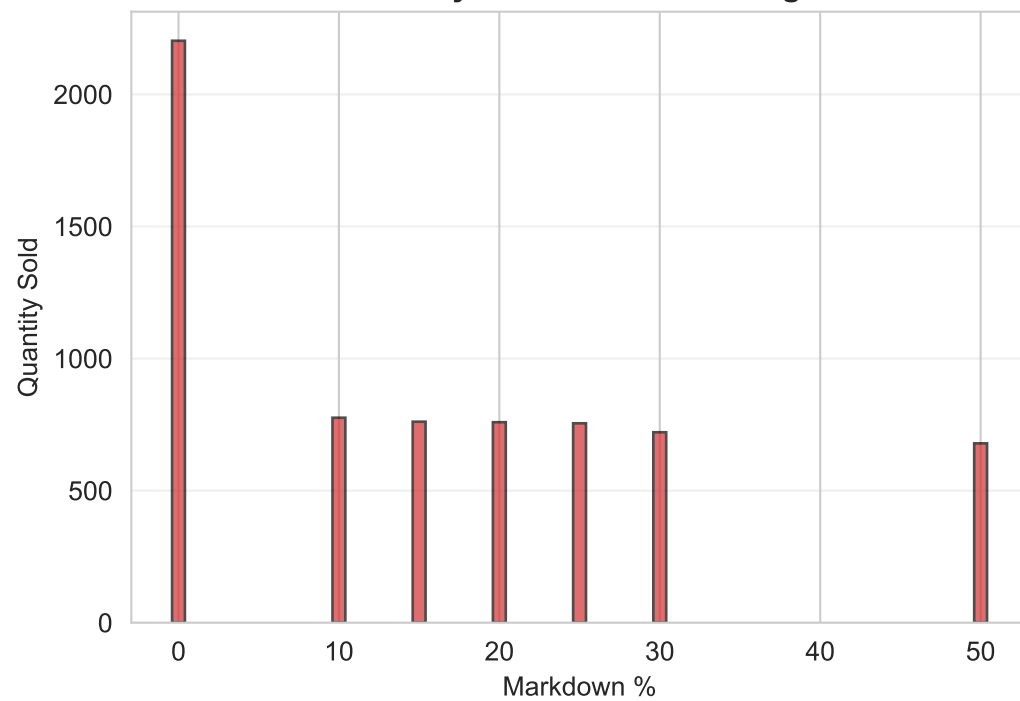


Product Performance Analysis - 2024

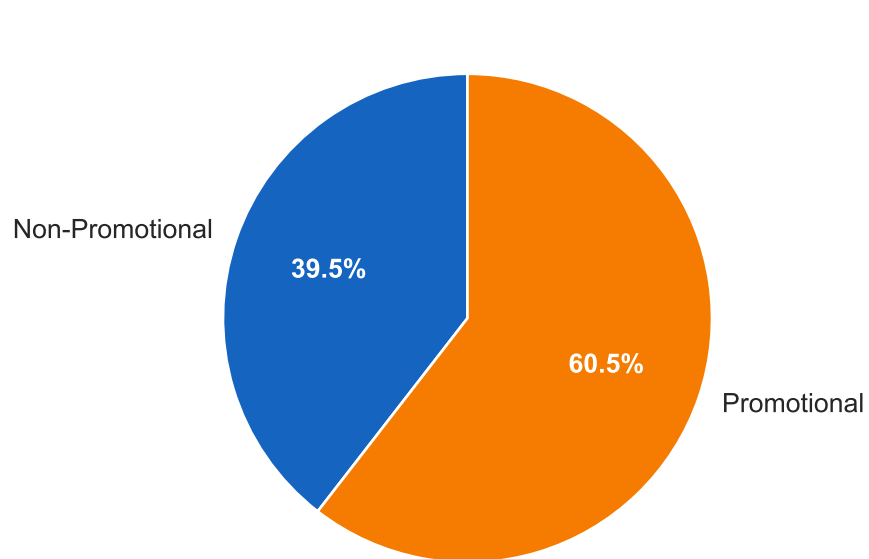
Top 10 Sizes by Volume



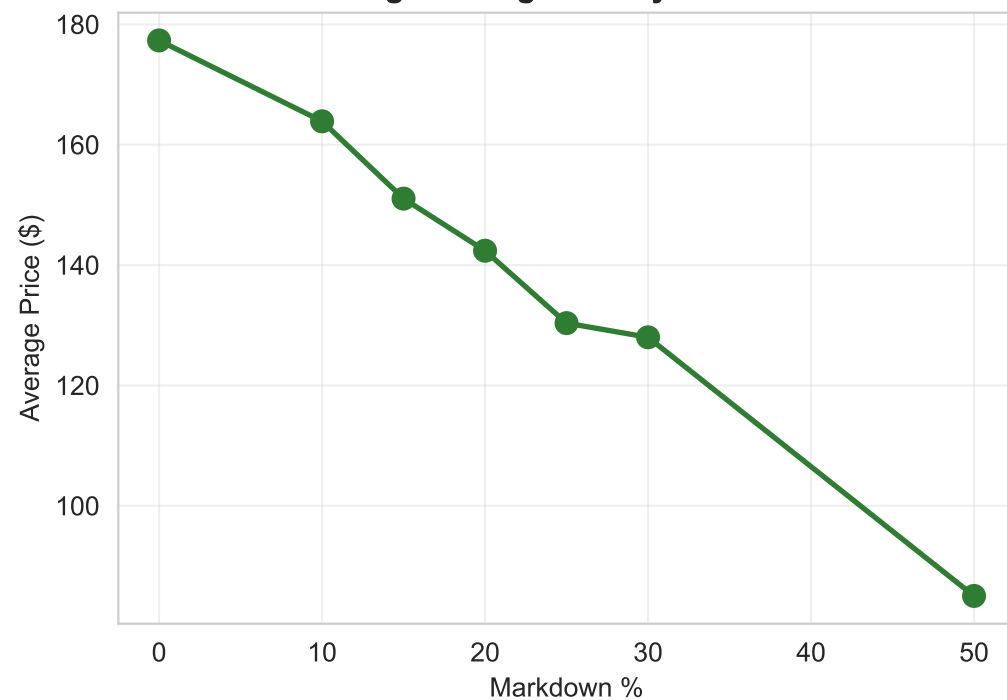
Sales by Markdown Percentage



Sales: Promotional vs Non-Promotional

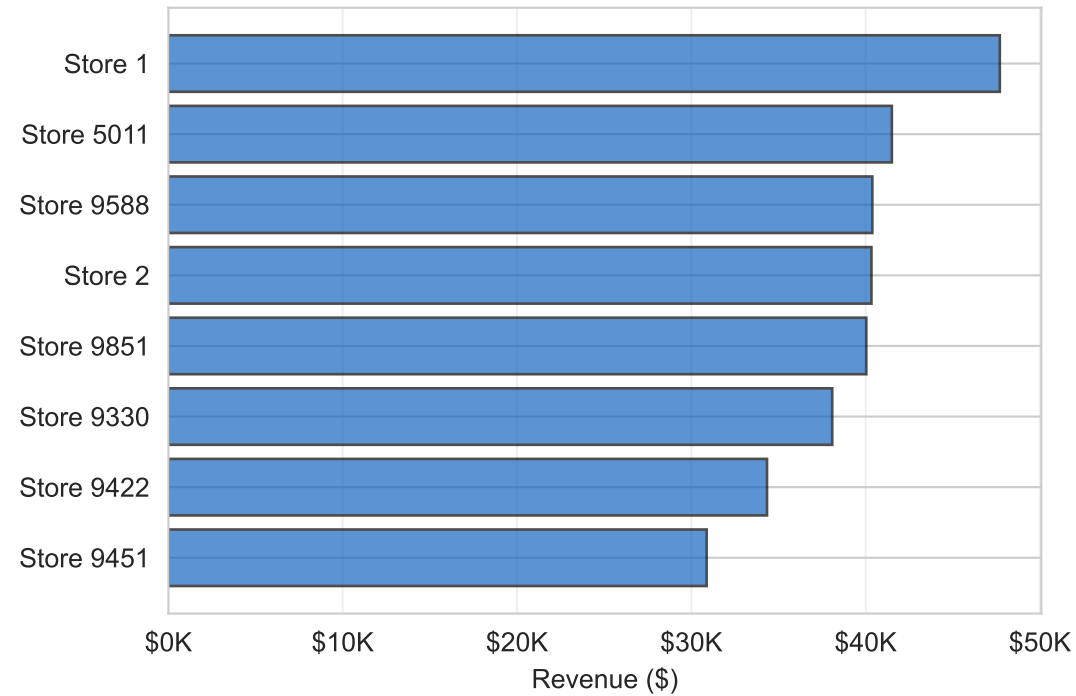


Average Selling Price by Markdown

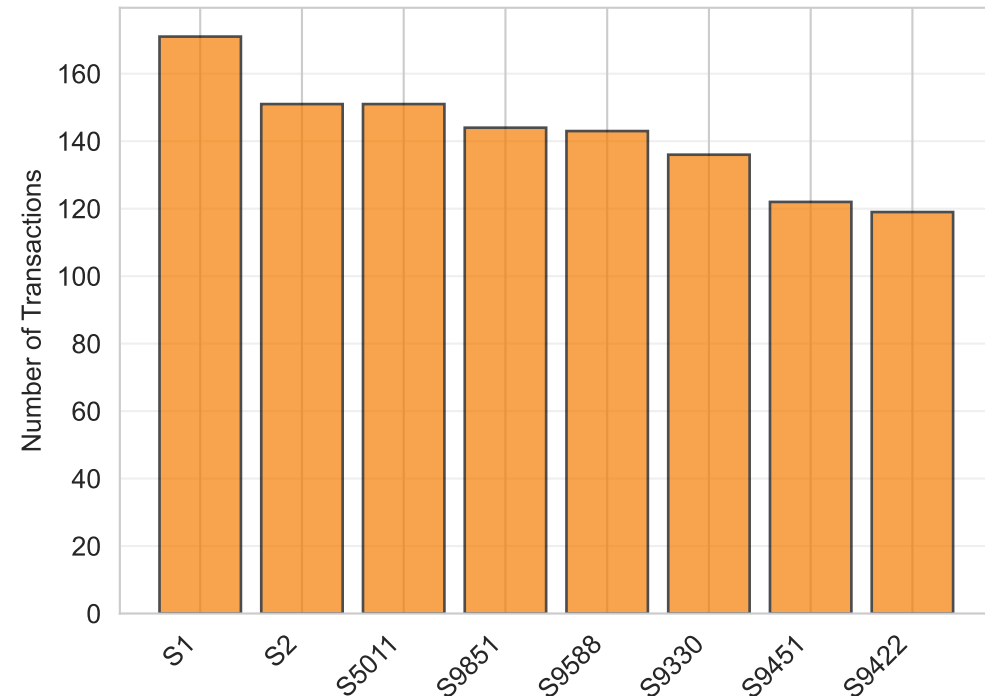


Store Performance Analysis - 2024

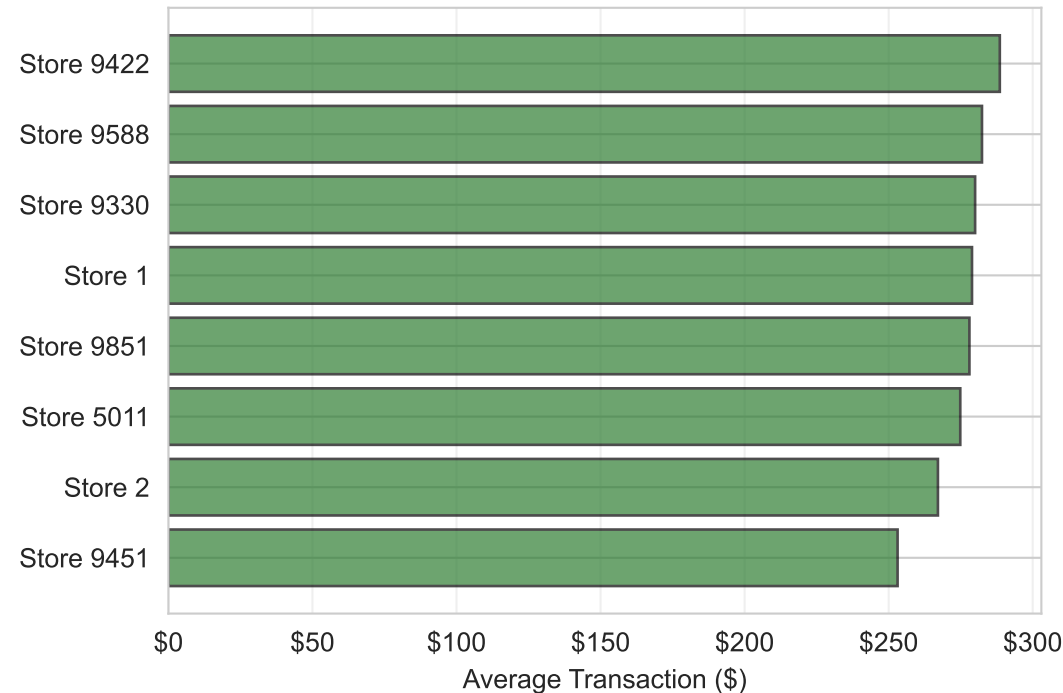
Top 10 Stores by Revenue



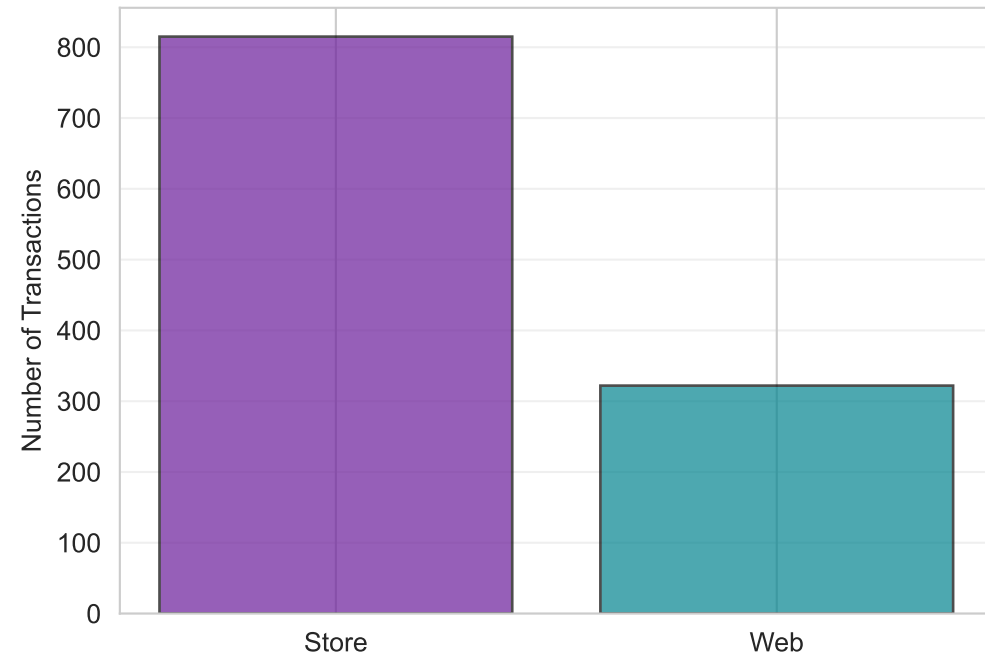
Top 10 Stores by Transaction Volume



Top 10 Stores by Avg Transaction Value

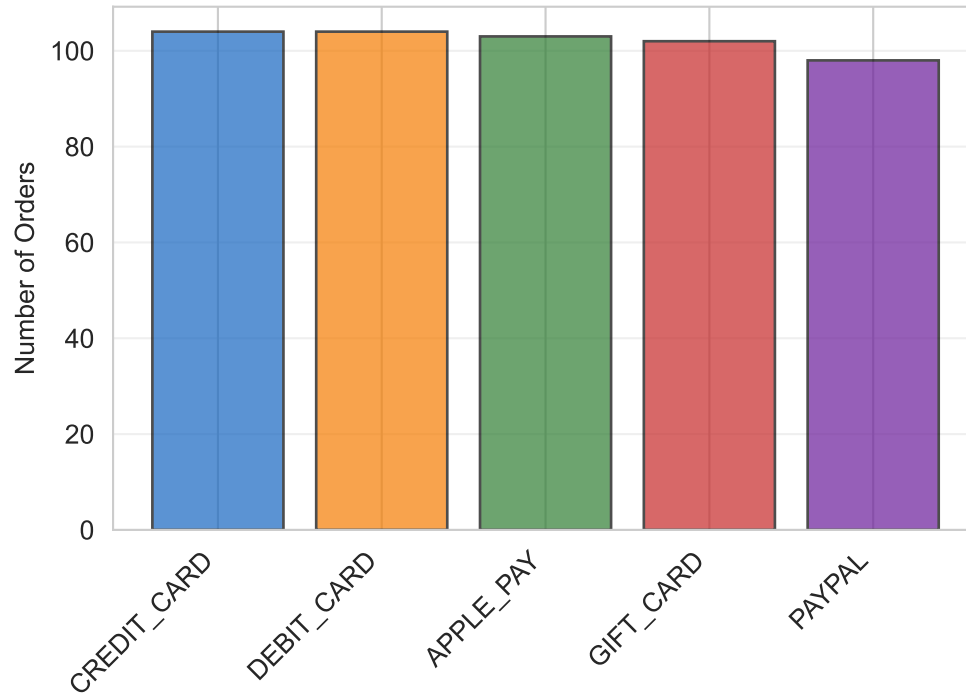


Channel Distribution

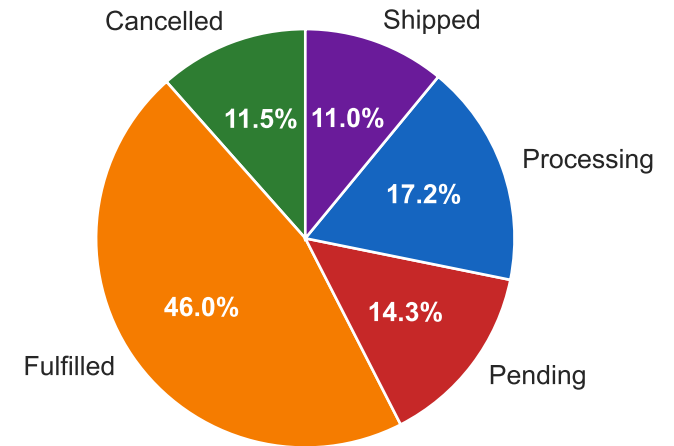


Payment & Fulfillment Analysis - 2024

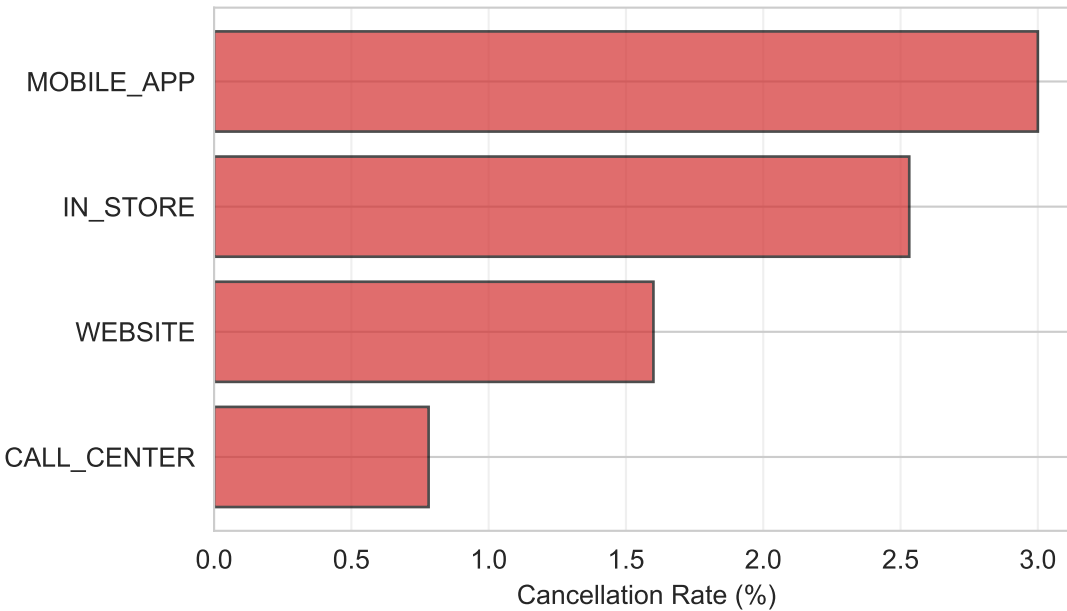
Payment Method Distribution



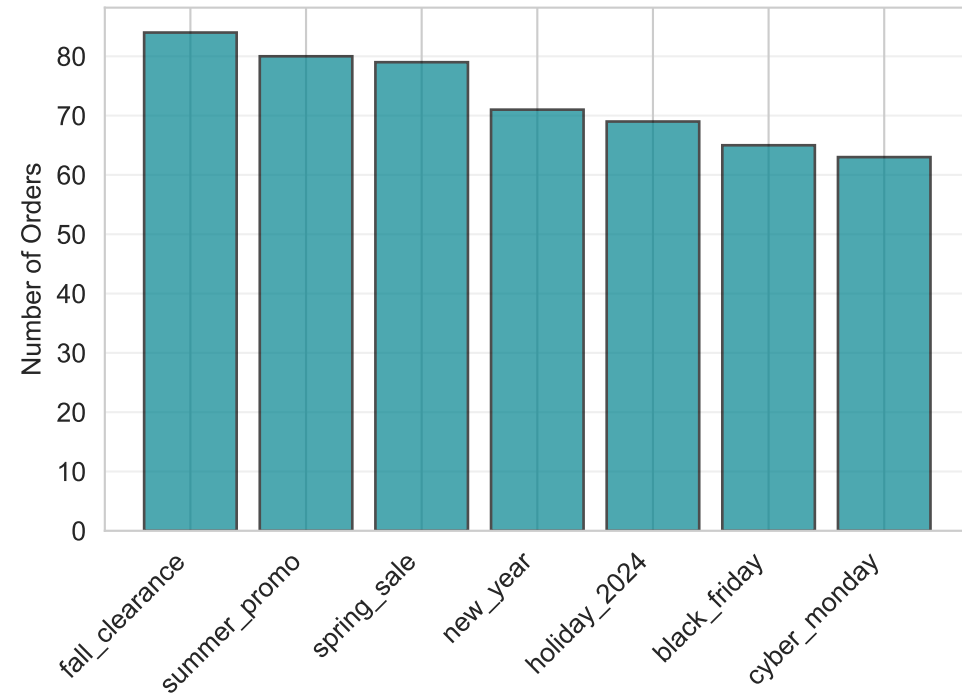
Order Fulfillment Status



Cancellation Rate by Order Source

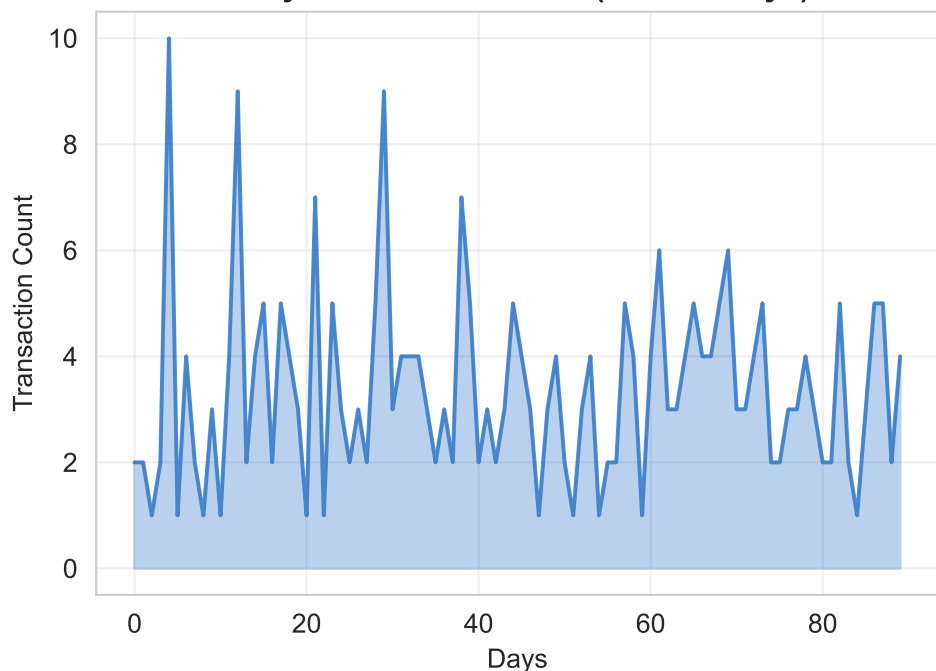


Top Marketing Campaigns

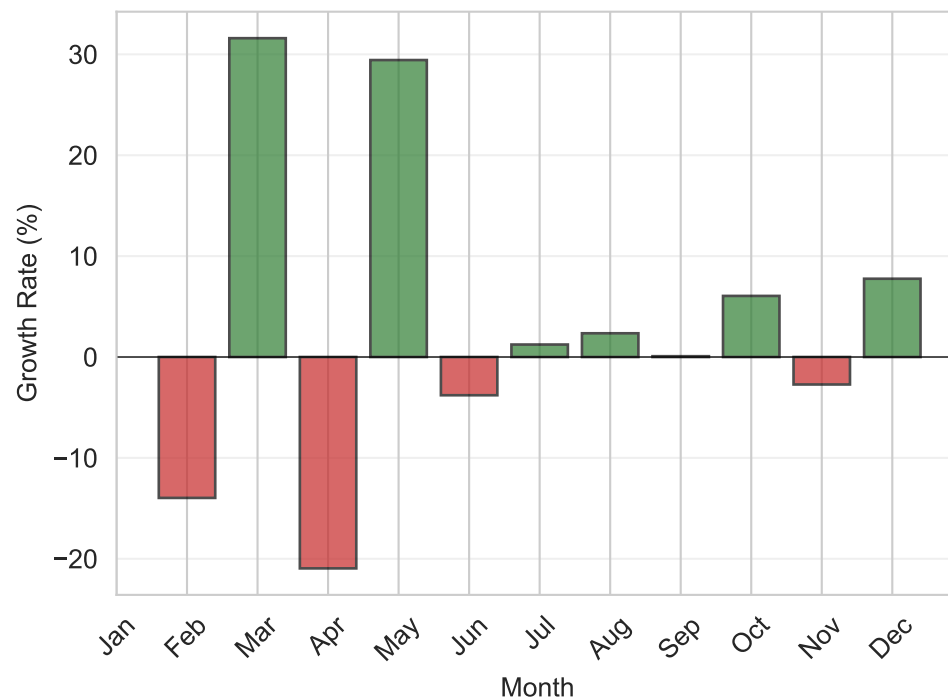


Trends & Seasonality Analysis - 2024

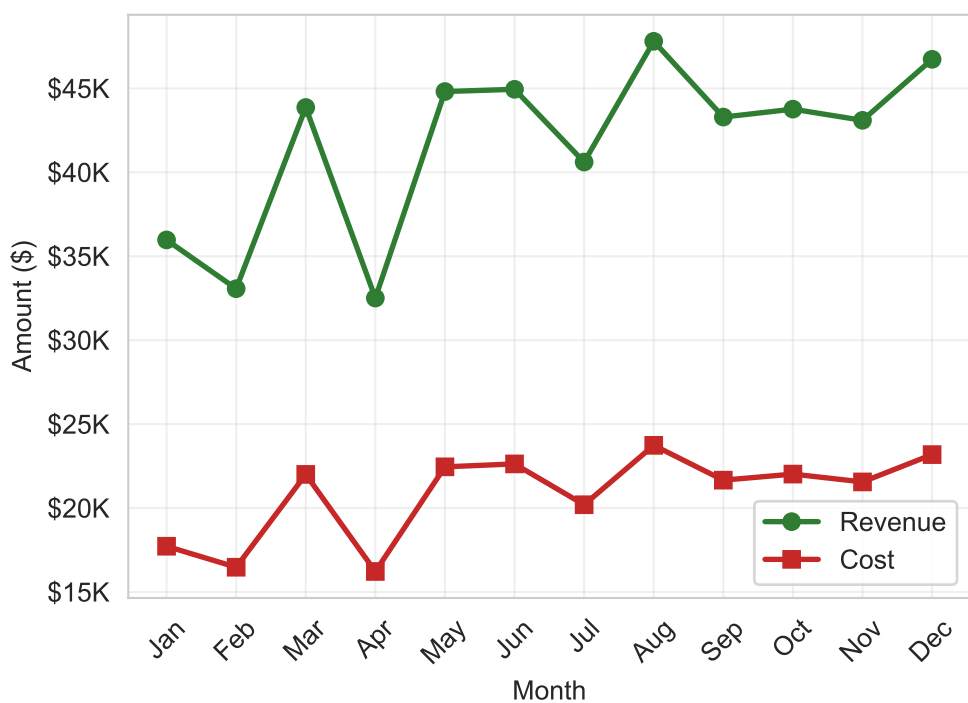
Daily Transaction Trend (Last 90 Days)



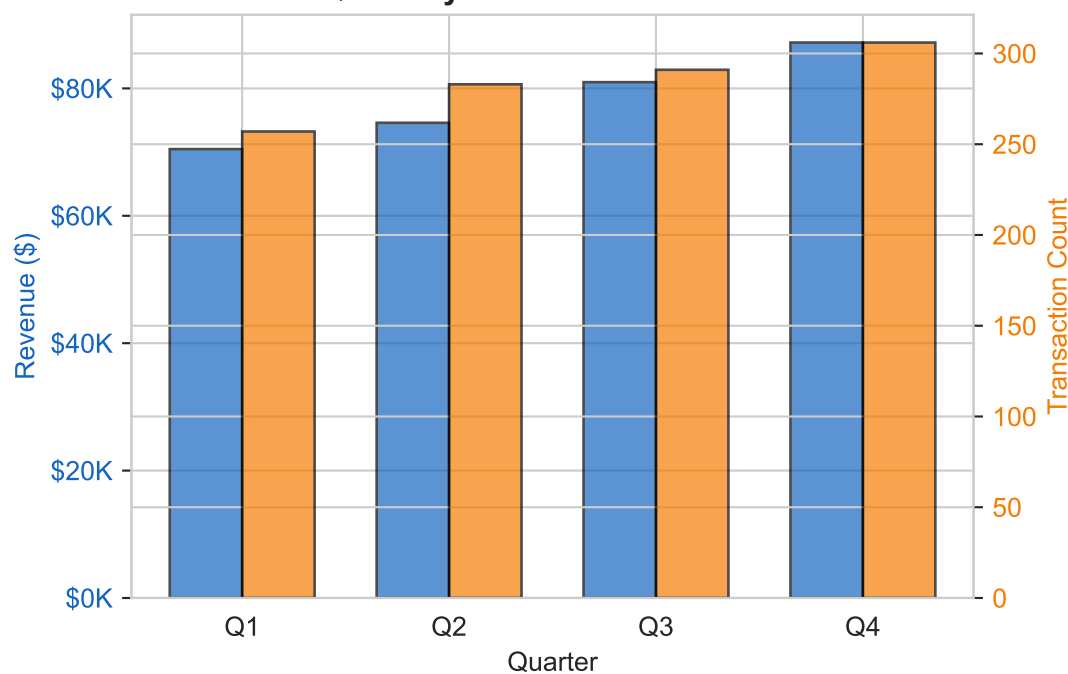
Month-over-Month Revenue Growth



Revenue vs Cost Trend



Quarterly Performance Metrics



Strategic Recommendations for 2025

Data-Driven Insights for Growth

1. Customer Experience Optimization

- Focus on VIP and Loyalty customer segments - they represent high-value opportunities
- Enhance mobile shopping experience - significant portion of orders via mobile devices
- Implement personalized recommendations based on FitMap body measurement data
- Reduce order cancellation rates through improved inventory visibility

2. Inventory & Merchandising Strategy

- Optimize stock levels for top-selling sizes to reduce stockouts
- Implement dynamic pricing strategies for slow-moving inventory
- Analyze markdown patterns to improve initial pricing accuracy
- Leverage seasonal trends identified in Q4 for better planning

3. Marketing & Campaign Optimization

- Double down on high-performing campaigns (summer_promo, cyber_monday)
- Increase investment in channels with highest conversion rates
- Develop targeted campaigns for dormant customers to reactivate
- Utilize A/B testing for promotional offers and discounts

4. Operational Efficiency

- Streamline fulfillment processes to reduce pending/cancelled orders
- Optimize shipping methods based on customer preferences and margins
- Implement AI-powered demand forecasting to reduce overstock
- Enhance cross-channel inventory management for better availability

5. Technology & Innovation

- Deploy AWS Quick Suite for real-time analytics and autonomous decision-making
- Integrate FitMap data into all customer touchpoints for personalization
- Implement conversational AI for customer service automation
- Build predictive models for customer lifetime value optimization

This report is optimized for AWS Quick Suite Quick Research analysis

Use Quick Research to ask: "What are the key growth opportunities for DXL in 2025?"