

Retail Operations & Sales Performance Dashboard

Seas...

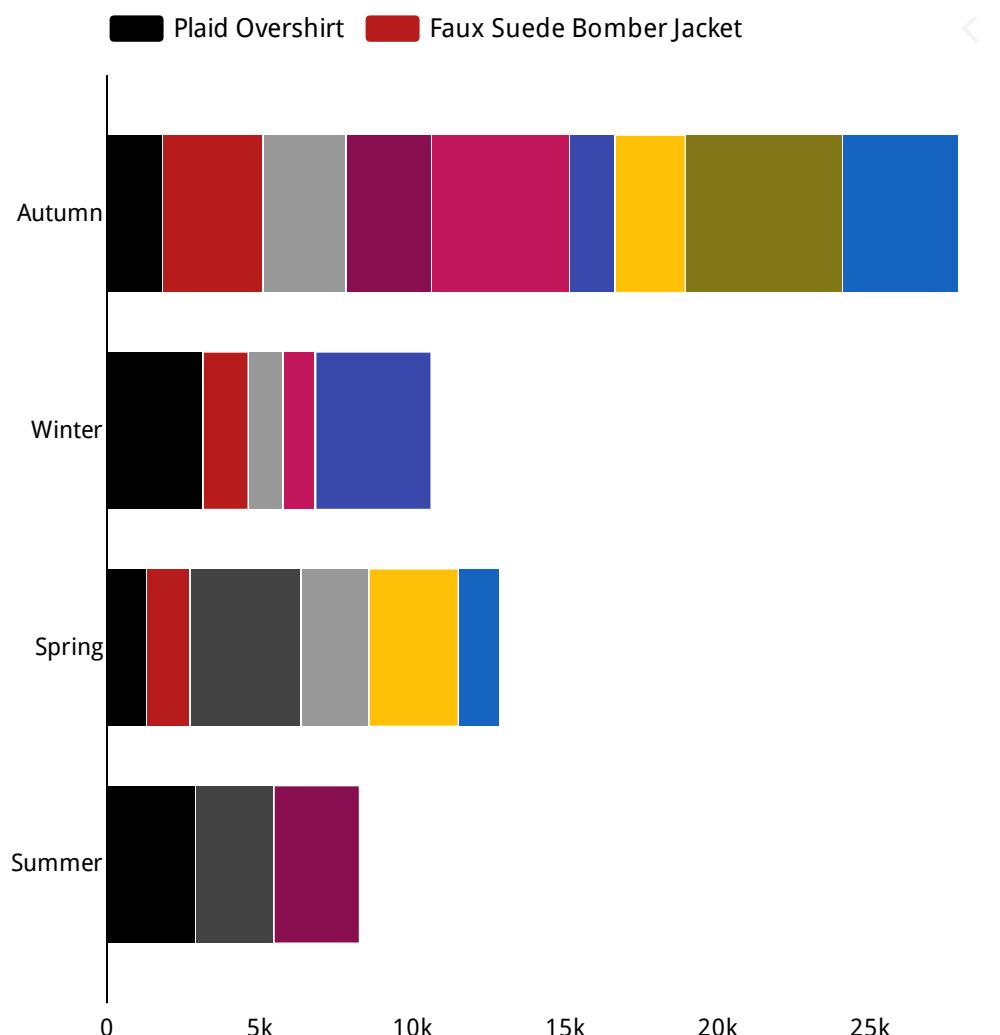
Product Position

Revenue
\$884.63m

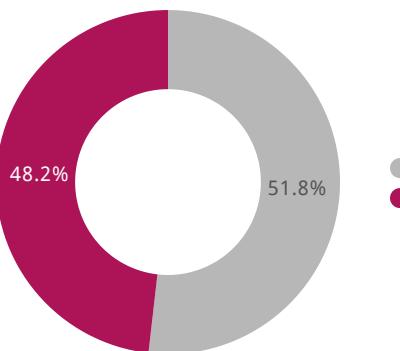
Units Sold
22.2m

Price
\$42.0

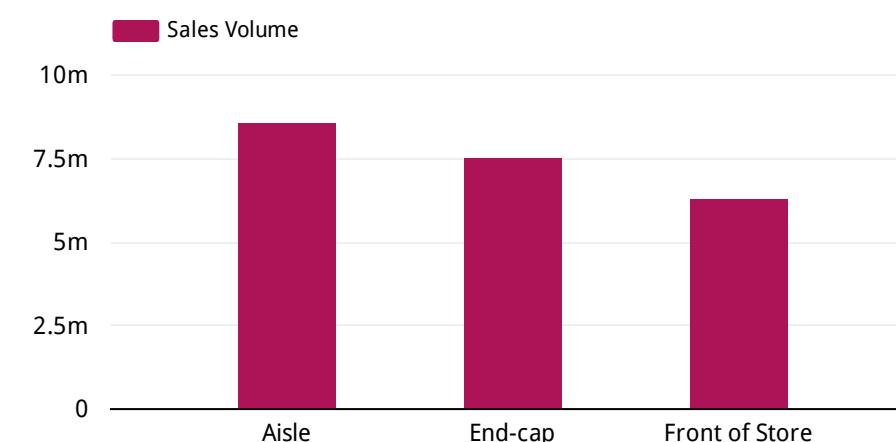
Sales Volume by Season and Name Product



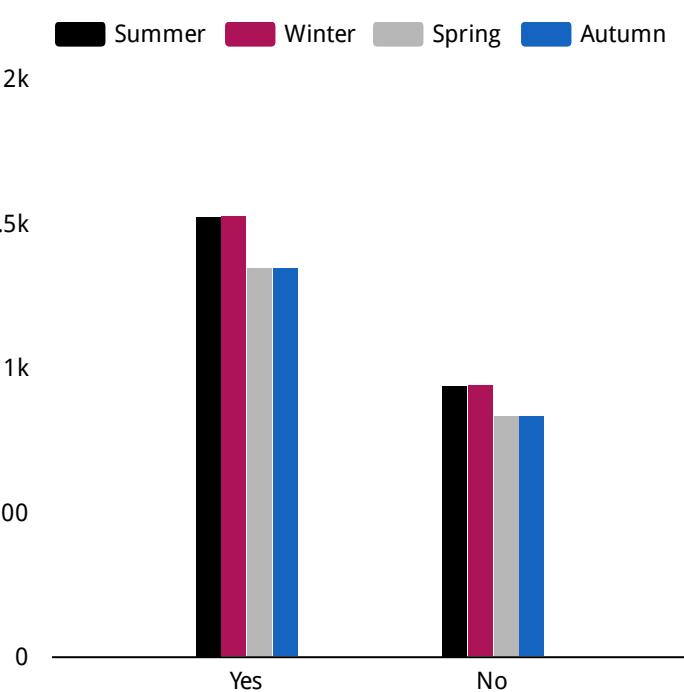
Seasonal by Revenue



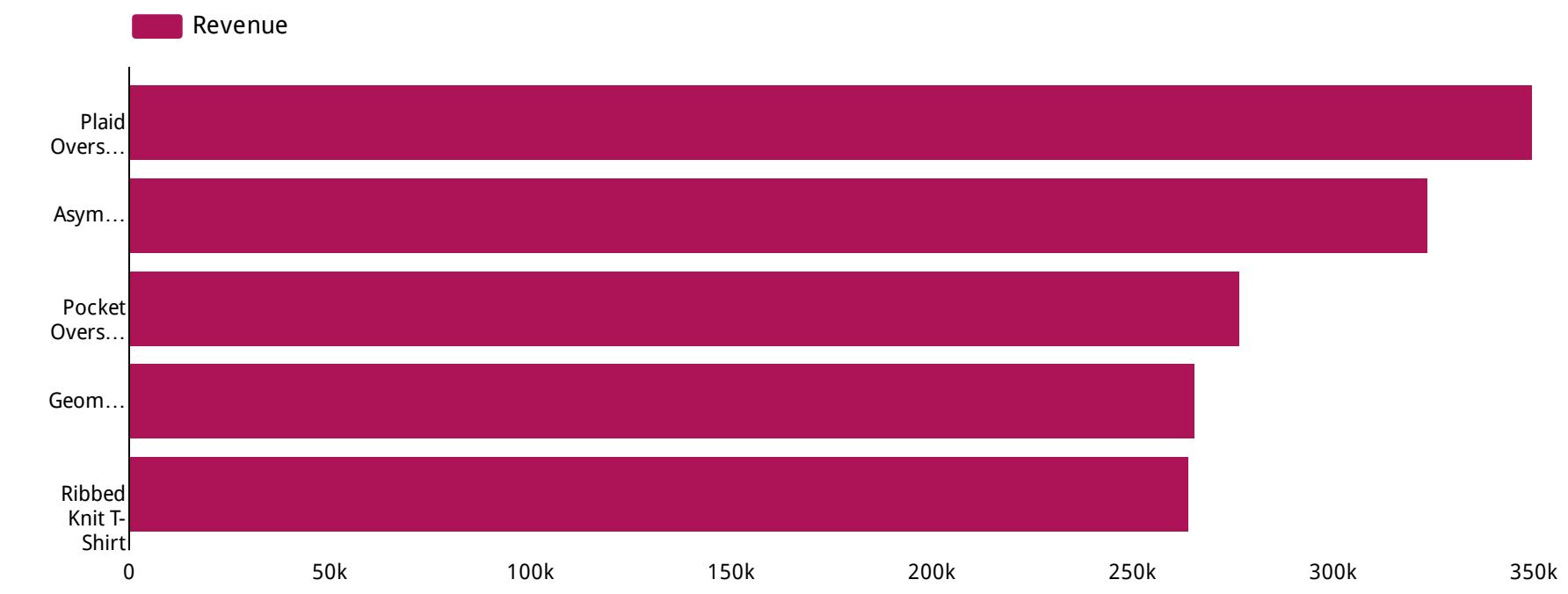
Sales Volume by Product Position



Sales Volume by Promotion and Season



Top 5 Best Product by Revenue



Price Distribution by Store Placement

Name	Aisle	Front of Store	End-cap
Regular Abstract Jacquard Sweater K...	134.99	-	-
Belted Knit Sweater With Buttons Grey	134.99	-	-
Double-Breasted Topstitch Sneakers	-	134.95	-
Slim Puffer Jacket With Pouch Pocke...	-	-	134.95
Stretch Alpaca Blend Open Knit Swea...	-	-	133.99
Quilted Lightweight Puffer Jacket Ecru	-	-	133.99
Pleated Plaid Tie Dye Overshirt Burg...	-	-	133.99
Cropped Textured Weave Overshirt Bl...	133.95	-	-

Sales Volume by Position & Promoti...

Product Position	Promotion	Yes	No
Front of Store	-	1,412.23	872.85
End-cap	-	1,413.86	870.81
Aisle	-	1,411	873.39

Recommendation

- Move Top 5 items to the Front Area** to boost its low performance (6.3M sales)
- Expand promos** as they drive 2x higher volume (1.4K vs 870)
- Increase stock for "Seasonal Heroes"** to capture 48.2% of total revenue