

Retail Operations & Sales Performance Dashboard

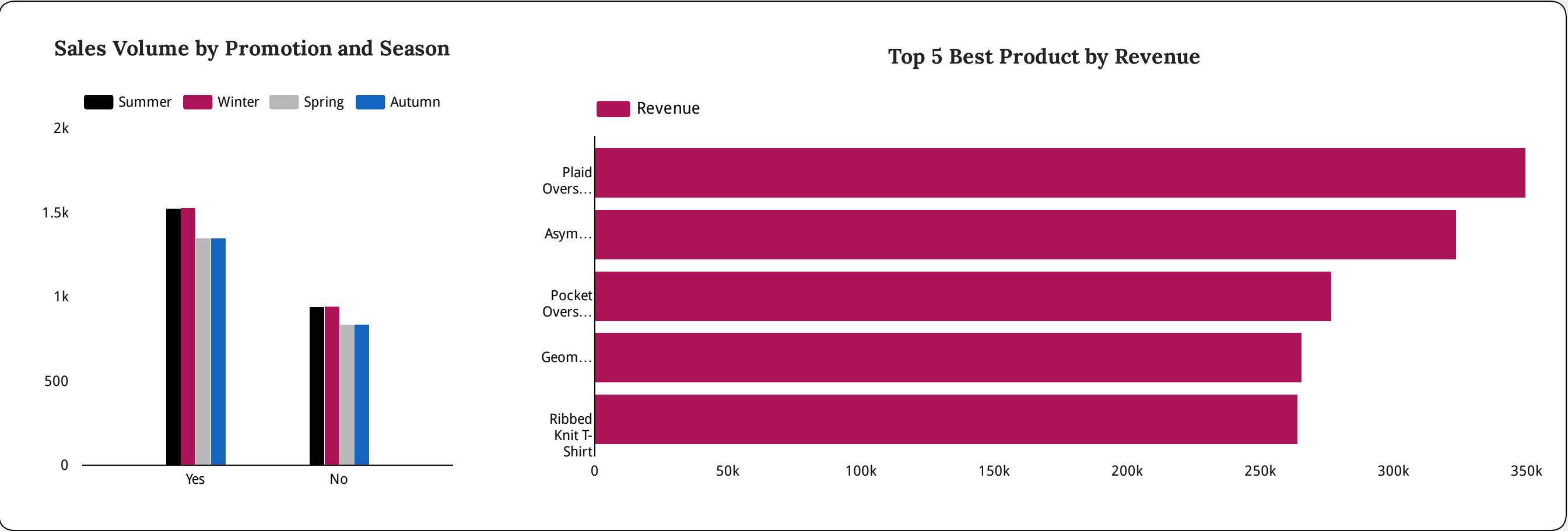
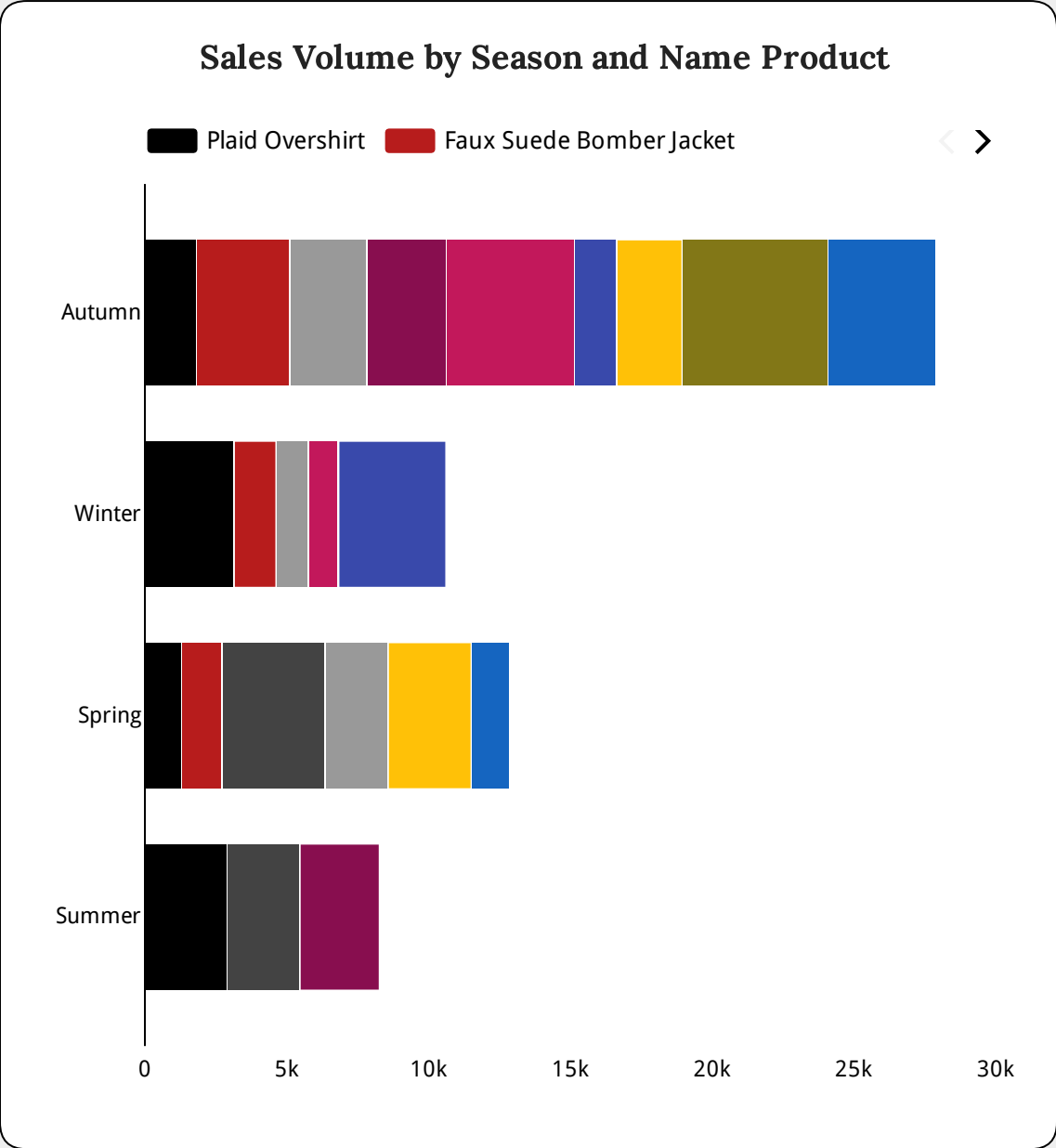
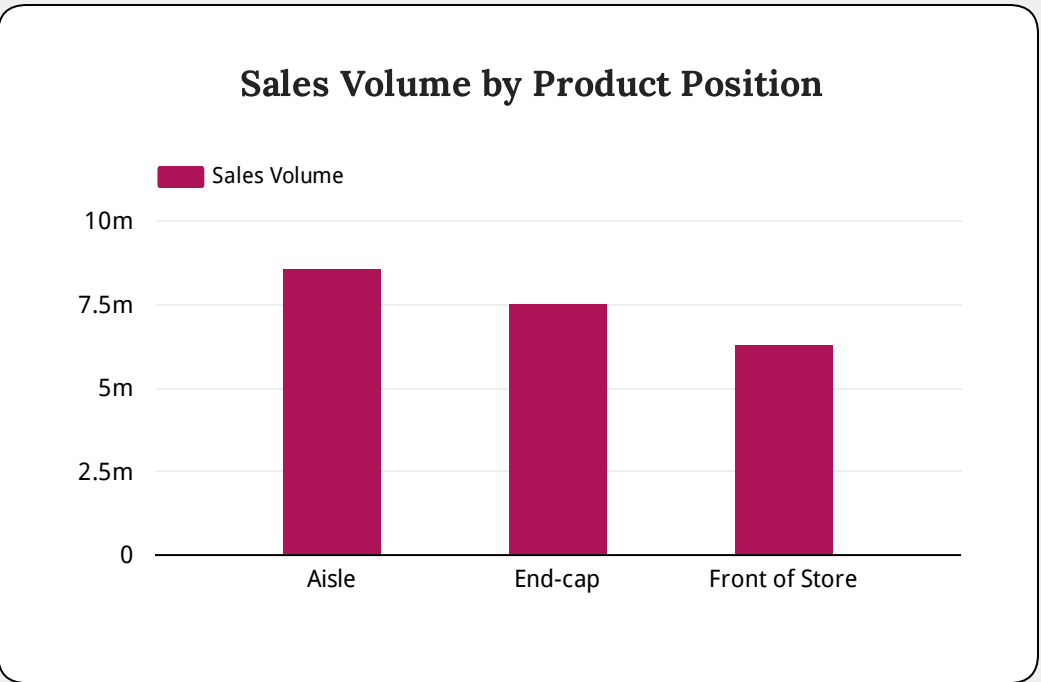
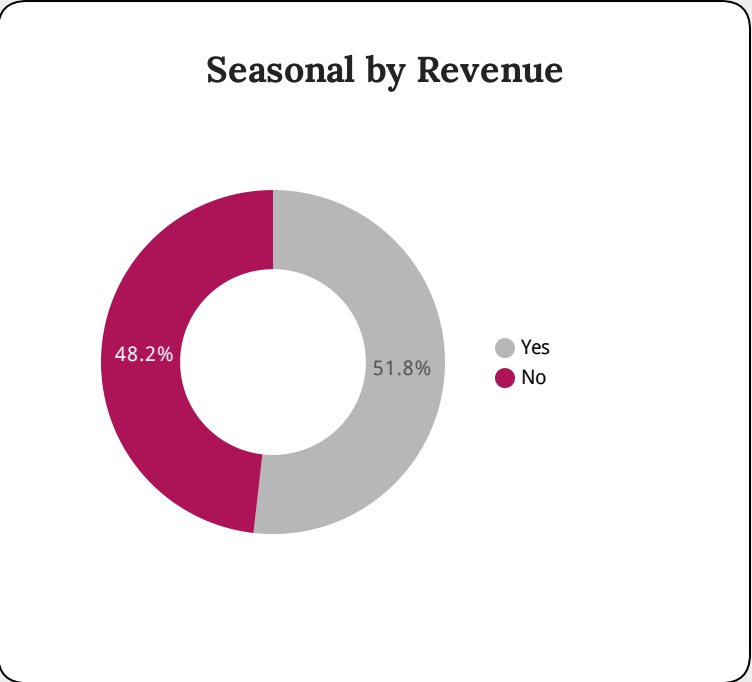
Seas...

Product Position

Revenue  
\$884.63m

Units Sold  
22.2m

Price  
\$42.0



Price Distribution by Store Placement

Product Position / Price			
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 B...	133.95	-	-

Sales Volume by Position & Promoti...

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

Recommendation

1. **Move Top 5 items to the Front Area** to boost its low performance (6.3M sales)
2. **Expand promos** as they drive 2x higher volume (1,4K vs 870)
3. **Increase stock for "Seasonal Heroes"** to capture 48,2% of total revenue