

Seasonal

No

Yes

section

MAN

WOMAN

PROFIT BASED ON FACTOR

154.72K

Average of profit

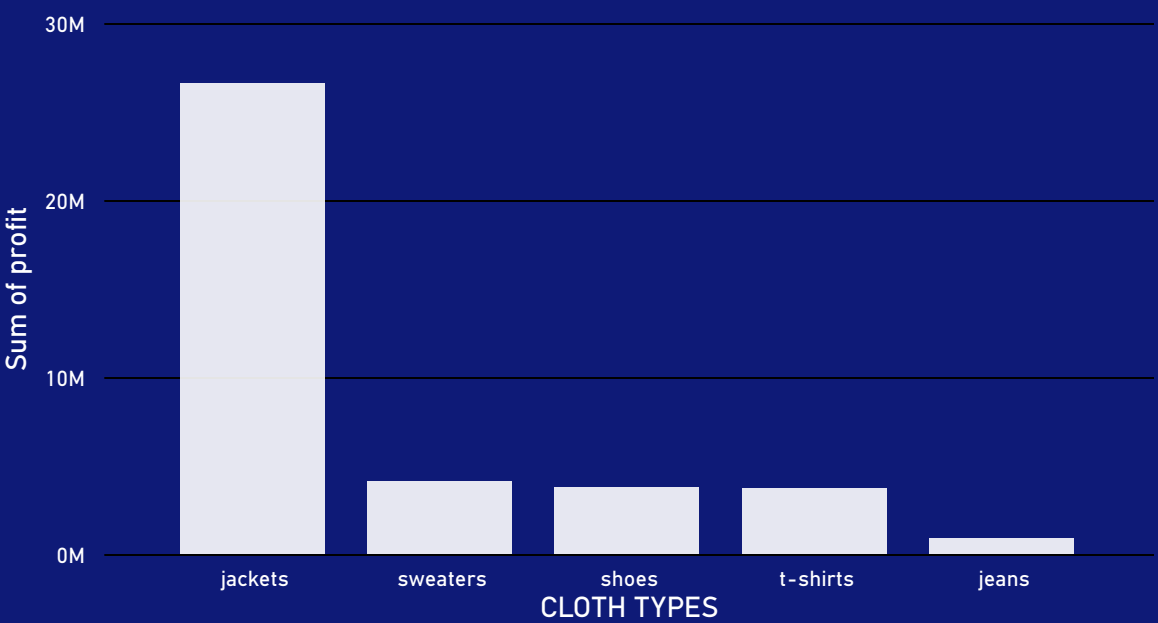
38.99M

Sum of profit

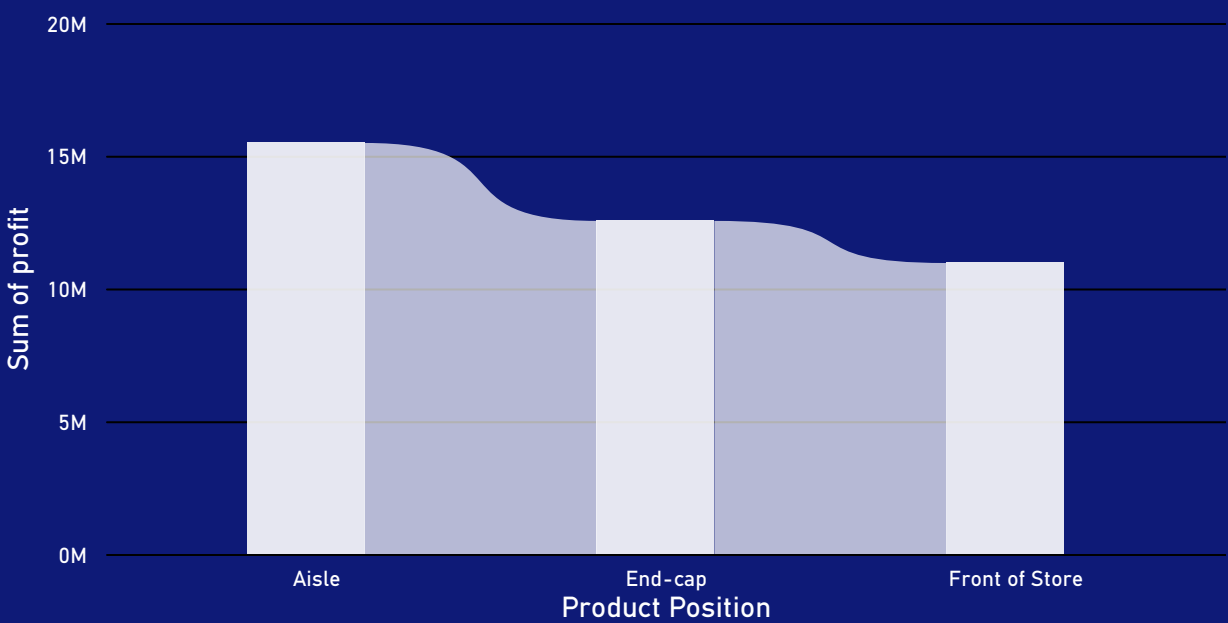
86.25

Average of price

jacket has more profit



aisle product have high profit



SALES BASED ON FACTOR

1.82K

Average of Sales Volume

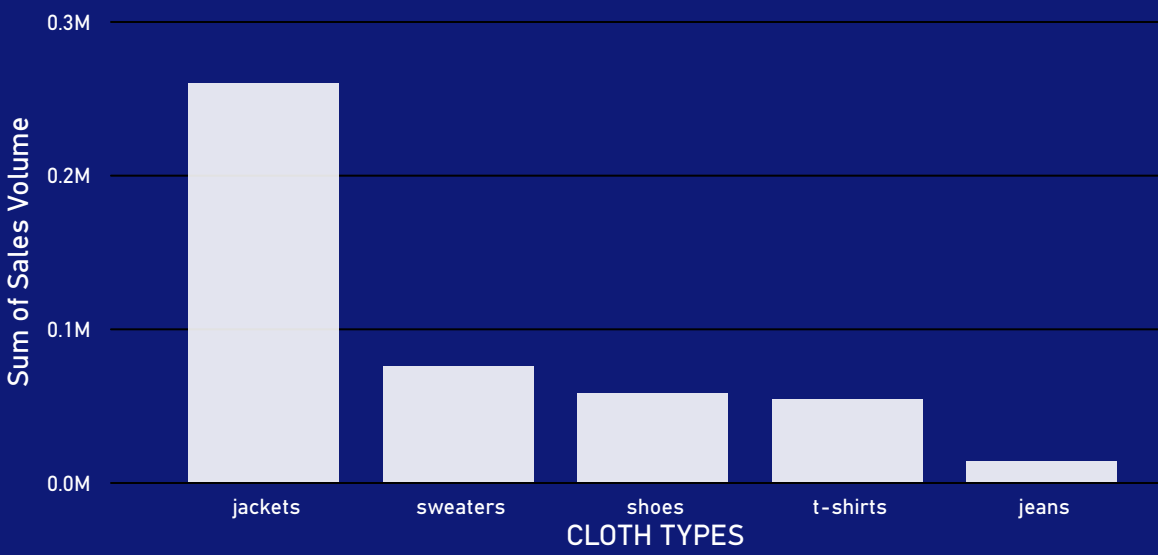
460K

Sum of Sales Volume

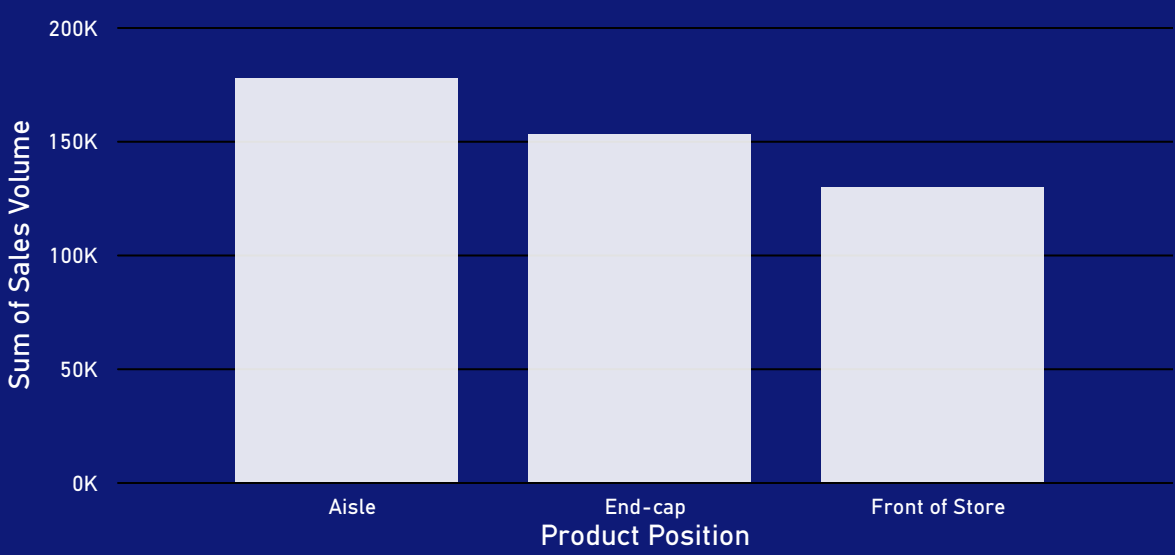
86.25

Average of price

jacket sold more



product in aisle has high buying rate



DID PROMOTION AFFECT SALES

120

PROMOTION YES

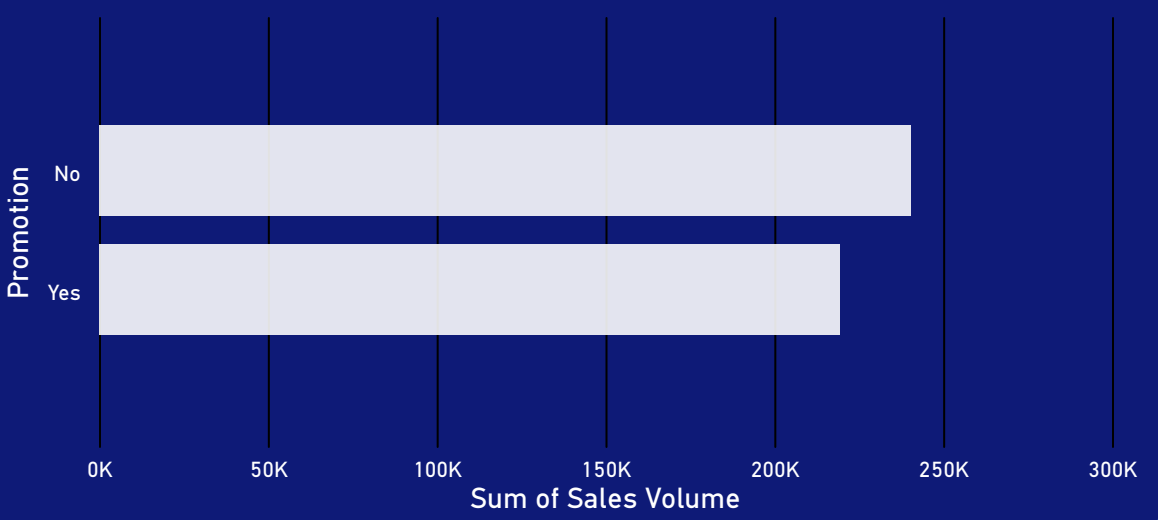
132

PROMOTION NO

252

Count of Promotion

promotion reduced sales volume



| CLOTH TYPES | PROMOTION YES | PROMOTION NO |
|-------------|---------------|--------------|
| jackets | 68 | 72 |
| sweaters | 18 | 23 |
| shoes | 16 | 15 |
| t-shirts | 15 | 17 |
| jeans | 3 | 5 |
| Total | 120 | 132 |

DID PROMOTION AFFECT PRICE

7.99

Min of price

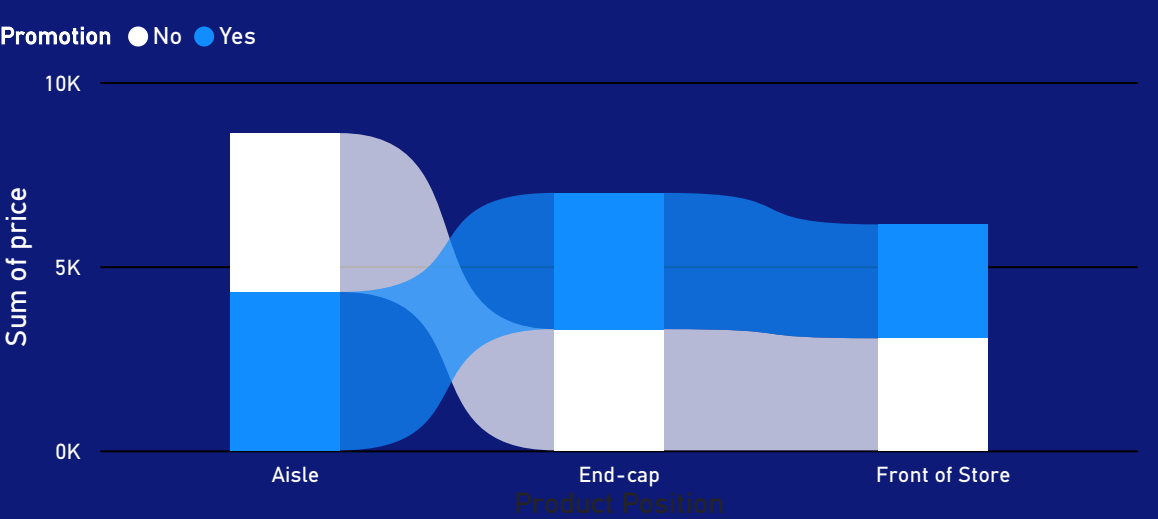
439.00

Max of price

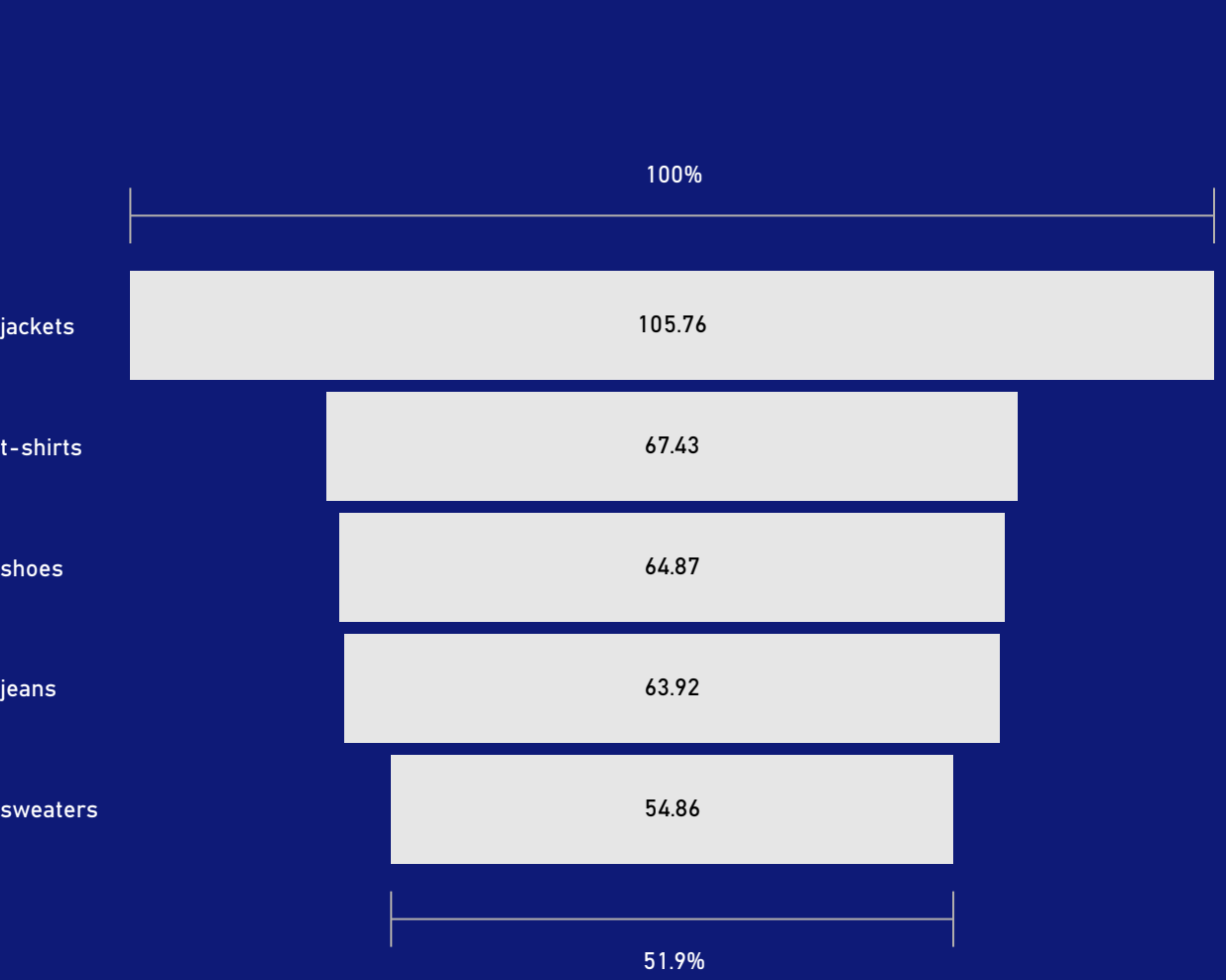
price rise by promotion affecting sales number



promotion product has high price in front of the store



avg price of each sold cloth type



#Promotion increased the price of the product.
#aisel has high sales volume.
#sweaters all mostly bought by women's.
#season has no affect on sales ,during season and of season show good sales.