UK Retail Insight

Net Revenue	Total Units Sold	Estimated Margin	YoY Growth
€ 24,69M	926K	€ 7,41M	-23,01 %

Reset Filters

01/01/2017 01/07/2023

Annual Net Revenue Trend

- 2017: 5,2M
- 2018: 4,5M
- 2019: 4,3M
- 2022: 3,0M
- 2021: 2,8M
- 2020: 2,6M
- 2023: 2,3M
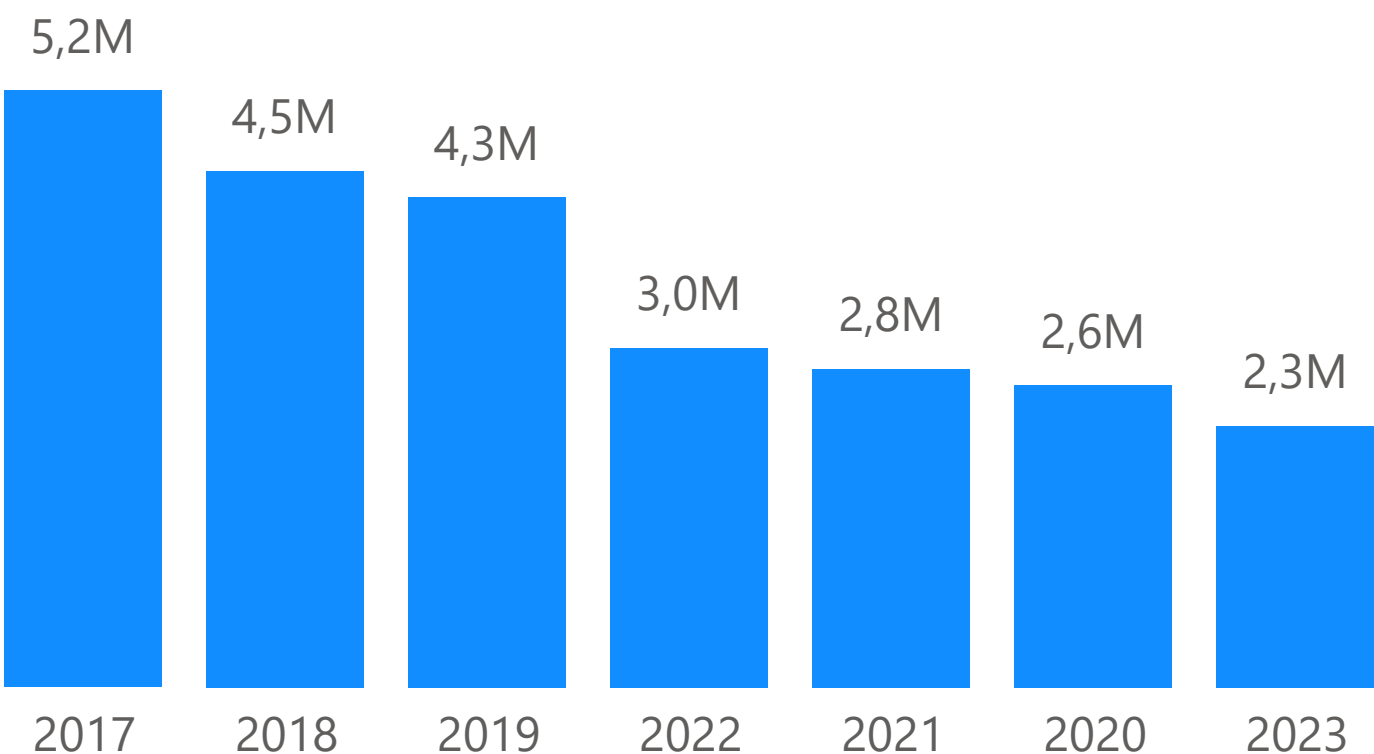
Revenue Distribution by Product Category

Category	Revenue
Homeware	4,3M
Household	4,2M
Pet	2,5M
DIY	2,5M
Stationery	2,5M
Health	2,4M
Garden	2,4M
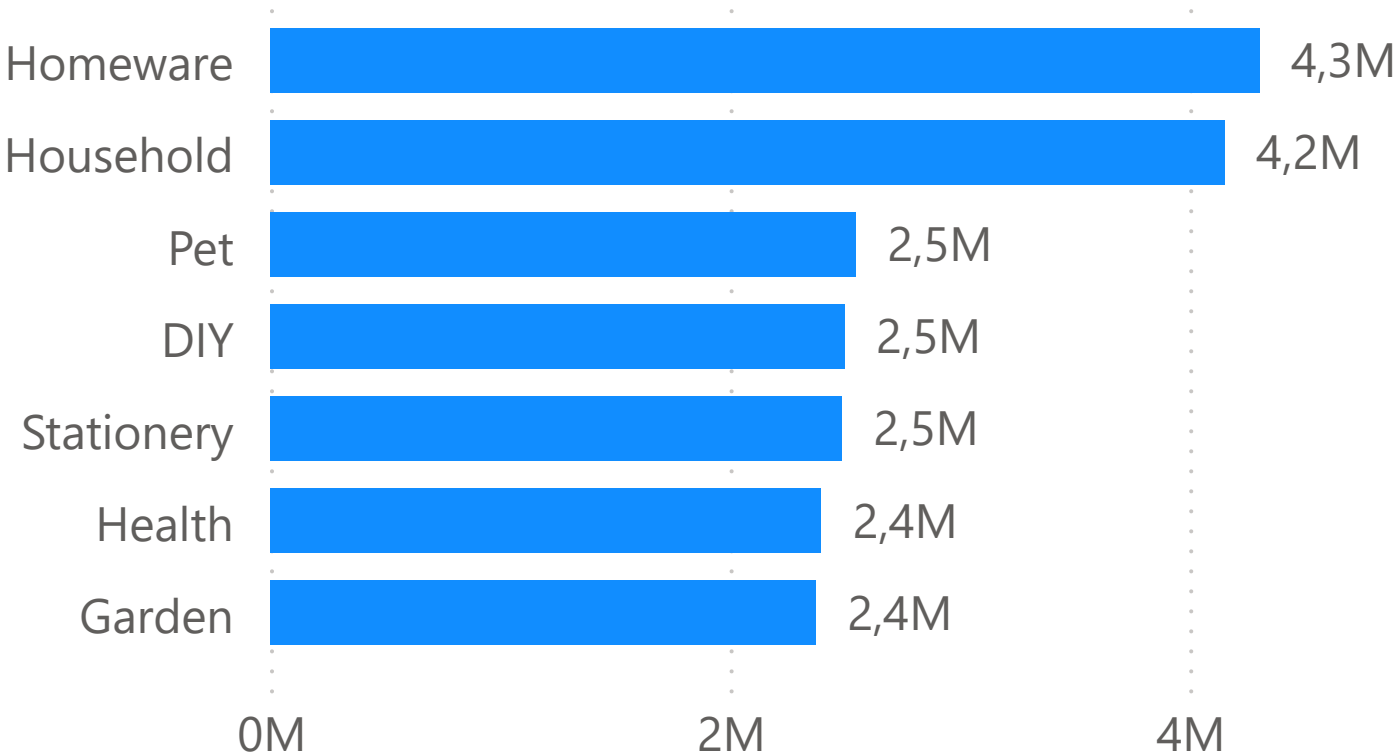
Category
- ☐ DIY & Decorating
- ☐ Gardening
- ☐ Health & Beauty
- ☐ Homeware

Store ID
- ☐ W001
- ☐ W002
- ☐ W003
- ☐ W004

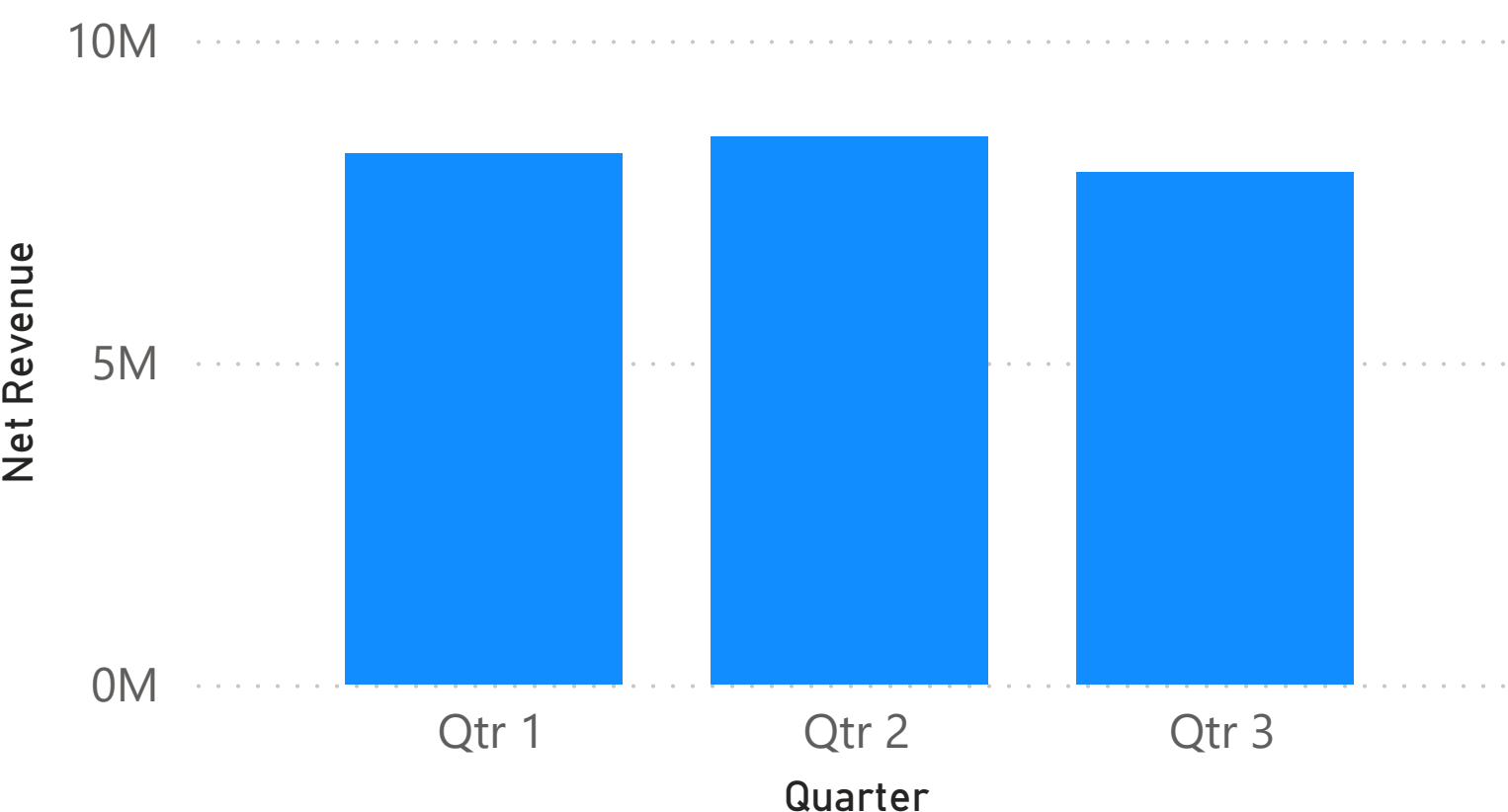**Region**
- ☐ Central
- ☐ East
- ☐ North
- ☐ South

Seasonality
- ☐ Autumn
- ☐ Spring
- ☐ Summer
- ☐ Winter

Geographic Revenue Distribution

West | East | Central
North | South

Net Revenue by Quarter

Qtr 1 | Qtr 2 | Qtr 3

Top Products by Revenue
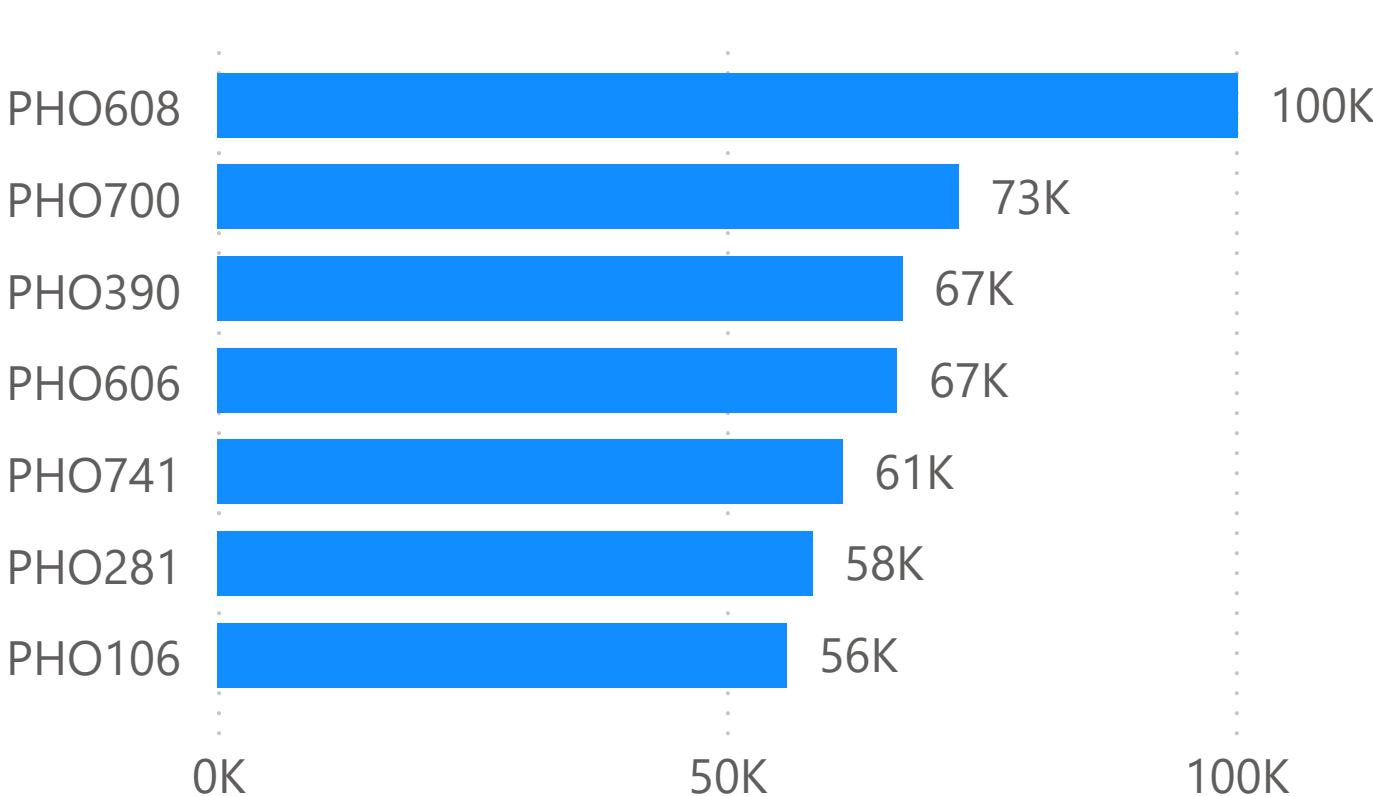
Product	Revenue
PHO608	100K
PHO700	73K
PHO390	67K
PHO606	67K
PHO741	61K
PHO281	58K
PHO106	56K

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Avg Price	Competitor Price	Price Gap	Promo Sales	Promo ROI
€ 28,73	€ 25,20	14,01 %	39,69 %	€ 9,79M

Price Positioning vs. Competition by Category

Category Short ● DIY ● Garden ● Health ● Homeware ▶

Price Gap by Category

Category Short	Price Gap %
Toys	14,96%
Homeware	14,90%
DIY	14,35%
Stationery	14,17%
Health	13,90%
Seasonal	13,82%
Household	13,45%

Price Distribution

Nombre de Product ID / Tranche Prix

Tranche Prix	
0€-10€	~290
10€-20€	~600
20€-30€	~560
30€-40€	~580
40€+	~720
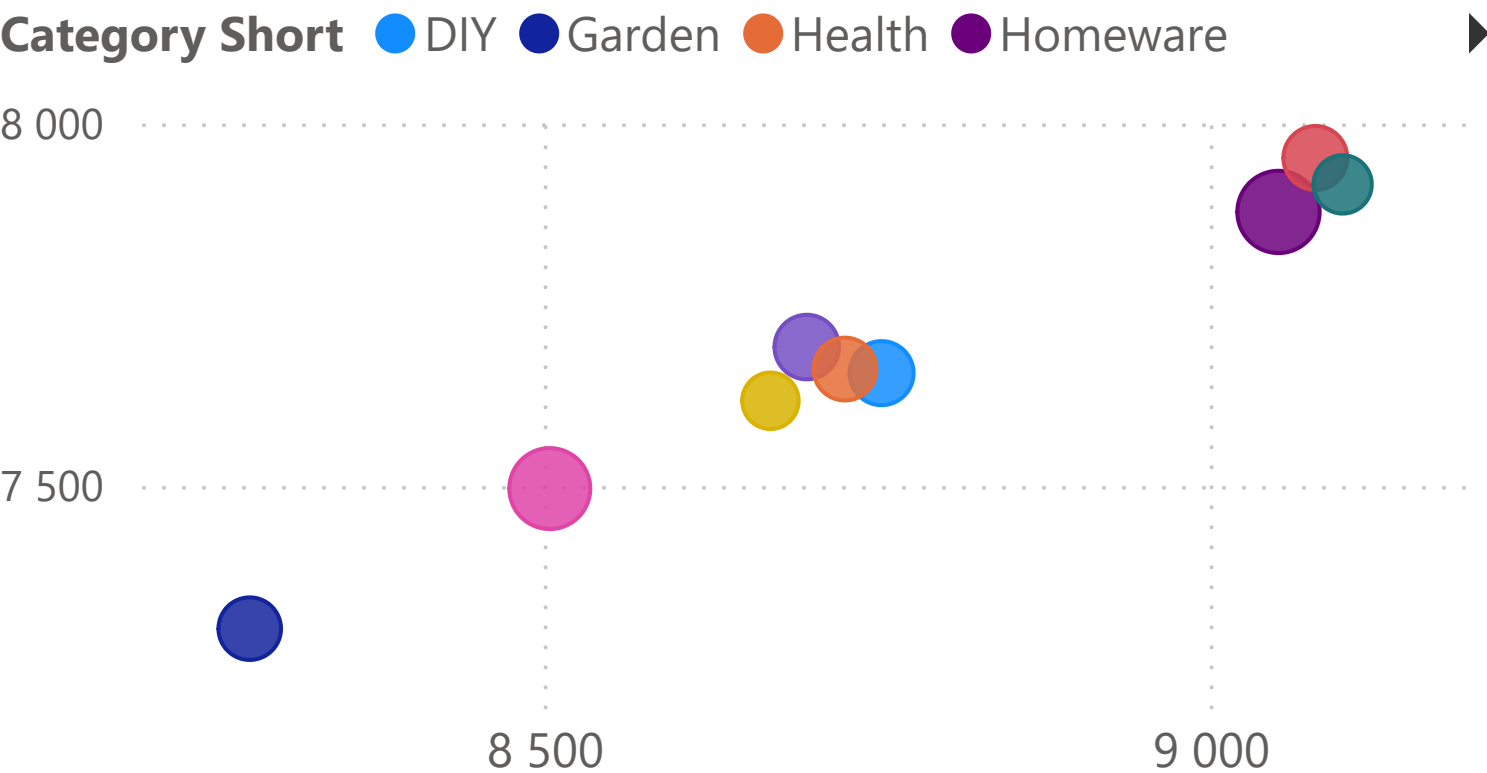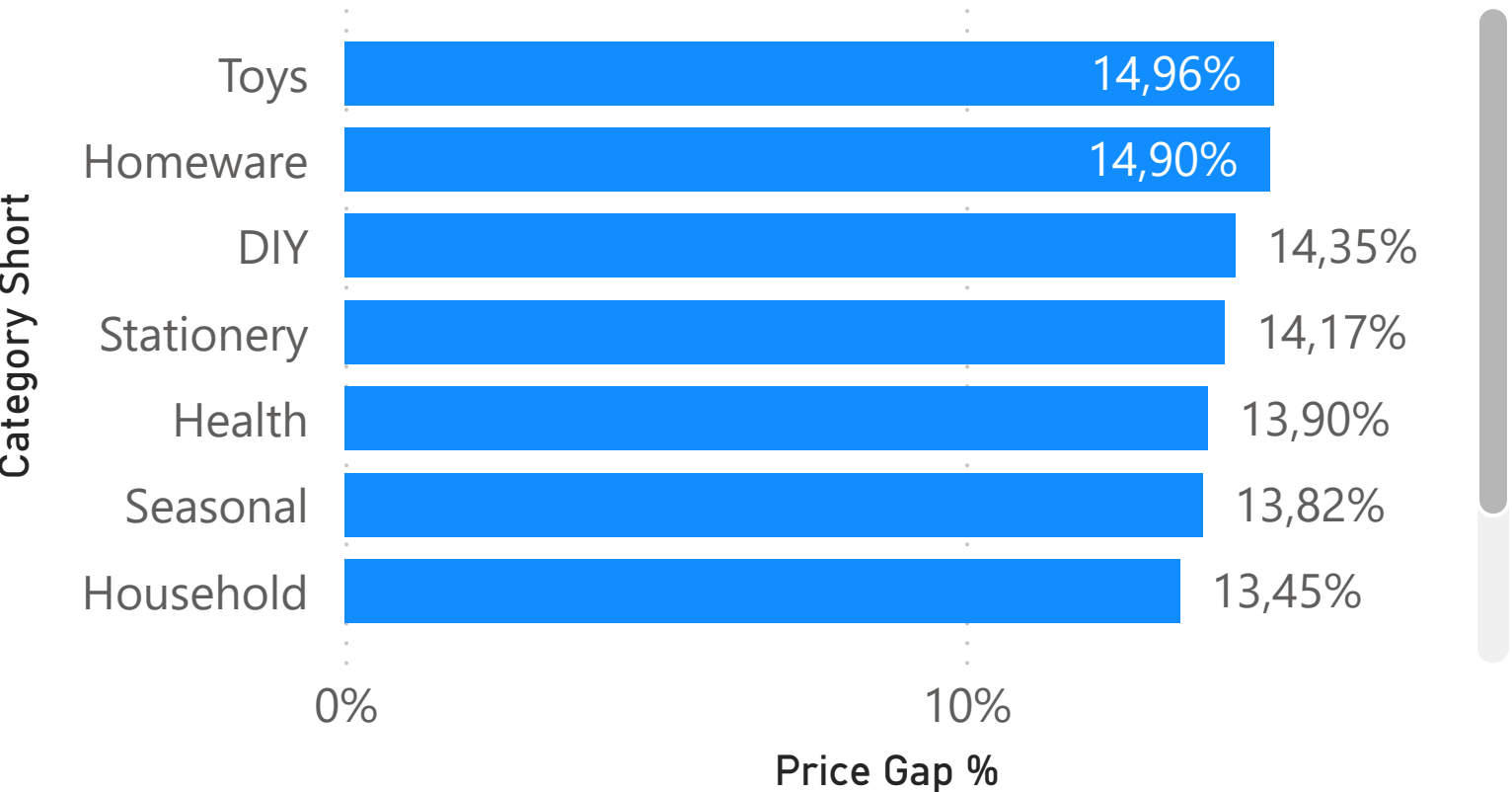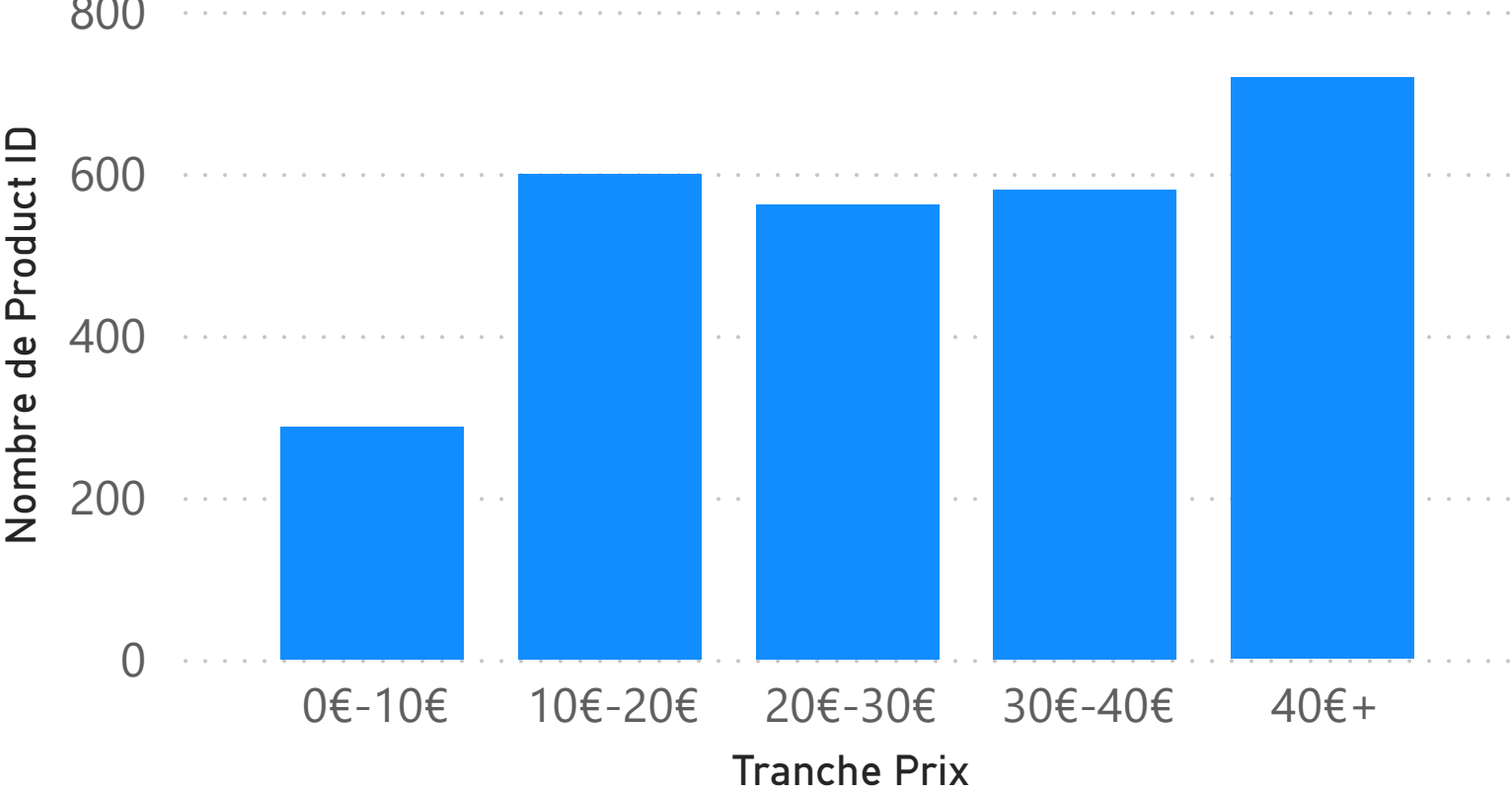
Annual Revenue & Promotion Activity

● Net Revenue ● Nombre de Discount

Net Revenue / Nombre de Discount / Année
2017 2018 2019 2022 2021 2020 2023
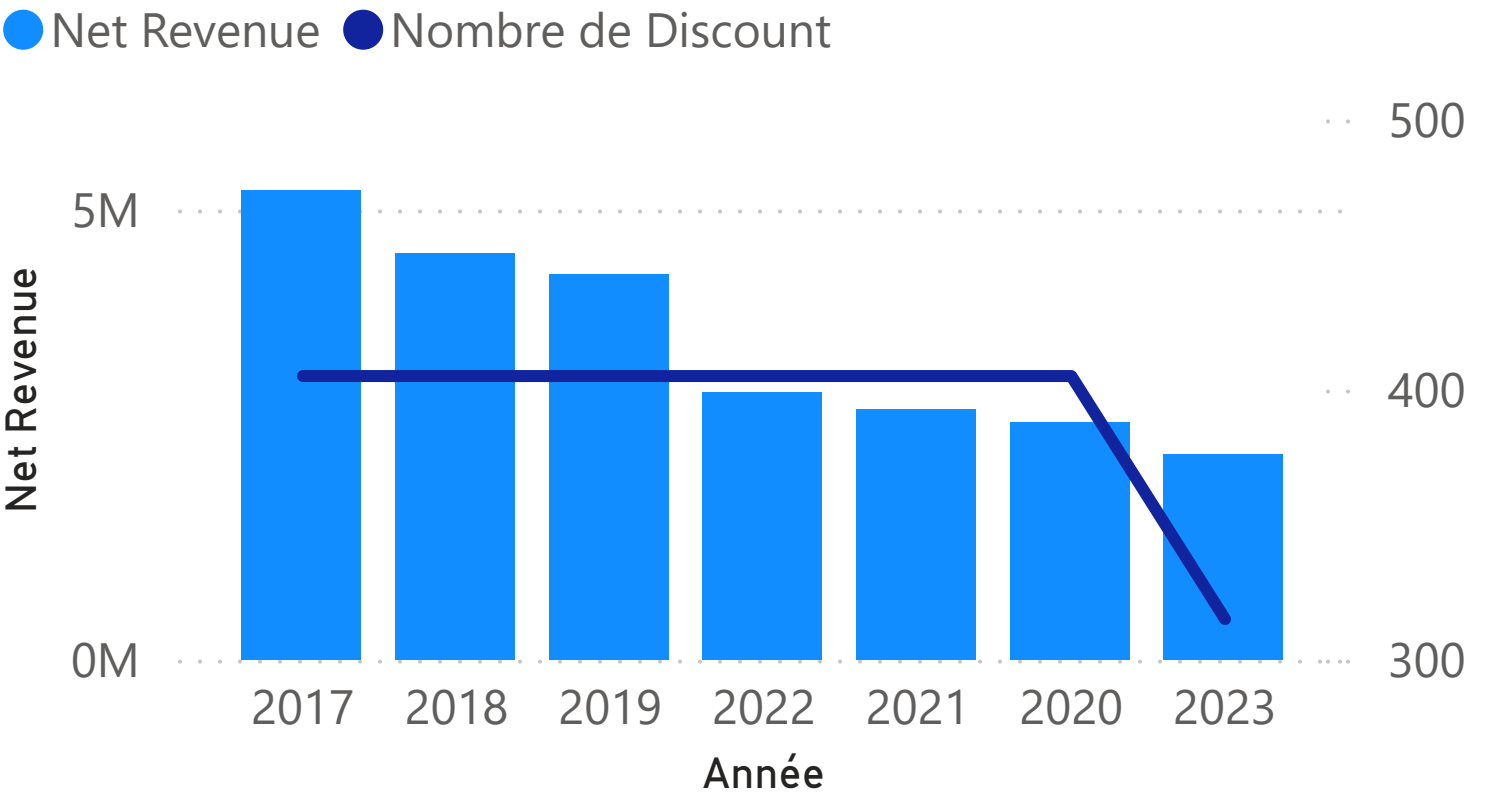
Total Discount Value by Category

Category Short	Impact Promo
Homeware	0,85M
DIY	0,76M
Garden	0,66M
Household	0,59M
Health	0,54M
Toys	0,52M
Pet	0,48M
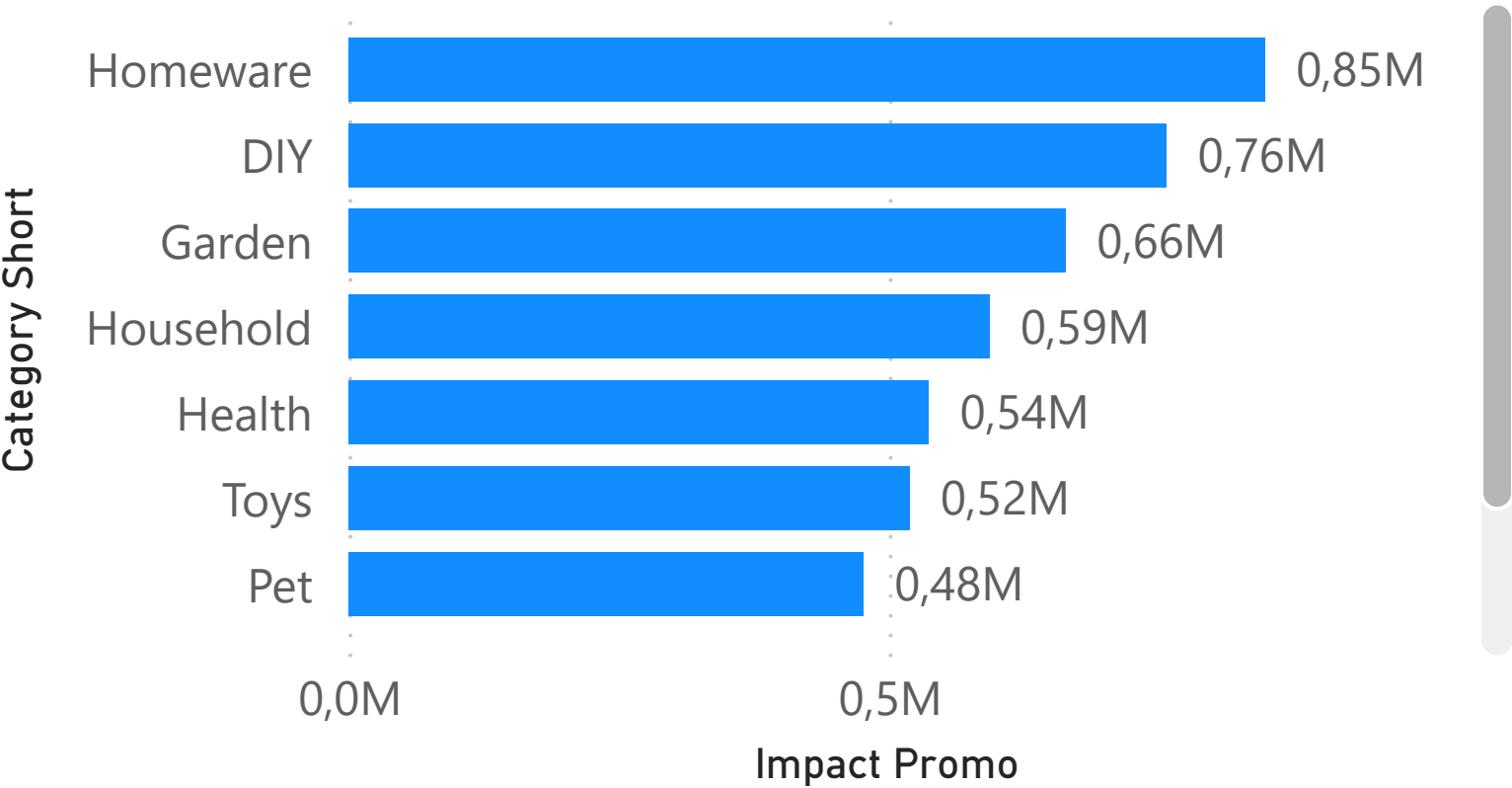
Sales Volume Sensitivity: Promotional vs. Regular Pricing
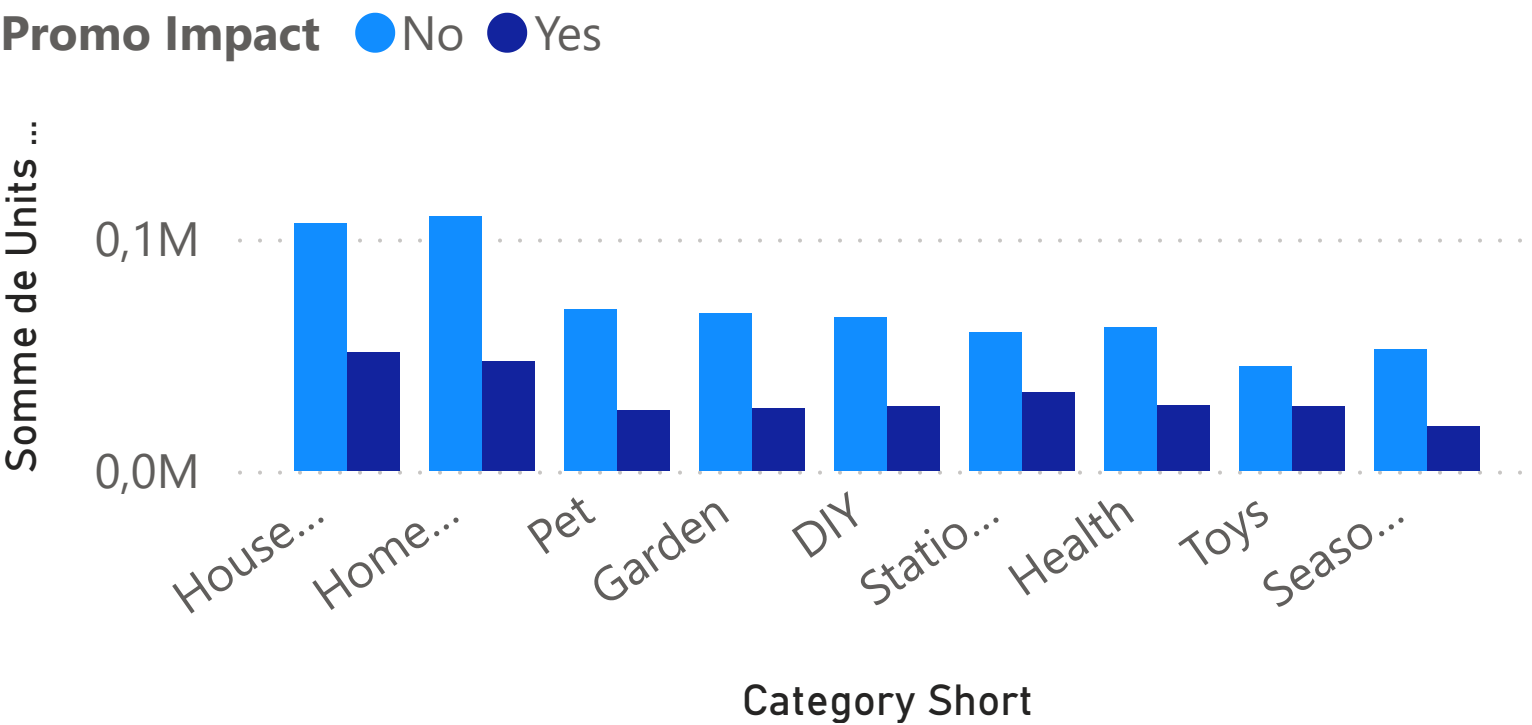
Promo Impact ● No ● Yes

Somme de Units ... / Category Short
House... Home... Pet Garden DIY Statio... Health Toys Seaso...

UK Retail Insight

Avg Stock Level	Forecast Accuracy	Stock Coverage	Stockout Risk	Order Efficiency
930,49	64,06 %	2,76	91	89,85 %

Inventory Levels vs. Average Demand by Category

● Stock Moyen par Catégorie ● Ventes Moyennes par Catégorie

Category	Seasonal	Toys	Homeware	Household	Pet	Garden	DIY	Stationery	Health
Top	1,5K	1,5K	1,1K	1,1K	0,7K	0,7K	0,7K	0,6K	0,6K
Bottom	0,2K	0,2K	0,5K	0,5K	0,3K	0,3K	0,3K	0,3K	0,3K
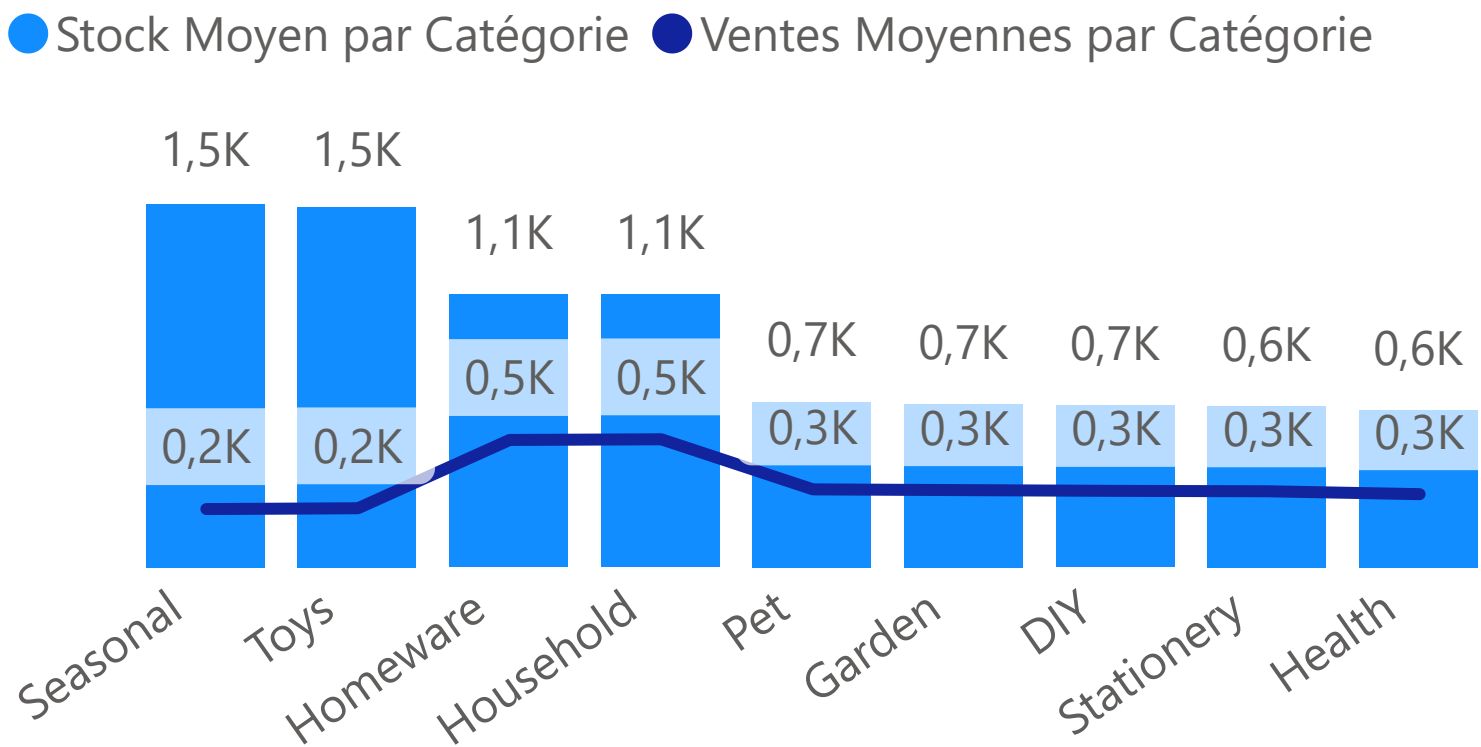
Weeks of Stock Coverage by Region & Category

Category Short	Couverture Stock par Catégorie
Seasonal	6,2
Toys	6,1
Health	2,1
Homeware	2,1
Household	2,1
Pet	2,1
Stationery	2,1
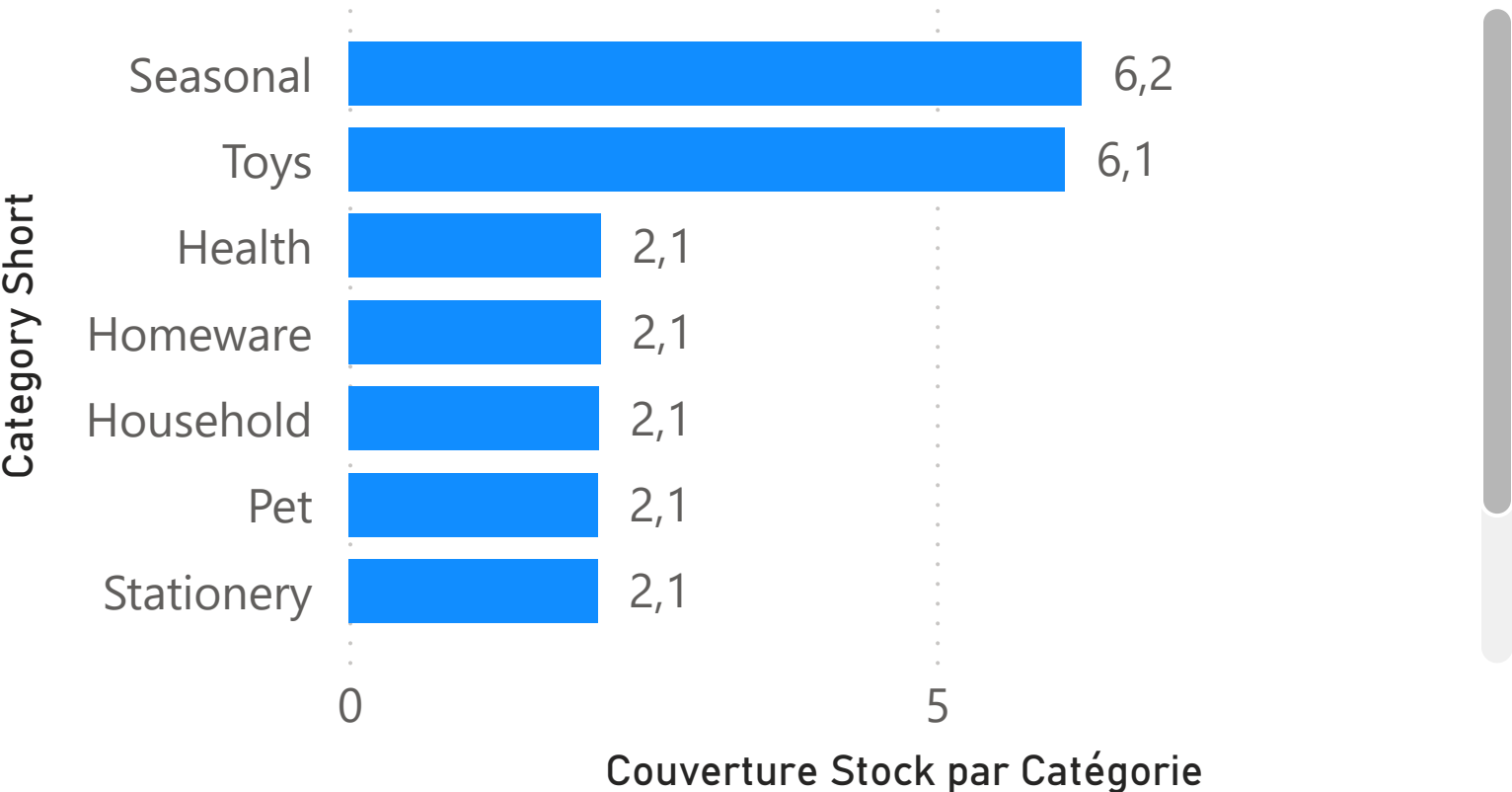
Region	DIY	Garden	Health	Homeware	Household
West	◇ 2,10	◇ 2,06	◇ 1,97	◇ 2,11	◇ 2,10
South	◇ 2,22	◇ 2,13	◇ 2,02	◇ 2,02	◇ 2,16
North	◇ 2,06	◇ 2,21	◇ 2,39	◇ 2,12	◇ 2,22
East	◇ 2,11	◇ 2,11	◇ 2,20	◇ 2,31	◇ 1,97
Central	◇ 2,08	◇ 2,07	◇ 2,20	◇ 2,19	◇ 2,21
Total	**2,12**	**2,11**	**2,15**	**2,14**	**2,13**

Demand Forecast Accuracy by Category

Category Short ● DIY ● Garden ● Health ● Homeware ● Household ● Pet ● Seasonal ● Stationery ● Toys

Somme de Units Sold / Somme de Target Demand
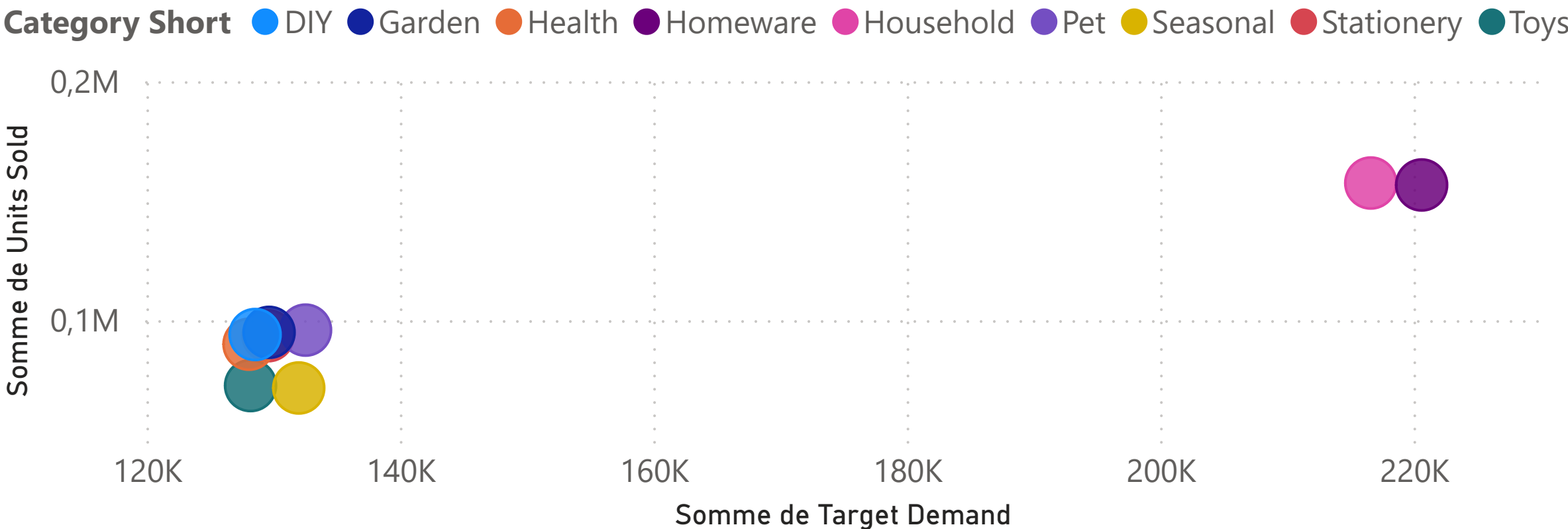
Product ID	Store ID	Current Stock	Target Demand	Stock Status
PGA977	W001	423	157,23	☑ Optimal
PPE756	W003	403	158,04	☑ Optimal
PGA777	W004	422	161,86	☑ Optimal
PGA940	W004	427	167,35	☑ Optimal
PPE742	W002	414	169,43	☑ Optimal
PDI735	W002	401	170,28	☑ Optimal
PDI861	W002	409	170,68	☑ Optimal
PHE335	W001	402	171,65	☑ Optimal
PGA521	W002	437	177,79	☑ Optimal