



RUSH: Sales Analysis

Prepared by: Logan Kaliba

Business Questions – Key Findings

- Q1: Highest sales by product category (2021): Women's Apparel – \$70,472
- Q2: Highest sales of women's products (2021): California – \$8,540
- Q3: Highest sales of men's products (2021): Texas – \$9,194
- Q4: Retailer with most units purchased: 2021 – Amazon; 2020 – West Gear

Additional Insights

- California men's product sales (\$8,899) nearly matched Texas (\$9,194) and exceeded women's sales in California.
- Top sales channels in 2021: Online – \$196,939; Outlet – \$104,971.

Recommendations

- Capitalize on online sales growth – Prioritize online marketing campaigns.
- Strengthen outlet store performance – Expand outlet-exclusive product lines.
- Target men's product marketing in California – Launch male-focused campaigns to surpass Texas.
- Maximize women's apparel leadership – Expand offerings and leverage seasonal trends.