



252
Total Products

120
Promoted Products

86.25
Average Price

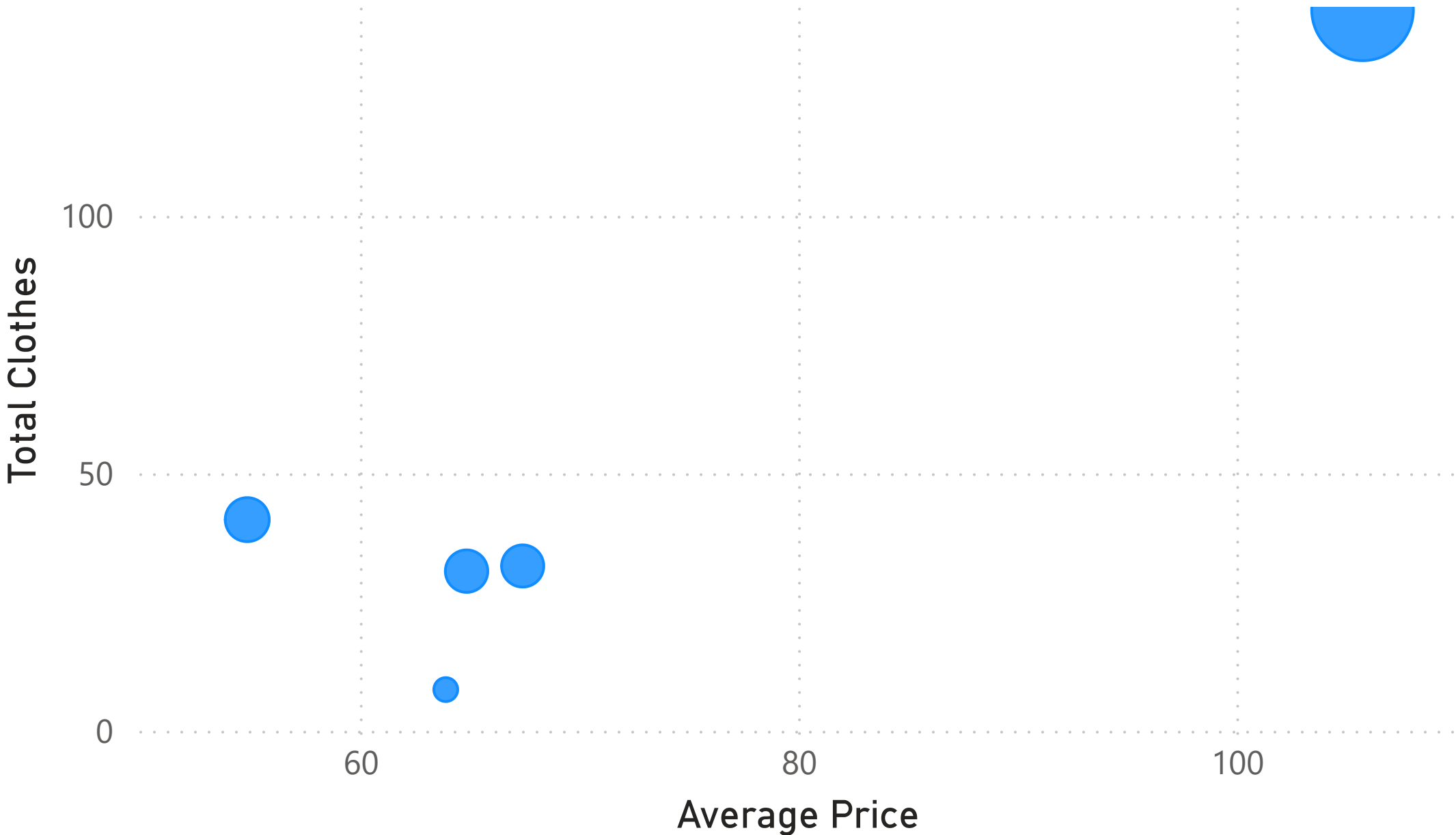
132
Non-Promoted Products

Clothing Type	Total Clothes	Clothes on Promo	Avg Price	Avg Price Non-Promo Clothes	Avg Price Promo Clothes
jackets	140	68	105.76	96.28	115.80
sweaters	41	18	54.86	59.01	49.57
shoes	31	16	64.87	57.38	71.90
t-shirts	32	15	67.43	69.22	65.40
jeans	8	3	63.92	63.90	63.96
Total	252	120	86.25	80.65	92.41

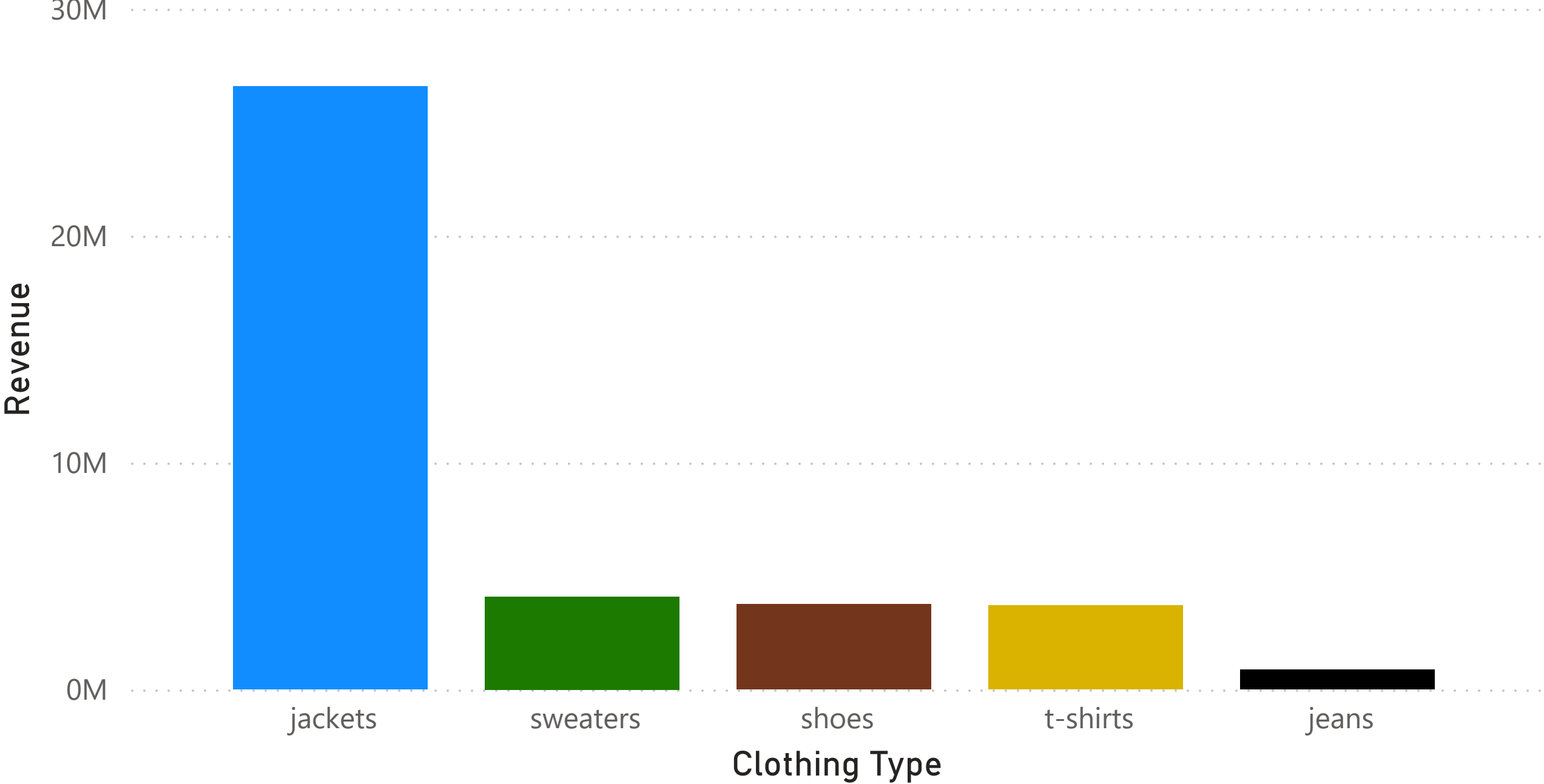
This introductory dashboard is designed to guide viewers through key data on Zara’s portfolio and pave the way for the following dashboards.

At first glance, it’s clear that jackets are vital to Zara’s business—comprising over 50% of its clothing assortment and generating roughly 68% of its revenue.

Portfolio Snapshot: Average Price and Assortment



Revenue by Clothing Type



Performance Quartile

All

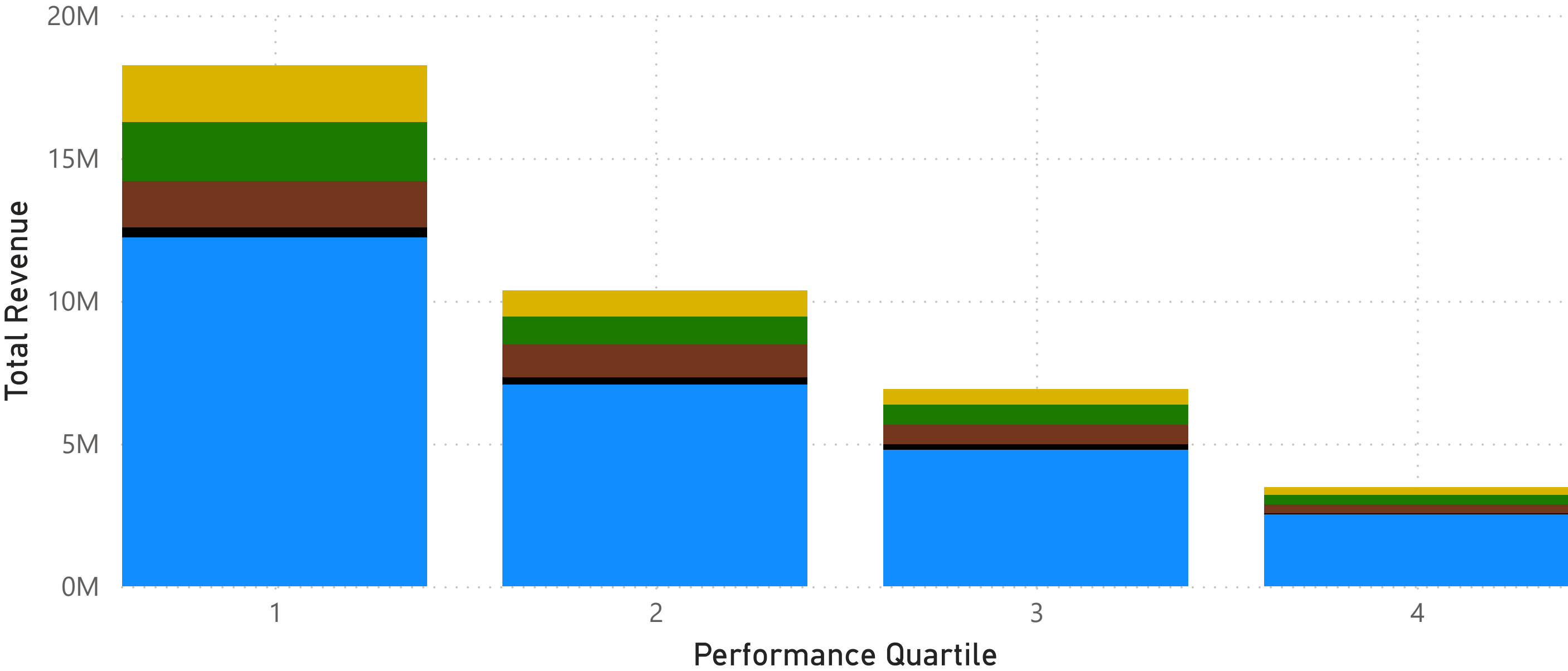
▼

38.99M

Sum of revenue

Quartile Breakdown by Clothing Type

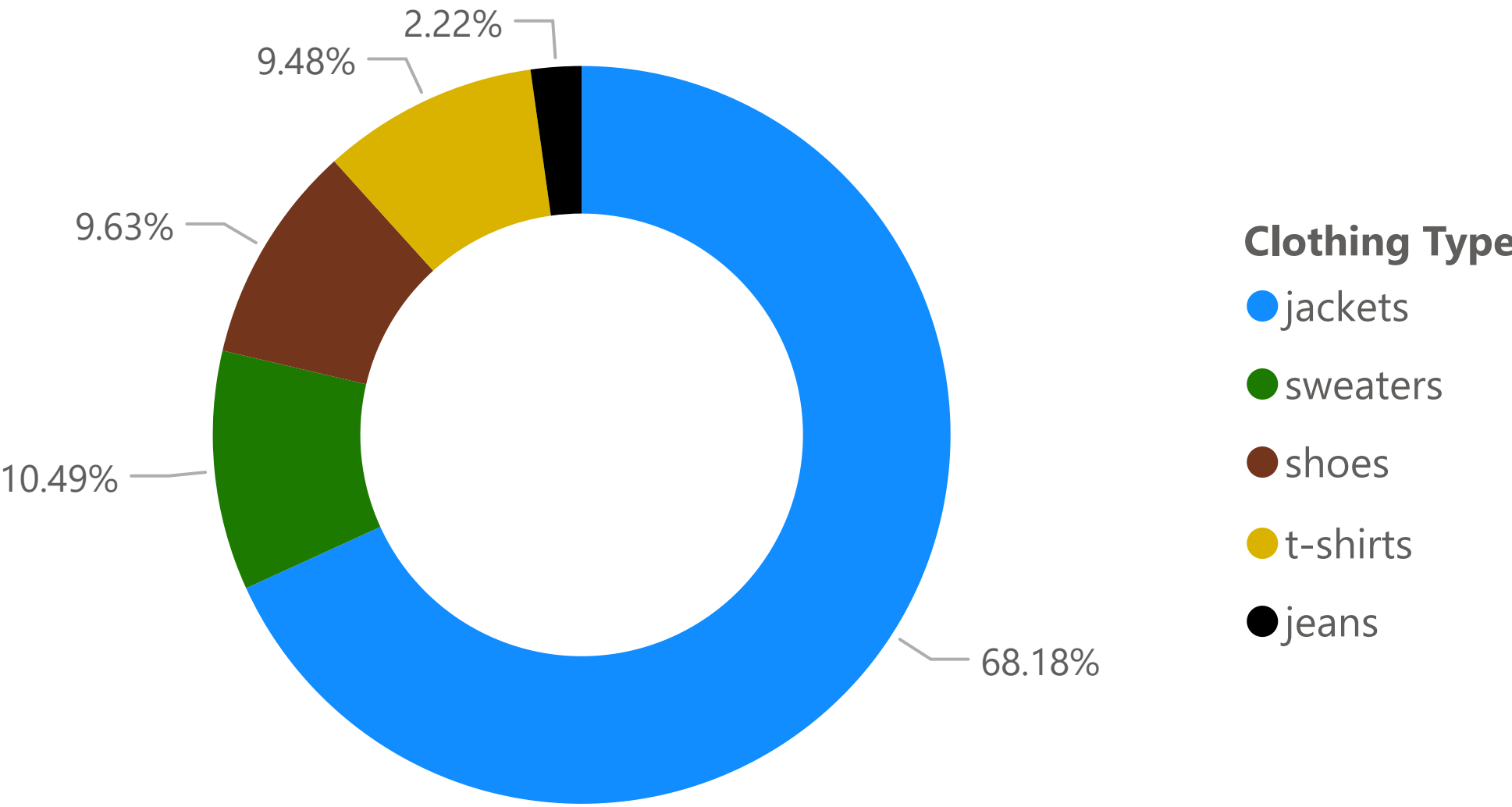
Clothing Type jackets jeans shoes sweaters t-shirts



The visuals clearly show that category alone isn’t the primary revenue driver.

Therefore, to maximize promotional effectiveness and optimize sales, Zara should move beyond broad category-level tactics and embrace hyper-segmentation: targeting promotions and product innovation at specific attributes (e.g., style).

How Revenue Splits Across Clothing Type and Each Quartile



Product ID

110075

▼

jackets

Clothing Type

2185

Sales Volume

MAN

Gender

1

Quartile Prod...

WOOL BLEND...

Product Name

347,415.00

Total Revenue ...

159.00

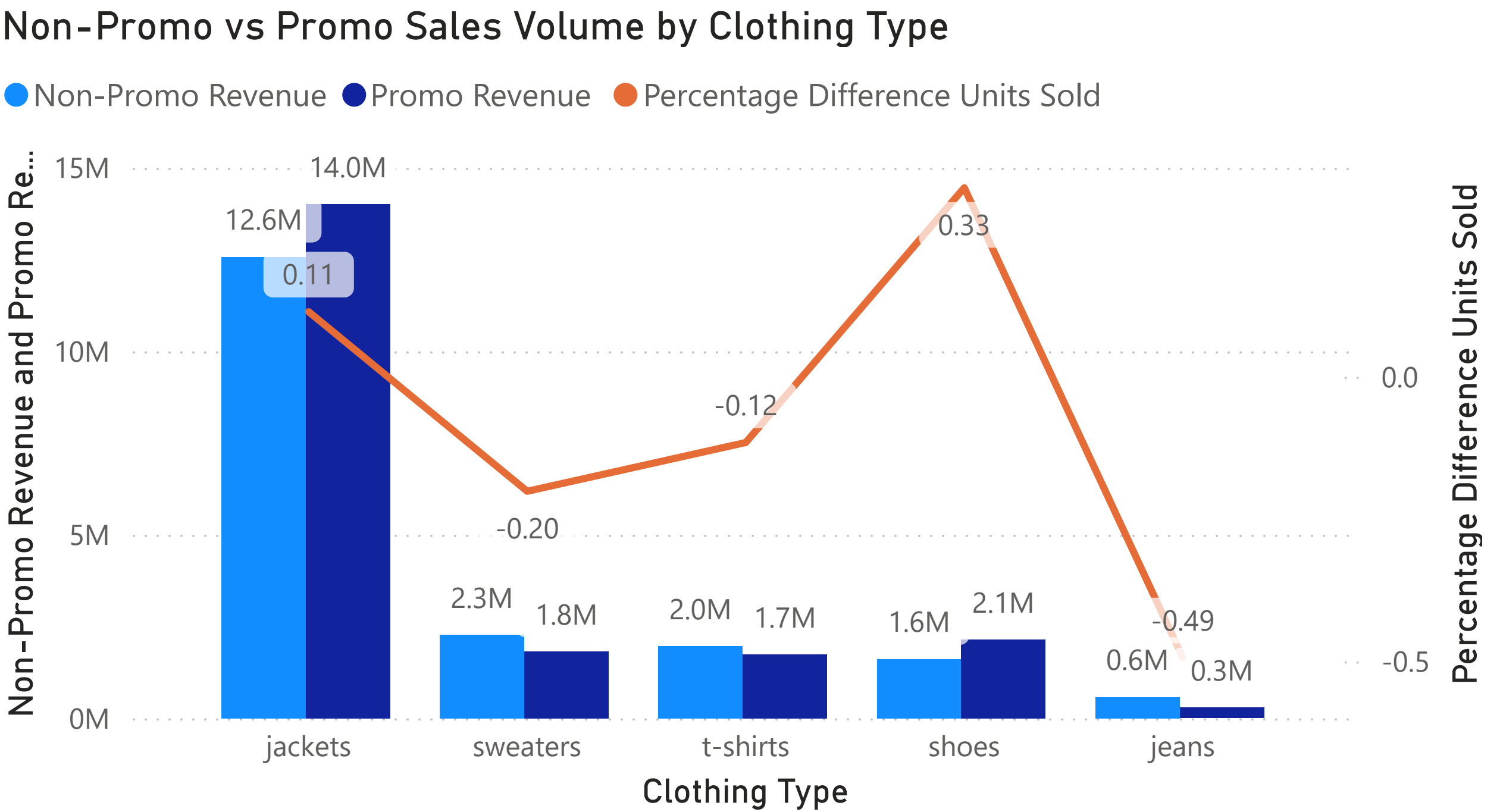
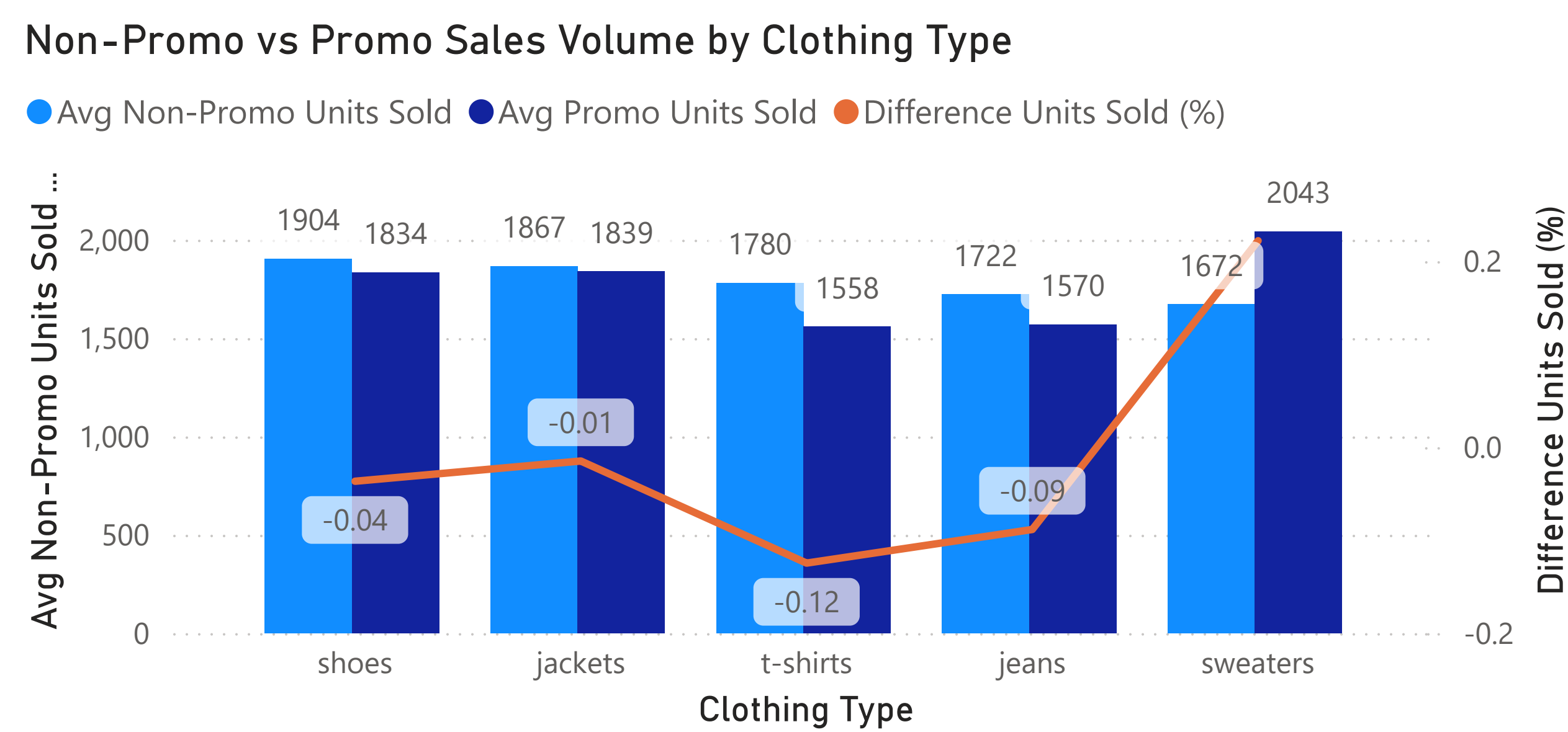
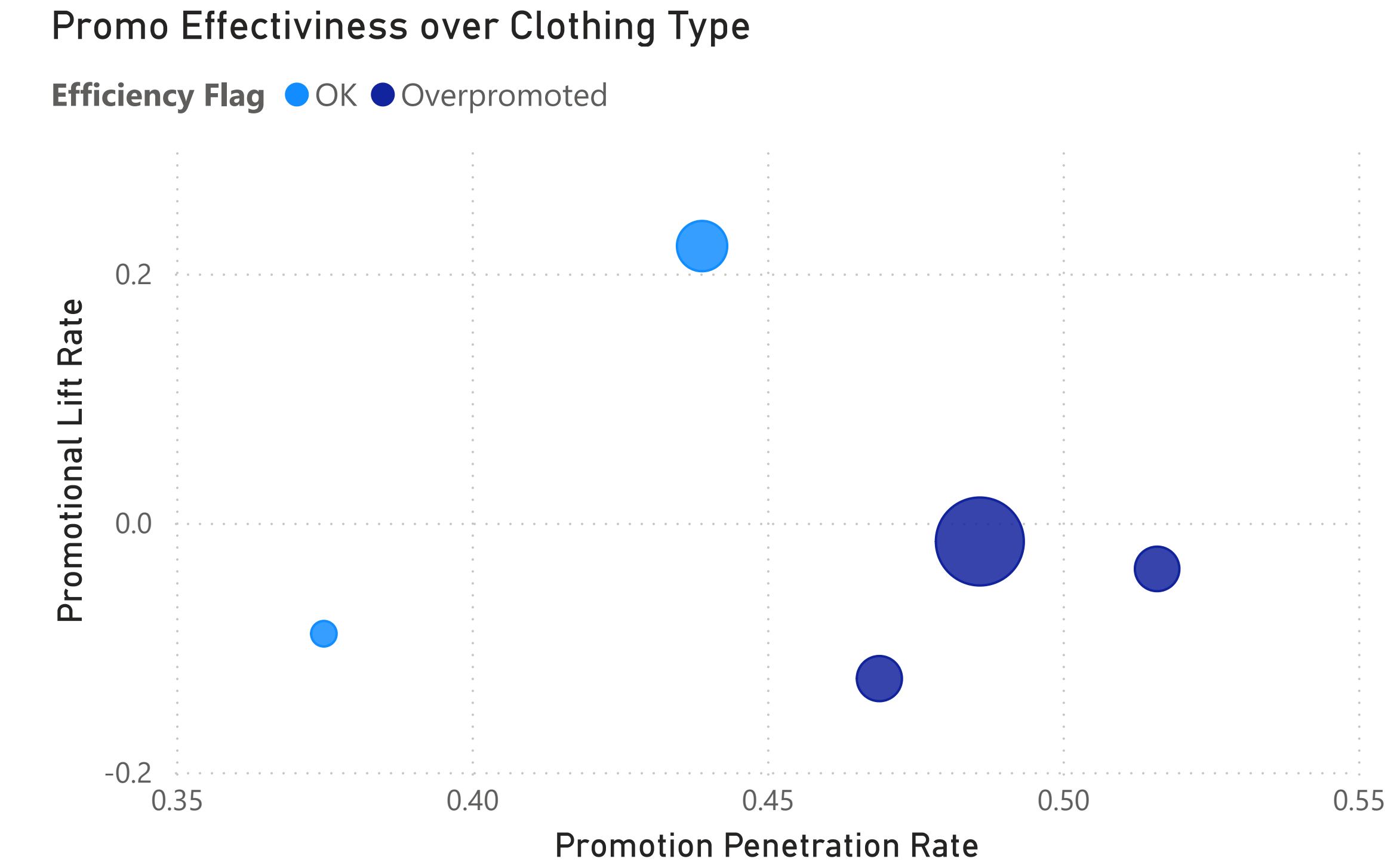
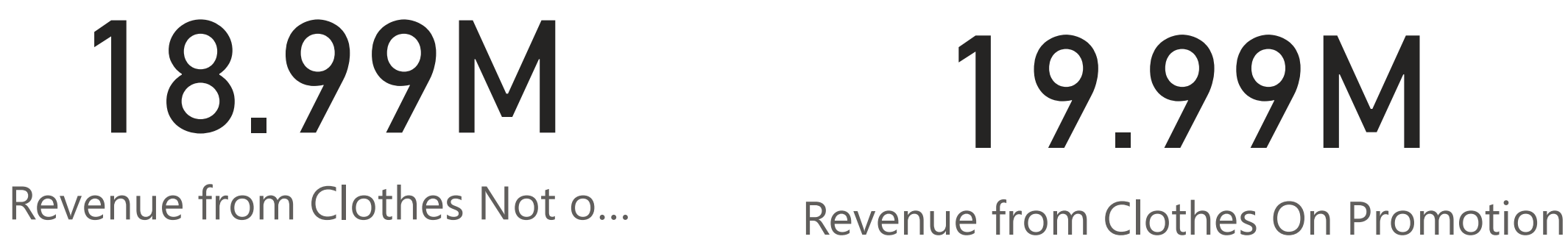
Price per Piece

Fast fashion’s near-constant discounting inspired this dashboard’s focus on promotions in Zara’s portfolio.

While promoted items make up just over half of revenue, their promotional lift is moderate, showing that jackets are basically the only revenue driver for promotions.

Combining these insights with the scatter plot and earlier dashboards makes it clear that jackets lead revenue not thanks to a smart promo strategy but simply because they’re discounted more often, at higher prices, and to more customers than other categories.

To boost overall performance, Zara should completely rethinking their whole promotional spend startegy - allocating more budget on sweater, and urther investigating jeans sales.





Clothing Type, Segment

- ☐ Select all
- ✓

☐ jackets
- ✓

☐ jeans
- ✓

☐ shoes
- ✓

☐ sweaters
- ✓

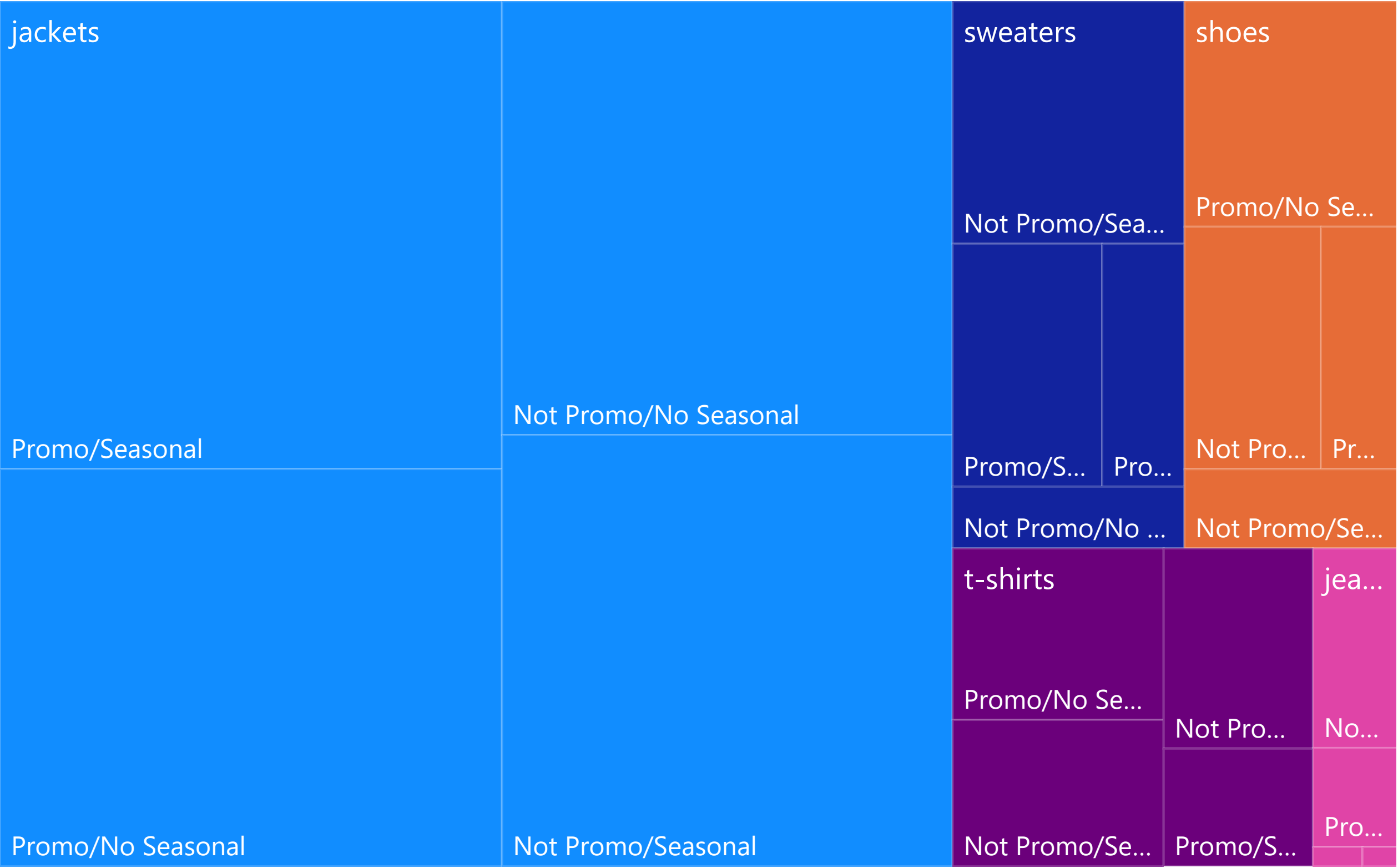
☐ t-shirts

This dashboard evaluates the diversity of Zara’s portfolio—a key factor for sustainable growth, sales impact, and promo effectiveness.

As shown in the Pareto chart no single “seasonal × promo” segment dominates revenue. In other words, there’s no outlier segment that drives performance, and promotional sales aren’t cannibalizing full-price volume.

In terms of promotional effectiveness and managing product portfolio, it translate with maintaing this balanced mix while experimenting new budget allocation along new segments - e.g. regional markets - rather than insisting on these broader categories in search of a "magic" slice.

Revenue Distribution by Seasonality & Promotion



Revenue Share & Cumulative Impact by Segment

