Luxury Fashion Retail Analytics Case Study

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Dashboard

1. Business Problem

Fashion retailers must balance revenue growth, pricing strategy, inventory planning, and return management across categories and seasons. Limited visibility into sales patterns, markdown behavior, and return drivers increases the risk of overstocking, excessive discounting, and elevated return costs.

2. Key Questions

- Which categories and brands drive the most revenue?
- Which categories rely most on markdowns?
- How do sales vary by season and brand?
- Which categories have the highest return rates?
- What are the primary reasons customers return items?

3. Data & Tools

- Dataset: Kaggle retail fashion transactions (2024–2025)
- Excel: Data cleaning, helper columns, pivot tables
- Tableau: Calculated fields, KPIs, interactive dashboard
- Skills: Data cleaning, retail analytics, dashboarding

Executive KPIs

Metric	Value	Interpretation
Total Sales Value	$186,047.12	Overall revenue generated
Average Selling Price (ASP)	$85.50	Typical customer purchase price
Average Markdown	12.1%	Moderate discounting intensity
Return Rate	14.7%	Within retail norms

Average Customer Rating	3.0 / 5	Neutral–average satisfaction

4. Category & Brand Performance

Findings

- **Outerwear is the highest-revenue category**, materially outperforming other categories.

- **Uniqlo's Outerwear** is the strongest brand–category combination, indicating strong demand and effective pricing.

- **Zara leads total sales overall**, while **Gap underperforms relative to competitors.**

Implications

- Prioritize Outerwear in assortment and inventory planning.

- Leverage Zara's broad category strength.

- Reassess Gap's pricing, assortment, and demand strategy.

5. Pricing & Markdown Effectiveness

Findings

- **Gap applies the highest markdowns**, followed by Forever 21.

- **Shoes, Dresses, and Bottoms are most discounted**, while **Outerwear is least discounted.**

- Brands with heavier markdowns generate lower total sales; **Uniqlo and Zara's pricing discipline correlates with stronger performance.**

Implications

- Reduce reliance on aggressive discounting.

- Protect pricing integrity in high-demand categories such as Outerwear.

6. Returns & Customer Experience

Findings

- **Bottoms and Outerwear have the highest return rates; Tops the lowest.**

- **Ann Taylor has the highest brand-level return rate; Mango the lowest.**

- Returns are driven more by fit and expectations than by product damage.

Implications

- Improve sizing guidance and product descriptions for high-return categories.

- Standardize fit communication to reduce return-related costs.

7. Seasonal Performance

Findings

- **Summer is the strongest revenue season**, followed by Spring.

- **Zara leads in Winter and Spring; Mango in Fall; H&M in Summer.**

Implications

- Increase inventory for Zara ahead of Spring/Winter.

- Strengthen Mango's Fall assortment.

- Align H&M's marketing with its Summer strength.

Conclusion

This analysis demonstrates how integrated sales, pricing, returns, and seasonality insights can support smarter merchandising and operations decisions in fashion retail. The findings highlight opportunities to optimize inventory allocation, maintain pricing discipline, and reduce returns through improved sizing guidance and product communication.