CASE STUDY

Luxury Fashion Retail Analytics

Dashboard

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.

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?

Implications

- **Category & Brand Performance:** Reassess Gap's pricing, assortment, and demand strategy.
- **Pricing & Markdown Effectiveness:** Protect pricing integrity in high-demand categories such as Outerwear. Reduce reliance on aggressive discounting.
- **Returns & Customer Experience:** Improve sizing guidance and product descriptions for high-return categories.
- **Seasonal Performance:** Increase inventory for Zara ahead of Spring/Winter. Strengthen Mango's Fall assortment. Align H&M's marketing with its Summer strength
- What are the primary reasons customers return items?

INSIGHTS

Category & Brand Performance

- 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

Pricing & Markdown Effectiveness

- 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

Returns & Customer Experience/Seasonal Performance

- 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.
- Summer is the strongest revenue season, followed by Spring.
- Zara leads in Winter and Spring; Mango in Fall; H&M in Summer.

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 clear opportunities to optimize inventory allocation, maintain pricing discipline, and reduce returns through improved sizing guidance and product communication.

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