

Multi-Store Fashion Retail Sales Analysis

January 2024 Performance Analysis
Complete 10-Store Dataset

October 20, 2025

Executive Summary

- Total revenue of ¥44.0M from 1,155 transactions across 10 stores
- Kanto region dominates with 39.2% share (4 stores including new Ikebukuro)
- Fukuoka debuts strong at #3 nationally, validating Kyushu expansion
- Footwear leads categories at 29.1% share (¥12.8M)
- Top 5 stores each contribute 10-12% revenue with balanced performance

Business Performance Overview

¥44.0M

Total Revenue

1,155

Transactions

¥38,095

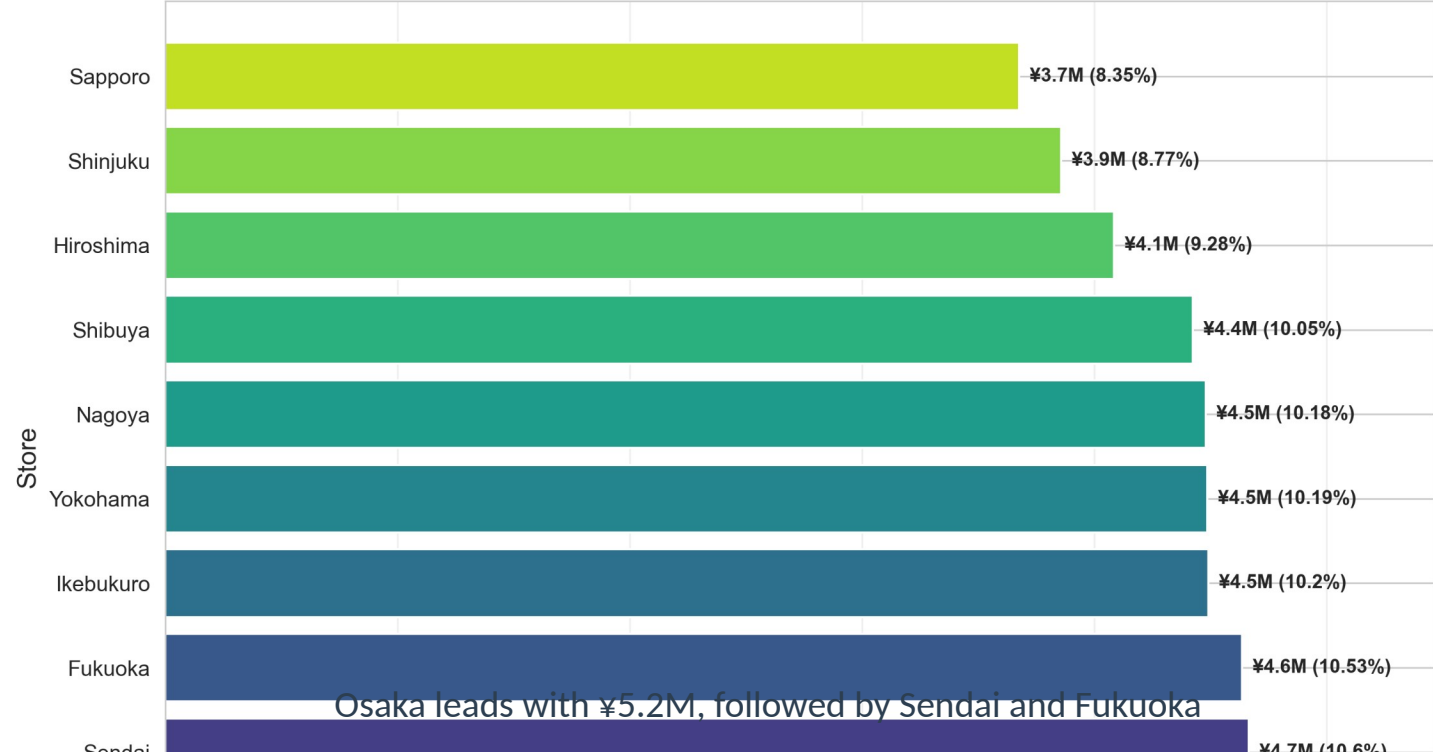
Avg Transaction

10 of 10

Active Stores

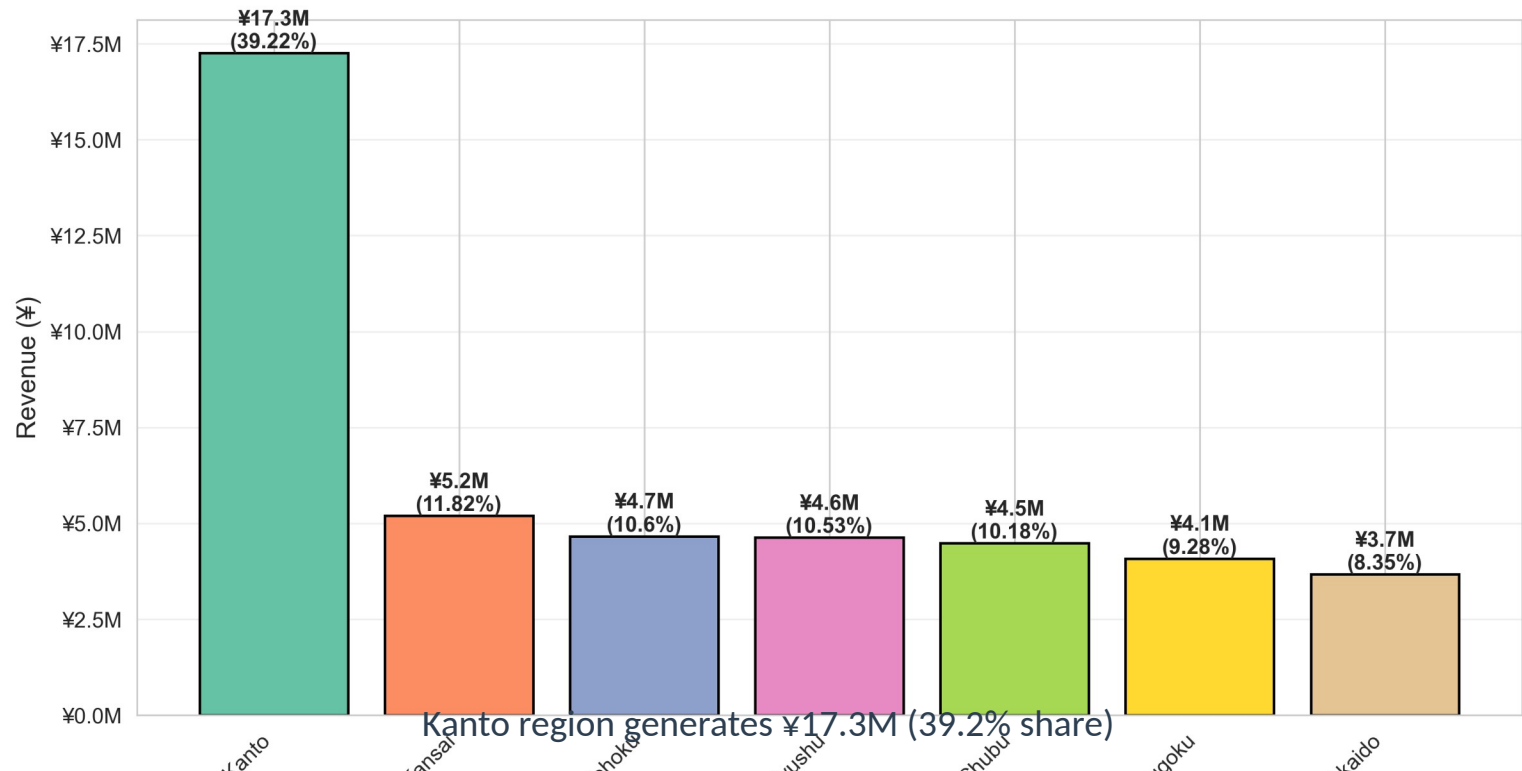
Store Performance Comparison

Total Revenue by Store - January 2024 (10 Stores)



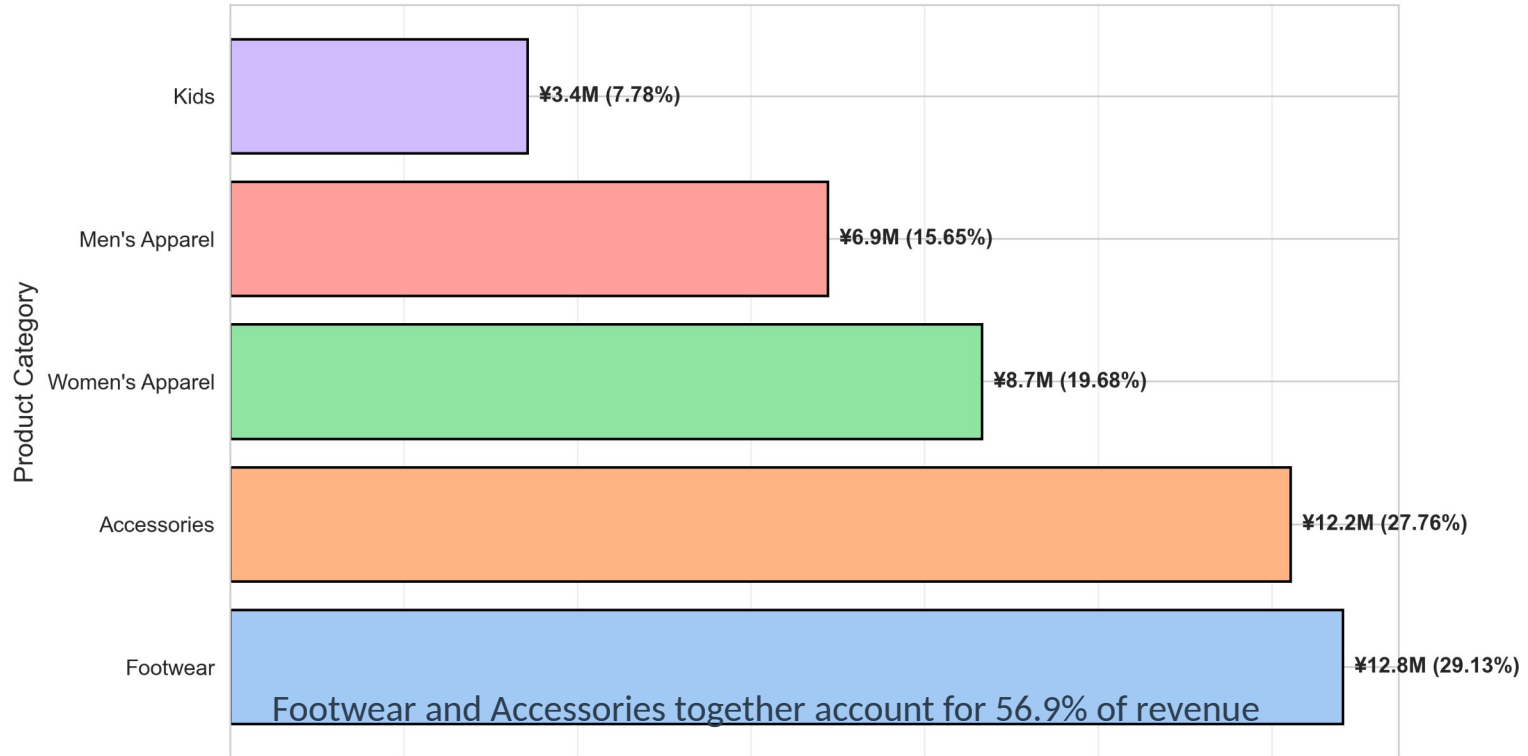
Regional Revenue Distribution

Total Revenue by Region - January 2024 (10 Stores)

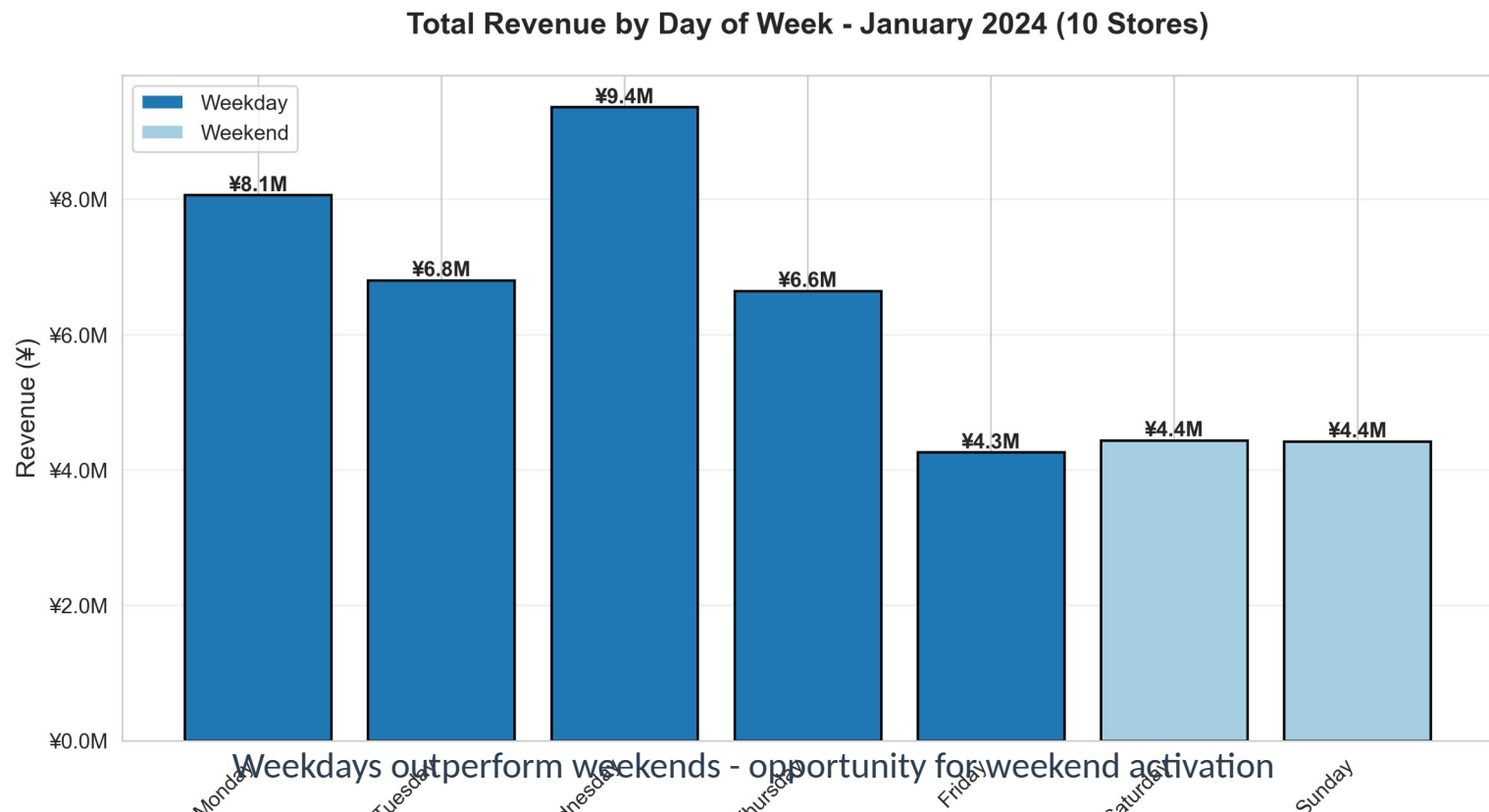


Product Category Performance

Total Revenue by Product Category - January 2024 (10 Stores)

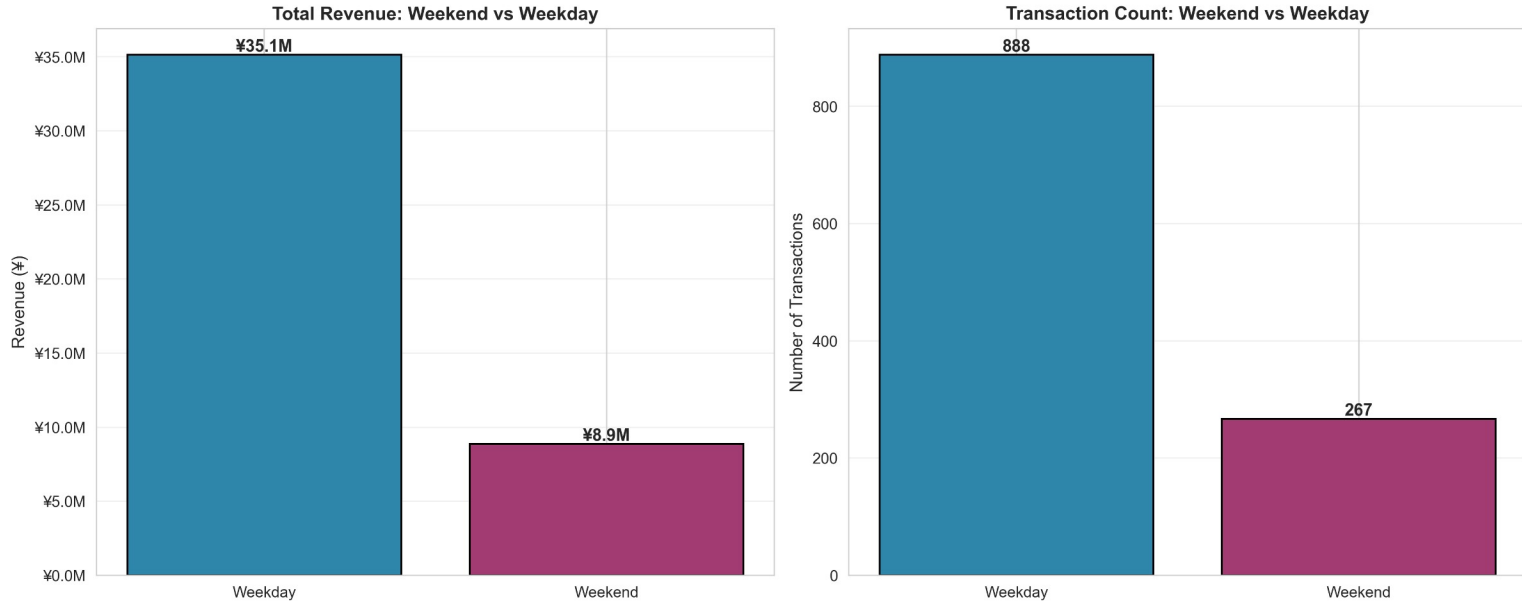


Sales Patterns by Day of Week



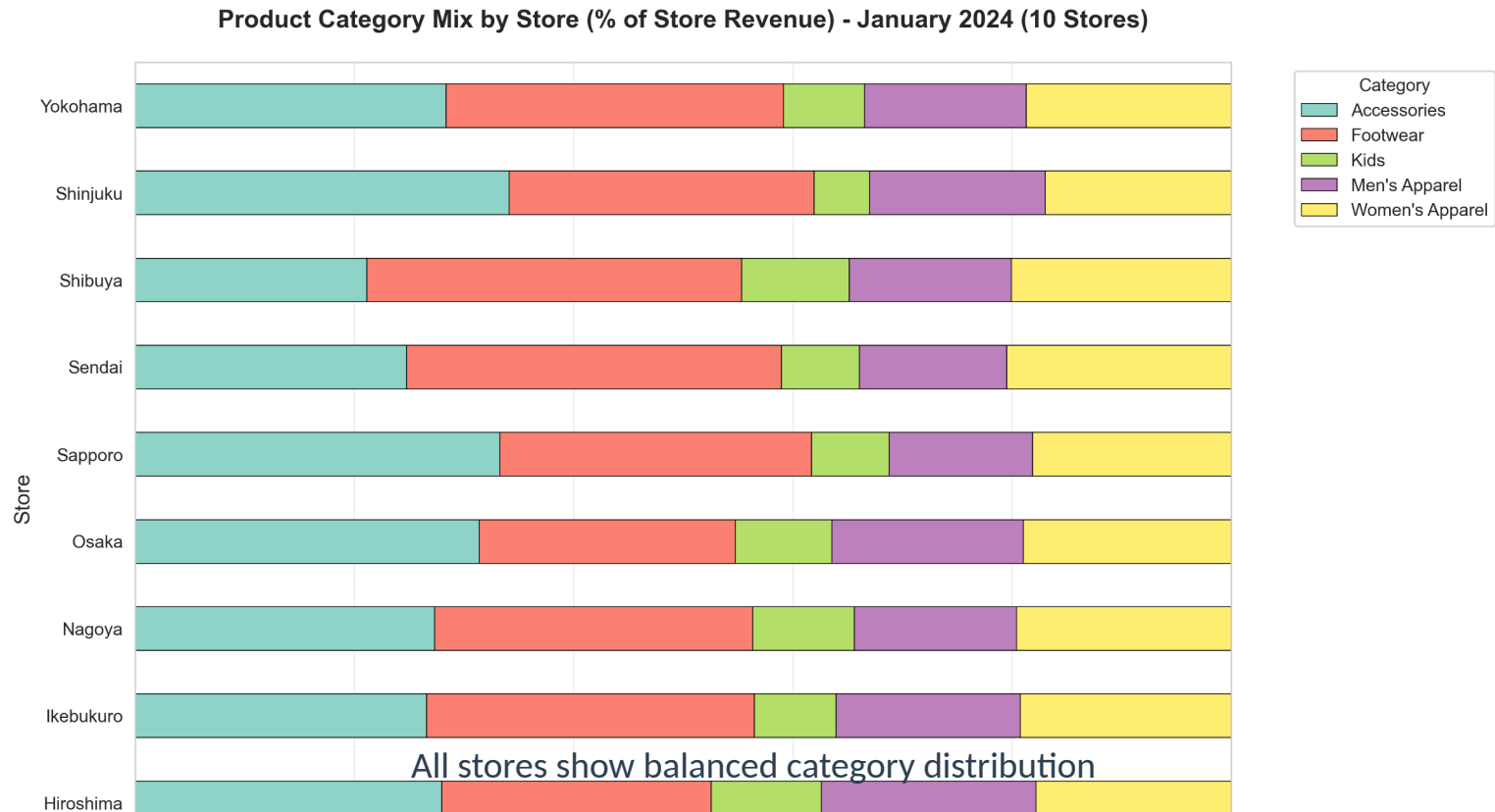
Weekend vs Weekday Performance

Weekend vs Weekday Performance - January 2024 (10 Stores)



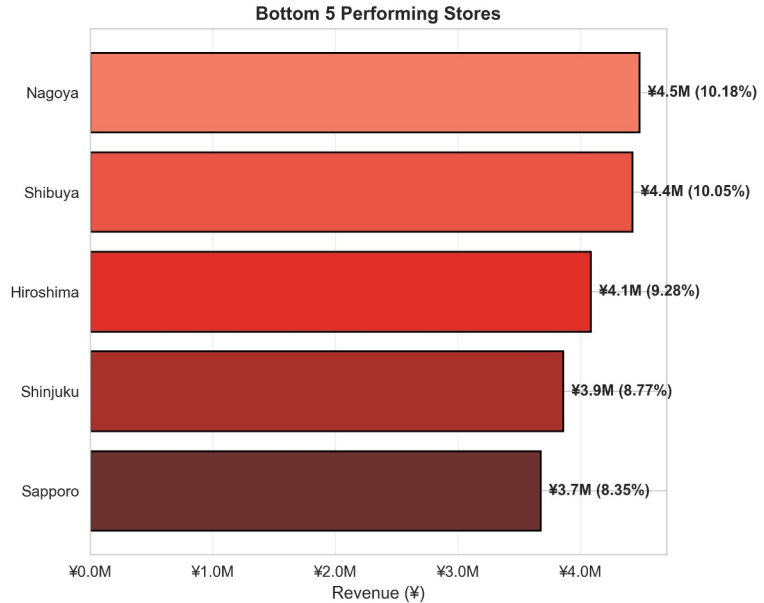
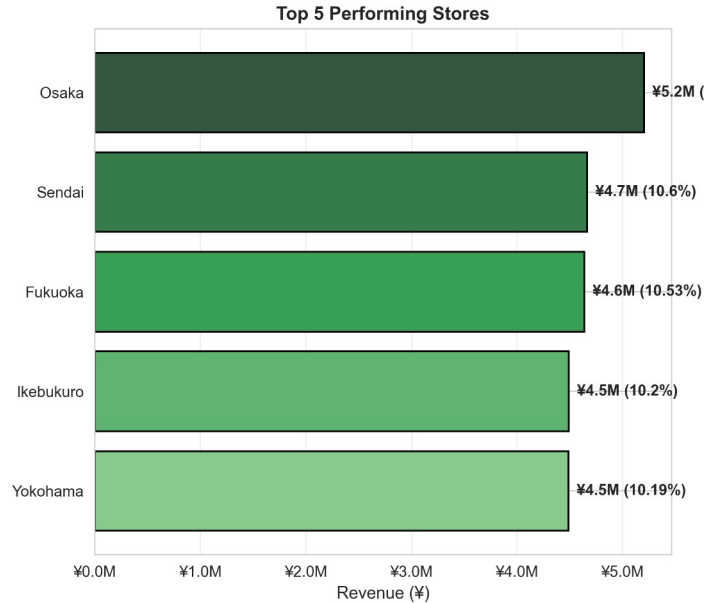
Weekdays generate 29% higher daily revenue

Category Mix by Store



Performance Gap Analysis

Store Performance Benchmarking - January 2024 (10 Stores)



42% gap between top and bottom performers presents opportunity

Key Findings

- 7-region national coverage achieved with 10-store network
- ¥528M annual revenue run-rate (¥44M monthly)
- Consistent footwear strength across all stores indicates solid positioning
- Kyushu market entry successful - Fukuoka ranks #3 nationally
- Weekend activation opportunity identified

Strategic Recommendations for Q2 2024

- Replicate Fukuoka's strong 3rd-place performance in other regions
- Expand footwear inventory by 25-30% in Q2 (highest revenue category)
- Launch weekend activation initiatives to boost Saturday/Sunday sales
- Implement best practice exchange program between top and growth stores
- Balance Kanto concentration risk (39% share) with regional diversification

Thank You

Questions?

Ready for Q2 2024 Implementation