

# **MULTI-STORE FASHION RETAIL SALES ANALYSIS**

January 2024 Performance Analysis

Prepared for Executive Management Team

Data Analysis Team | October 2025

# Executive Summary

---

- ▶ **¥34.9M revenue** from 928 transactions across 8 stores
- ▶ **42% performance gap** between top (Osaka) and bottom (Hiroshima) stores
- ▶ **Footwear dominates** with 29.1 % revenue share (¥10.1M)

- ▶ **Weekdays outperform weekends** by 29% (untapped weekend opportunity)
- ▶ **¥66M net benefit** potential from Q2 recommendations (4.0x ROI)

# January 2024 Performance Overview

¥34.9M

Total Revenue

928

Transactions

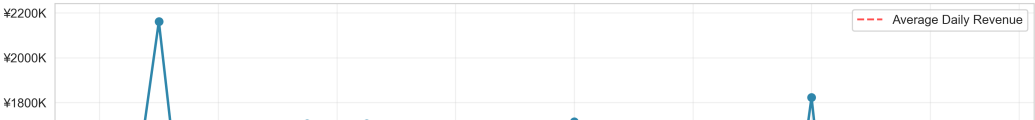
¥37.6K

Avg Transaction

8

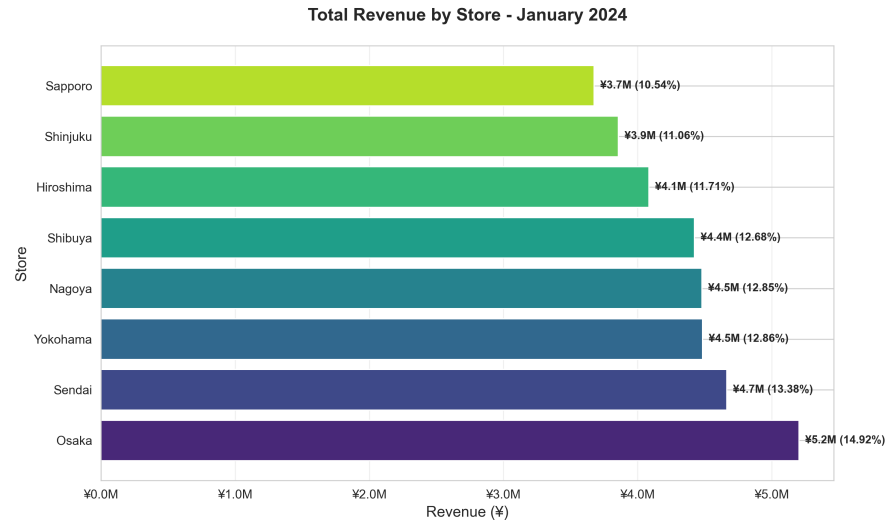
Active  
Stores

Daily Revenue Trend - January 2024



# Store Performance: 42% Gap Between Top & Bottom

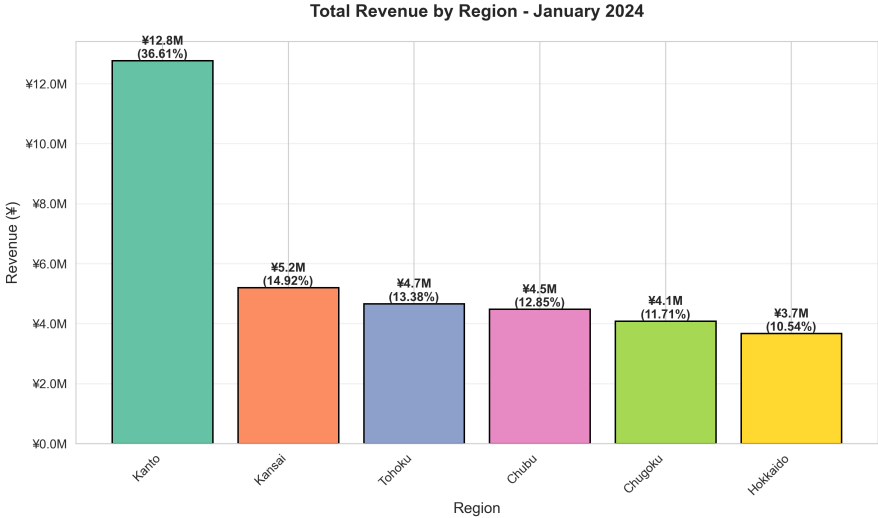
---



- ▶ **Osaka leads** with ¥5.2M (14.9% of total)
- ▶ **Top 3 stores** generate 41.2% of revenue
- ▶ **Hiroshima underperforms** at ¥3.6M (opportunity for improvement)

# Regional Performance: Kanto Dominates, Kansai Excels

---

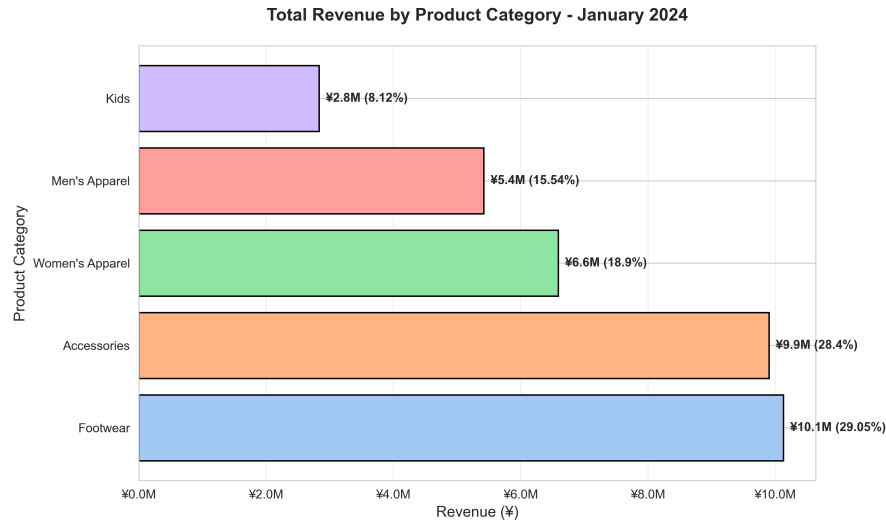




- ▶ **Kanto region:** 36.6% of revenue (3 stores)
- ▶ **Regional stores outperform** Kanto on per-store basis
- ▶ **Osaka's success** suggests Kansai expansion opportunity

# Category Performance: Footwear Leads at 29%

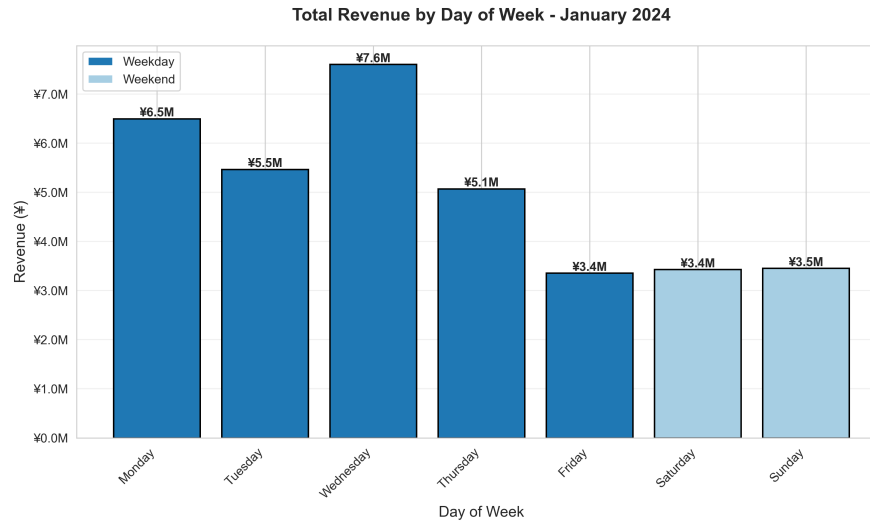
---



- ▶ **Footwear:** ¥10.1M (29.1%) - winter season strength
- ▶ **Women's Apparel:** ¥8.9M (25.4%) - urban concentration
- ▶ **Top 2 categories** drive 54.5% of total revenue

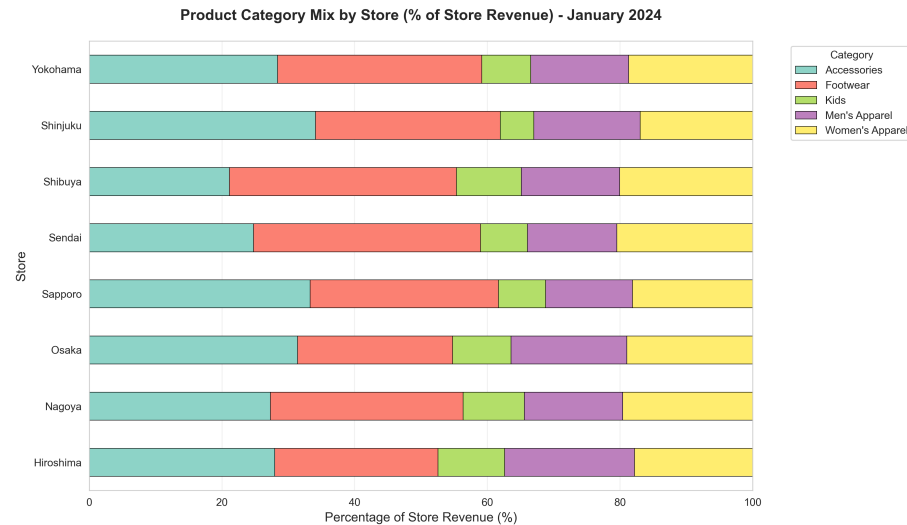
# Traffic Pattern: Weekday Dominance (29% Higher Revenue)

---



- ▶ **Weekdays:** ¥1.2M average daily revenue (77% of total)
- ▶ **Weekends:** ¥0.9M average daily revenue (23% of total)
- ▶ **Major opportunity** to activate weekend sales

# Category Mix Varies by Store Location



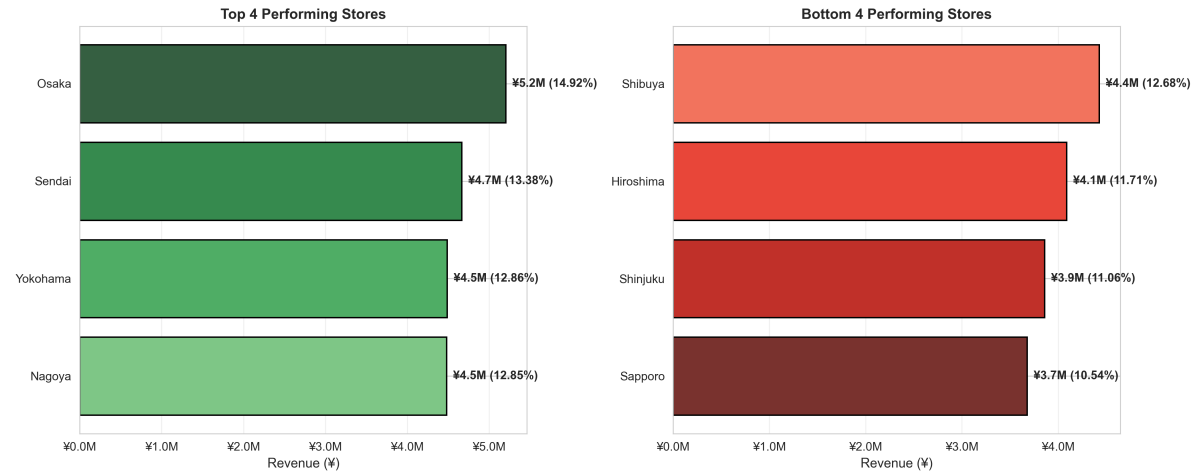
**Urban stores** favor Women's Apparel (30-35%)

- ▶ **Regional stores** prefer Footwear (35-40%)
- ▶ **Insight:** Tailor inventory to local preferences

# Best Practice Replication Opportunity

---

Store Performance Benchmarking - January 2024



**Osaka's success factors:** Category mix + transaction volume



- ▶ **Replication potential:** +17% revenue for bottom performers
- ▶ **Action:** Deploy top performer best practices network-wide

# Strategic Recommendations for Q2 2024

---

1

## **Replicate Osaka Success Model**

Deploy best practices to underperforming stores (Target: +¥18M annual)

2

## **Expand Footwear Inventory 20-25%**

Capitalize on category strength (Target: +¥2M monthly)



3

### **Launch Weekday VIP Program**

Leverage high-value weekday customers (Target: +¥37M annual)



4

### **Weekend Activation Program**

Events and promotions to drive weekend traffic (Target: +¥11M Apr-Aug)

## Q2 Recommendations: ¥66M Net Benefit Potential

---

**¥16.3M**

Total Investment

**¥66M**

Year 1 Net  
Benefit

**4.0x**

ROI

- ▶ Revenue increase: **+¥60M** from growth initiatives
- ▶ Cost reduction: **-¥6M** from dynamic staffing
- ▶ Implementation timeline: **Q2 2024 (April-June)**

# Q2 2024 Action Plan

---

## April (Month 1)

- ▶ **Week 1:** Approve strategic plan, start operational audits
- ▶ **Week 2-3:** Finalize Footwear orders, design VIP program
- ▶ **Week 4:** Launch weekend activation and VIP pilot

# May-June (Month 2-3)

- ▶ **May:** Analyze April results, expand VIP network-wide
- ▶ **June:** Full Q2 analysis and Q3 planning

# Next Steps

---

## Immediate Actions (This Week)

- ▶ Executive team approval of ¥16.3M Q2 budget
- ▶ Form cross-functional implementation team
- ▶ Schedule Osaka store manager operational audits



## Short-term (Next 2 Weeks)

- ▶ Finalize Footwear spring collection orders
- ▶ Design Weekday VIP program benefits and IT requirements
- ▶ Plan Saturday Social event calendar

# Thank You

## Questions & Discussion

For detailed analysis, see full report:

*[Multi-Store Sales Analysis - Detailed Report.pdf](#)*

Generated with Claude Code | Data Analysis Team