# Multi-Store Fashion Retail Sales Analysis Report

## January 2024 Performance Analysis - Complete 10-Store Dataset

**Prepared for**: Executive Management Team

**Analysis Period**: January 1-31, 2024

**Report Date**: October 20, 2025

**Analyst**: Data Analysis Team

**Dataset Version**: Complete (All 10 Stores)

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## Executive Summary

This report presents a comprehensive analysis of January 2024 sales performance across all **10 fashion retail stores** in Japan, generating total revenue of **¥43,999,553** from **1,155 transactions**. The expanded analysis includes newly added Ikebukuro (S03) and Fukuoka (S10) stores, providing complete national coverage and revealing critical insights for Q2 2024 strategic planning.

### Key Findings

1. \*\*Kanto Regional Dominance\*\*: Kanto region (4 stores including newly added Ikebukuro) commands 39.22% of total revenue (¥17.3M), nearly double the next region. This concentration presents both strength and risk, necessitating regional diversification strategy.
2. \*\*Kyushu Market Entry Success\*\*: Newly tracked Fukuoka store (S10) ranks 3rd nationally with ¥4.6M (10.53%), demonstrating strong Kyushu market potential and validating southern expansion strategy.
3. \*\*Category Leadership Stability\*\*: Footwear maintains dominant position at 29.13% revenue share (¥12.8M), followed by Accessories (27.76%, ¥12.2M), indicating consistent customer preferences across expanded store network.
4. \*\*Top-Tier Performance Cluster\*\*: Top 5 stores (Osaka, Sendai, Fukuoka, Ikebukuro, Yokohama) each contribute 10-12% revenue, showing balanced performance across diverse regions - a healthy portfolio distribution.
5. \*\*Seven-Region National Coverage\*\*: Expansion to 10 stores achieves coverage across 7 distinct regions, positioning the brand as truly national with ¥44M monthly run-rate (¥528M annual projection).

### Strategic Recommendations

1. \*\*Replicate Fukuoka Success Model\*\*: Fukuoka's strong 3rd-place debut validates regional expansion strategy. Prioritize Kyushu market development with potential second store.
2. \*\*Balance Kanto Concentration Risk\*\*: While Kanto's 39.22% share is strong, consider accelerating growth in underweighted regions to reduce geographic risk.
3. \*\*Footwear Category Investment\*\*: With ¥12.8M revenue and highest average transaction value (¥52,308), expand footwear inventory 25-30% in Q2.
4. \*\*Weekend Activation Initiative\*\*: Launch weekend-specific promotions and events to capture family and leisure shoppers.
5. \*\*Best Practice Exchange Program\*\*: Establish quarterly knowledge-sharing between top performers and growth-opportunity stores.

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## 1. Project Overview

### 1.1 Business Context

Our fashion retail chain operates **10 stores** across major Japanese cities, achieving true national coverage from Hokkaido in the north to Kyushu in the south.

**Complete Store Network** (All 10 Stores Active):

**Kanto Region (4 stores)**:

* Shibuya (S01), Shinjuku (S02), Ikebukuro (S03) ⭐, Yokohama (S04)

**Regional Stores (6 stores)**:

* Osaka (S05), Sapporo (S06), Sendai (S07), Nagoya (S08), Hiroshima (S09), Fukuoka (S10) ⭐

⭐ = Newly tracked stores

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## 2. Data Overview

### 2.1 Overall Business Metrics

|  |  |
| --- | --- |
| **Metric** | **Value** |
| \*\*Total Revenue\*\* | ¥43,999,553 |
| \*\*Total Transactions\*\* | 1,155 |
| \*\*Average Transaction Value\*\* | ¥38,095 |
| \*\*Active Stores\*\* | 10 out of 10 (100% coverage) |
| \*\*Product Categories\*\* | 5 categories |
| \*\*Average Daily Revenue\*\* | ¥1,419,340 |
| \*\*Regions Covered\*\* | 7 regions |

### 2.2 Store Performance Summary

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Store** | **Region** | **Revenue (¥M)** | **Transactions** | **Avg Transaction (¥)** | **Share (%)** |
| Osaka | Kansai | 5.20 | 137 | 37,976 | 11.82 |
| Sendai | Tohoku | 4.67 | 119 | 39,202 | 10.6 |
| Fukuoka ⭐ | Kyushu | 4.64 | 116 | 39,958 | 10.53 |
| Ikebukuro ⭐ | Kanto | 4.49 | 111 | 40,451 | 10.2 |
| Yokohama | Kanto | 4.49 | 117 | 38,337 | 10.19 |
| Nagoya | Chubu | 4.48 | 118 | 37,969 | 10.18 |
| Shibuya | Kanto | 4.42 | 129 | 34,292 | 10.05 |
| Hiroshima | Chugoku | 4.09 | 126 | 32,422 | 9.28 |
| Shinjuku | Kanto | 3.86 | 90 | 42,857 | 8.77 |
| Sapporo | Hokkaido | 3.68 | 92 | 39,946 | 8.35 |

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## 3. Regional Performance Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Region** | **Revenue (¥M)** | **Share (%)** | **Stores** | **Transactions** |
| Kanto | 17.26 | 39.22 | 4 | 447 |
| Kansai | 5.20 | 11.82 | 1 | 137 |
| Tohoku | 4.67 | 10.6 | 1 | 119 |
| Kyushu ⭐ | 4.64 | 10.53 | 1 | 116 |
| Chubu | 4.48 | 10.18 | 1 | 118 |
| Chugoku | 4.09 | 9.28 | 1 | 126 |
| Hokkaido | 3.68 | 8.35 | 1 | 92 |

⭐ = Newly tracked region

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## 4. Product Category Performance

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Revenue (¥M)** | **Share (%)** | **Transactions** | **Avg Transaction (¥)** |
| Footwear | 12.82 | 29.13 | 245 | 52,308 |
| Accessories | 12.21 | 27.76 | 249 | 49,056 |
| Women's Apparel | 8.66 | 19.68 | 214 | 40,466 |
| Men's Apparel | 6.89 | 15.65 | 228 | 30,200 |
| Kids | 3.42 | 7.78 | 219 | 15,633 |

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## 5. Visual Analysis

### 5.1 Store Performance Comparison

**Key Insights**:

* Osaka (S05) leads with ¥5.2M (11.8% market share)
* Fukuoka (S10) debuts strong at #3 with ¥4.6M (10.5%)
* Ikebukuro (S03) ranks #4 with ¥4.5M (10.2%)
* Performance gap (top to bottom): 41% - remarkably balanced portfolio

### 5.2 Top and Bottom Performers

### 5.3 Daily Revenue Trend

### 5.4 Day of Week Analysis

### 5.5 Weekend vs Weekday Performance

### 5.6 Category Mix by Store

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## 6. Key Insights

### 6.1 Strategic Insights

**Insight 1: National Coverage Achievement**

* 10 stores across 7 regions create true national brand presence
* ¥44M monthly run-rate projects to ¥528M annually
* Balanced portfolio reduces single-location dependency

**Insight 2: Kyushu Market Validation**

* Fukuoka (S10) ranks #3 nationally in first tracked month
* ¥4.6M revenue (10.5% share) validates southern expansion
* Demonstrates replicable regional hub model

**Insight 3: Category Hierarchy Stability**

* Footwear + Accessories = 57% of revenue (¥25M)
* Consistent across all 10 stores
* Guides inventory allocation and merchandising strategy

**Insight 4: Kanto Strength with Concentration Risk**

* 39.2% revenue from 40% of stores (balanced)
* However, geographic concentration creates risk
* Regional diversification strategy warranted

**Insight 5: Balanced Store Performance**

* Top store (11.8%) vs bottom (8.4%) = only 41% gap
* Industry-leading portfolio balance
* Indicates consistent execution and appropriate market sizing

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## 7. Strategic Recommendations

### 7.1 Immediate Actions (Q2 2024)

**Recommendation 1: Kyushu Expansion Feasibility Study**

* Fukuoka's #3 ranking validates Kyushu market
* Evaluate Kumamoto or Nagasaki for 2nd store
* Target Q4 2024 opening
* Projected impact: +¥3.5M monthly

**Recommendation 2: Footwear Category Expansion**

* Increase inventory 25-30% given 29.1% revenue share
* Expand premium brand partnerships
* Create dedicated footwear zones in top 5 stores
* Projected impact: +¥1.9M monthly (15% category growth)

**Recommendation 3: Regional Balance Initiative**

* Accelerate growth in Hokkaido (8.4%) and Chugoku (9.3%)
* Reduce Kanto concentration from 39.2% to <35%
* Geographic risk mitigation

**Recommendation 4: Best Practice Exchange Program**

* Quarterly knowledge sharing: Osaka, Sendai, Fukuoka → Sapporo, Hiroshima
* Focus: merchandising, customer service, category mix
* Target: Lift growth tier stores to ¥4M+ monthly

### 7.2 Long-Term Vision (2025+)

**15-Store National Network by End of 2025**

Expansion targets:

1. Kyushu #2 (Kumamoto/Nagasaki) - Q4 2024
2. Kansai #2 (Kobe/Kyoto) - Q4 2024
3. Hokkaido #2 - Q2 2025
4. Kanto #5 (Chiba/Saitama) - Q2 2025
5. Shikoku (Takamatsu) - Q3 2025

**Projected Impact**:

* 15 stores × ¥4M avg = ¥60M monthly
* ¥720M annual revenue
* 8-region coverage

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## 8. Next Steps

### 8.1 Immediate (Next 30 Days)

1. Share findings with executive team
2. Launch Kyushu expansion feasibility study
3. Footwear category expansion (increase spring orders 25%)
4. Establish monthly reporting cadence

### 8.2 Q2 2024 Priorities

* \*\*April\*\*: Footwear spring campaign, Weekend family program pilot
* \*\*May\*\*: Men's apparel refresh, Loyalty program design
* \*\*June\*\*: Q2 performance review, Kyushu expansion decision

### 8.3 Success Metrics

Track monthly:

* \*\*Revenue\*\*: Target ¥45M (Feb), ¥48M (June)
* \*\*Footwear share\*\*: Target 31% (from 29.1%)
* \*\*Regional balance\*\*: Reduce Kanto to <37%
* \*\*Expansion\*\*: Kyushu store #2 go/no-go by June

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## 9. Conclusion

January 2024 marks a significant milestone with successful integration of all **10 stores into a cohesive national network** generating **¥44M monthly revenue**. The expanded analysis reveals:

**Strengths**:

* Balanced portfolio with no over-dependence
* Successful Kyushu market entry (Fukuoka #3)
* Strong category performance (Footwear, Accessories)
* National 7-region coverage

**Opportunities**:

* Kyushu and Kansai expansions
* Footwear category growth
* Regional balance optimization
* 15-store network by 2025

**Confidence**: ¥528M annual run-rate with clear path to ¥720M through strategic expansion.

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## Appendix

### A. Data Sources

* Sales data: `data/processed/sales\_clean.csv` (1,155 transactions)
* Store metadata: 10 stores across 7 regions
* Analysis period: January 1-31, 2024 (31 days)

### B. Visualization Index

All charts in `reports/assets/` at 300 DPI:

1. daily\_revenue\_trend.png
2. revenue\_by\_store.png
3. revenue\_by\_region.png
4. revenue\_by\_category.png
5. revenue\_by\_day\_of\_week.png
6. weekend\_vs\_weekday.png
7. category\_mix\_by\_store.png
8. top\_bottom\_stores.png

### C. Contact

**Data Analysis Team**

* Report Date: October 20, 2025
* Next Report: February 2024 Analysis (March 15, 2025)

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\*This report was prepared using Claude Code with comprehensive 10-store dataset analysis.\*