



The Impact of Material Type on Zara's Sales

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I. Problem Definition & Research Question

Exploring how material choice influences Zara's sales performance

Focus:	How different materials (e.g., cotton, polyester, wool blend) affect Zara's sales volume.
Why it matters:	Material choice may influence comfort, price, and customer preference.
Research Question:	Do different material types significantly impact Zara's sales?
Goal:	Provide data-driven insights for Zara's product strategy.
Hypothesis:	Products made with natural materials (like cotton) have lower sales volumes than those made with synthetic materials.
Dataset:	Zara sales data from Kaggle, including product attributes such as price, material, and season.

2. Logical Case for Multiple Outcomes

Synthetic Materials
fits Zara's fast-fashion model
vs.

Natural Materials
Sustainability has become a
growing trend
— Business of Fashion and
McKinsey's State of Fashion



Season — wool might sell better in winter, linen in summer.

Price and promotion — even an expensive cotton item could sell well if discounted.

Product category — polyester might dominate in dresses, while cotton might lead in basics like T-shirts.

Regional preferences — customers in warmer climates may prefer light natural fabrics

3. Data Description and Structure

— O1 —

Dataset

Zara Sales for EDA, Kaggle,
~20,000 rows and 17
columns

— O2 —

Dependent variable

Sales Volume measured in
units

— O3 —

Independent variable

Material as a categorical
attribute such as cotton,
linen, wool, polyester

— O4 —

Other relevant variables

Promotion status, Product
origin, Collection season

— O5 —

Purpose

Define variables and
structure for descriptive
analysis

— O6 —

Falsifiable statement

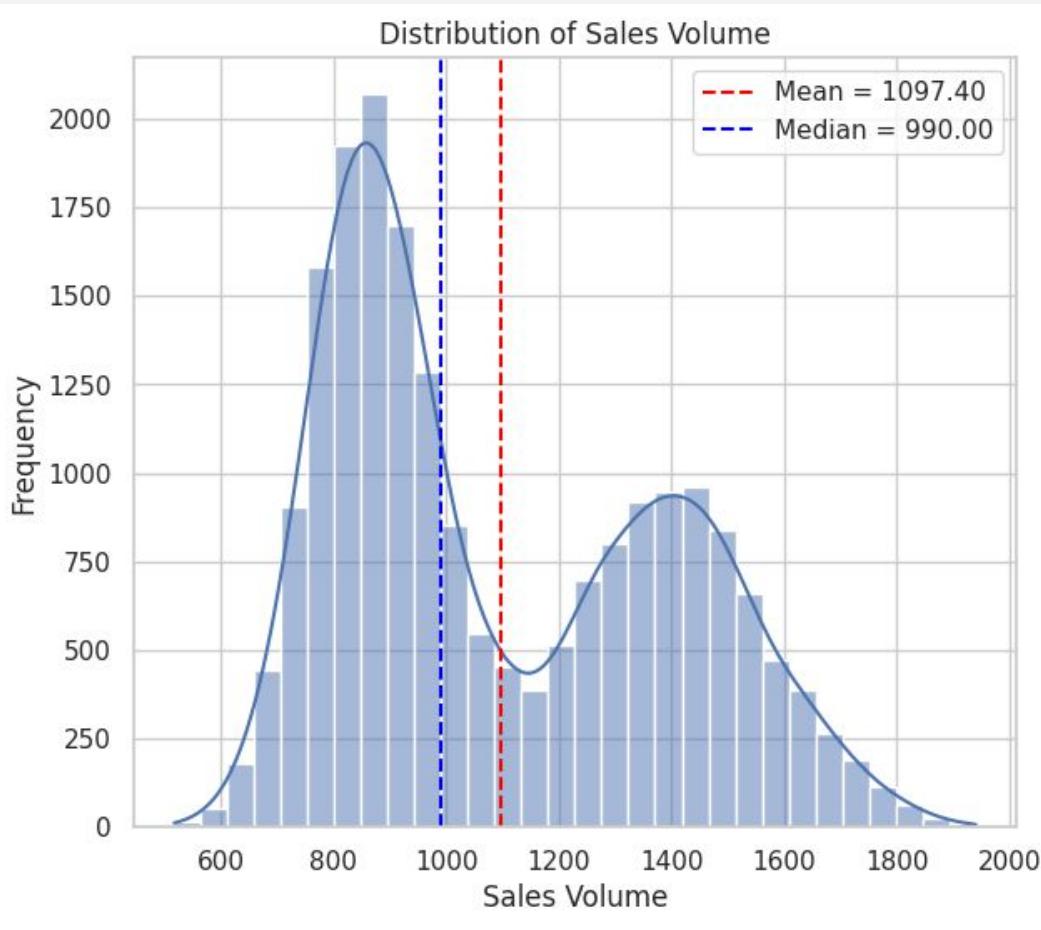
Material type does not affect
Sales Volume

4. Descriptive Statistics and Visualizations

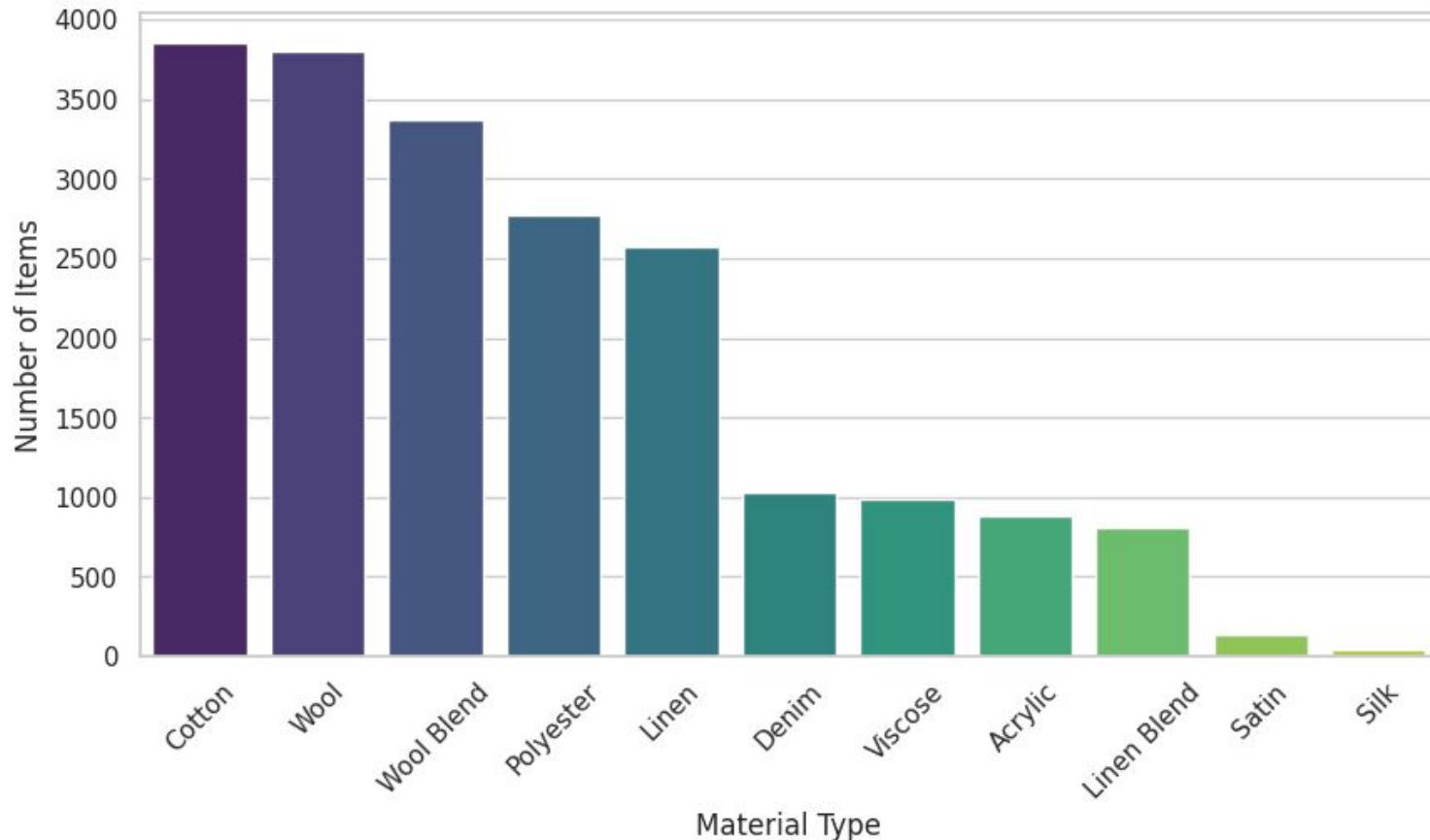
Materials				
Cotton	3851		Viscose	990
Wool	3805		Acrylic	881
Wool Blend	3373		Linen Blend	807
Polyester	2775		Satin	132
Linen	2573		Silk	38
Denim	1027			

4. Descriptive Statistics and Visualizations

Sales Volume				
Min	518		Count	20252
25%	849		Mean	1097.400
50%	990		Median	990
75%	1364		Mode	0, 848
Max	1940		Standard Deviation	298.235

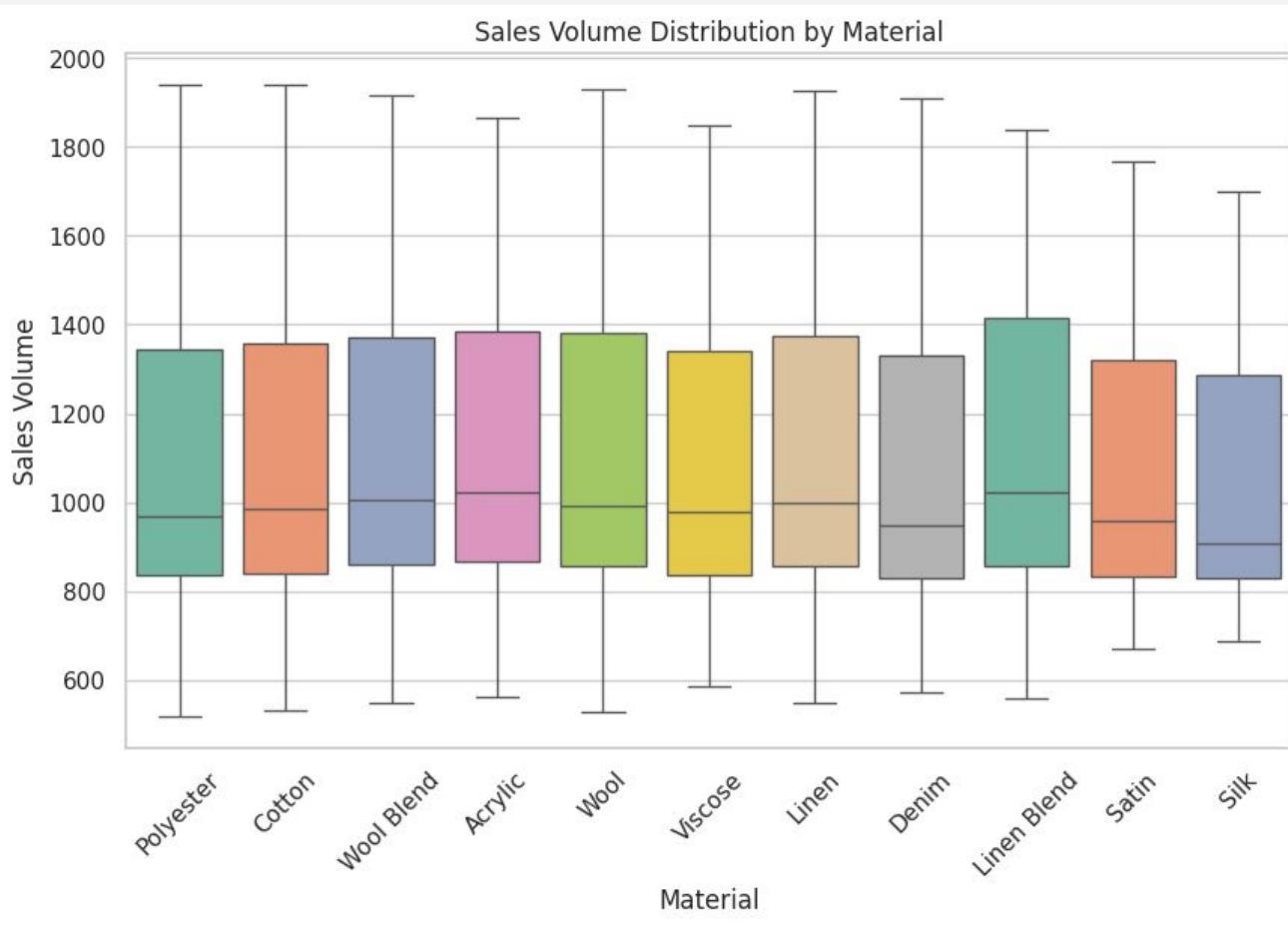


Distribution of Product Materials

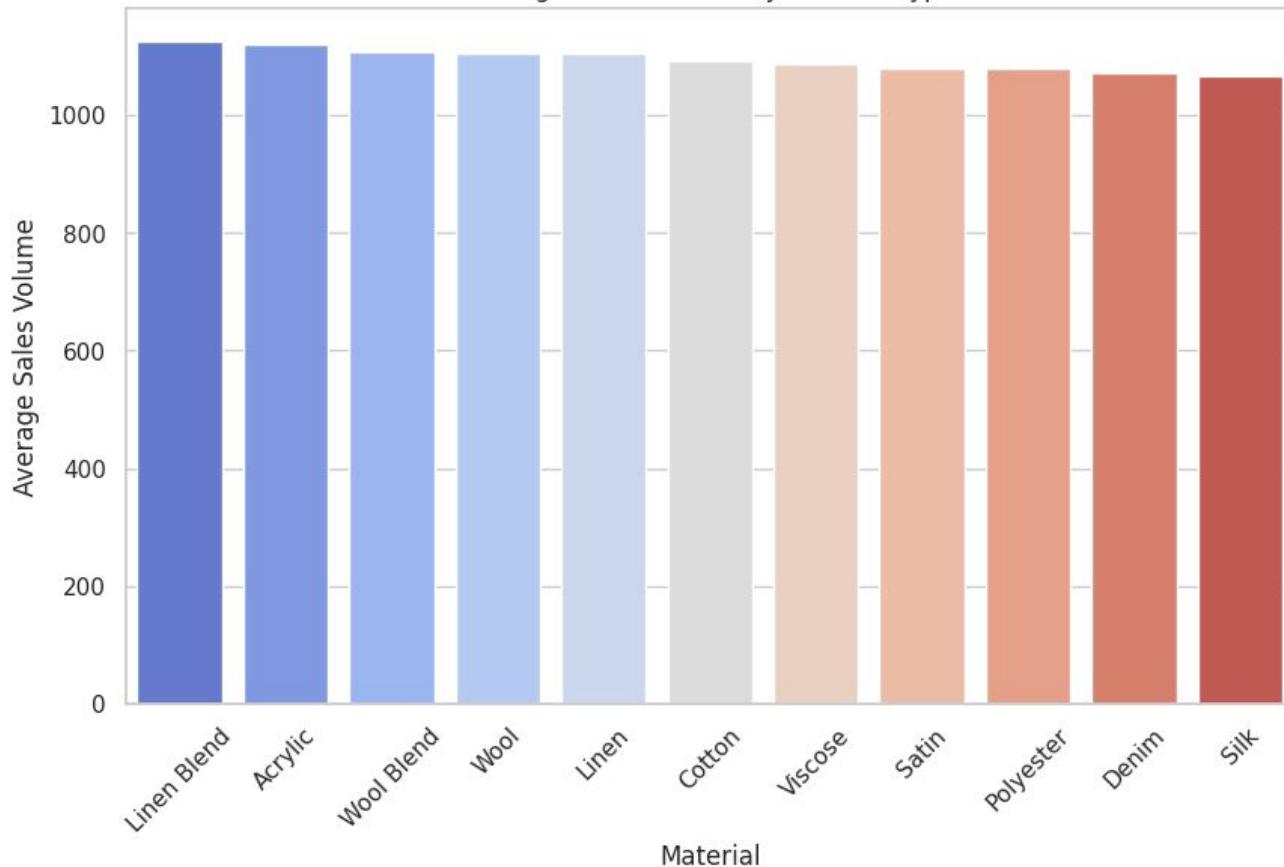


2025





Average Sales Volume by Material Type



THANKS

Do you have any questions?

Team C7
Dream Team

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