

ZADA

Nexus of Strategic Marketing and Agile Supply Chain

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**Using PowerBI
-Shantanu Aeer**

ZARA - Nexus of Strategic Marketing and Agile Supply Chain

This dashboard provides a comprehensive analysis of ZARA's positioning and promotional strategies, focusing on their impact on revenue and sales performance. By examining these key elements, we gain insights into the effectiveness of ZARA's marketing initiatives and their alignment with overarching business objectives

ZARA

Zara primarily relies on supply chain strategies but also incorporates in-store positioning tactics to boost sales.

Let's deep dive into it:

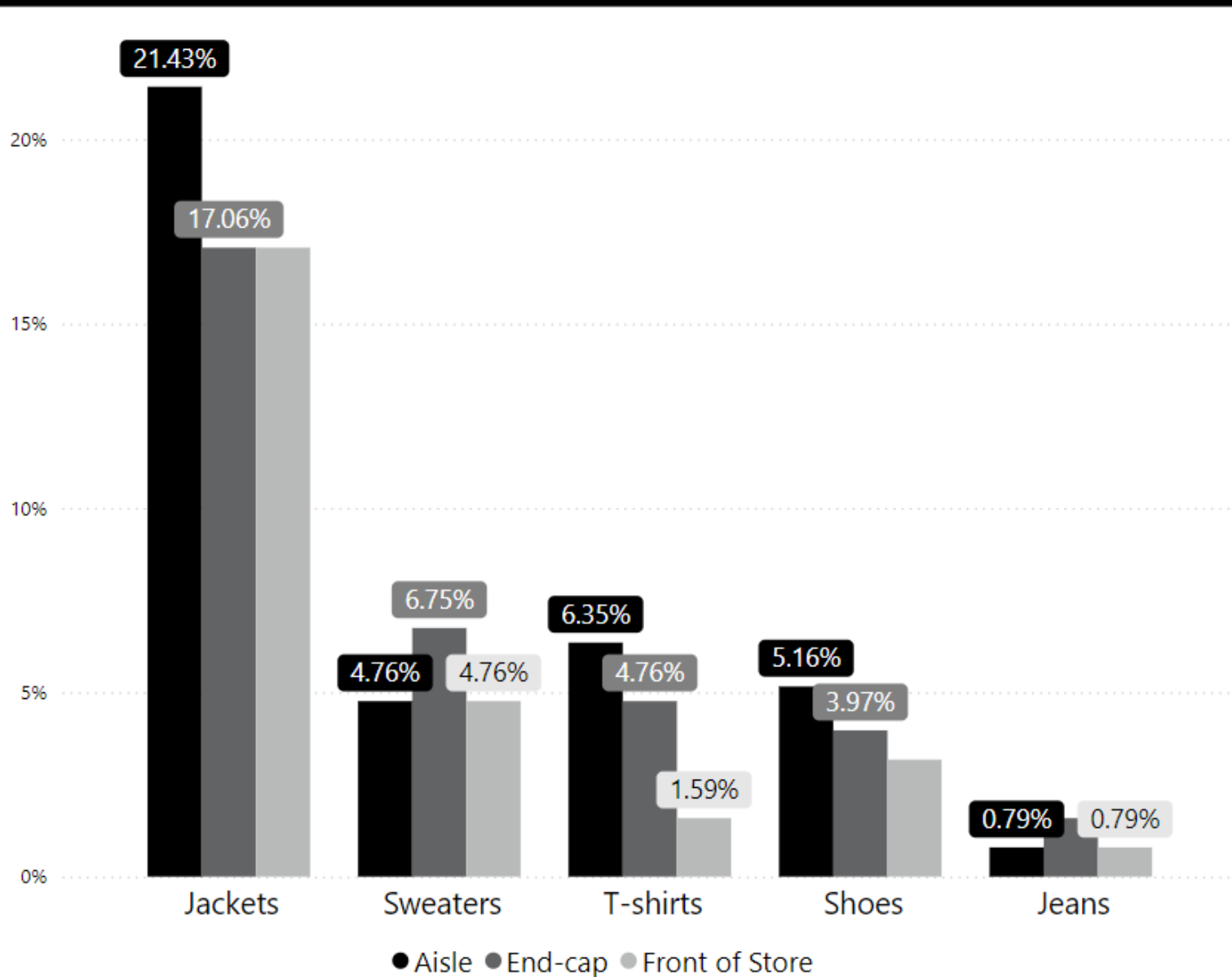
Zara Strategic Positioning

Promotional Offers vs. Sales

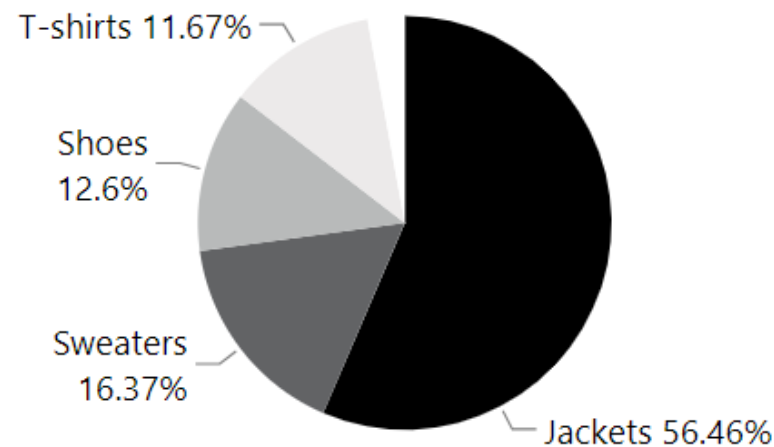
Revenue vs. Sales

Zara Strategic Positioning

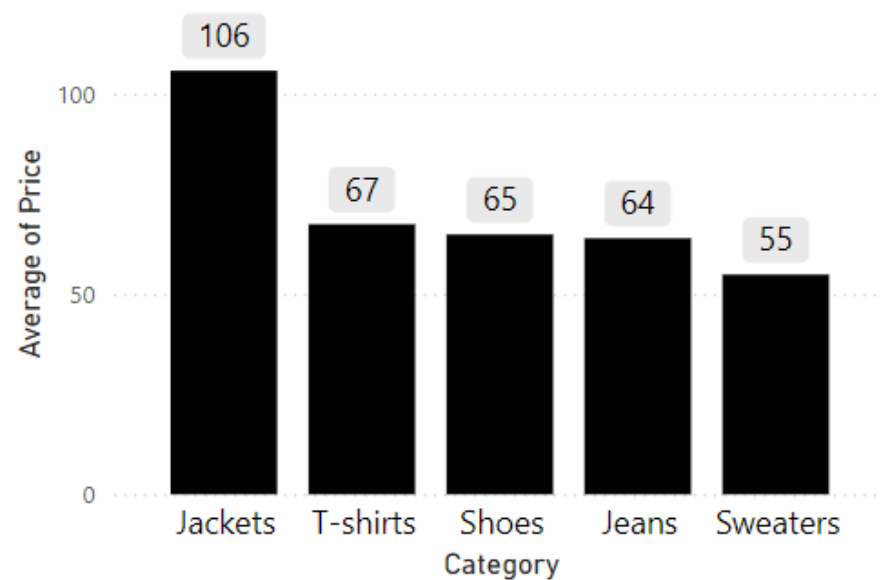
Positioning of Clothing Items



Sales Volume by Category



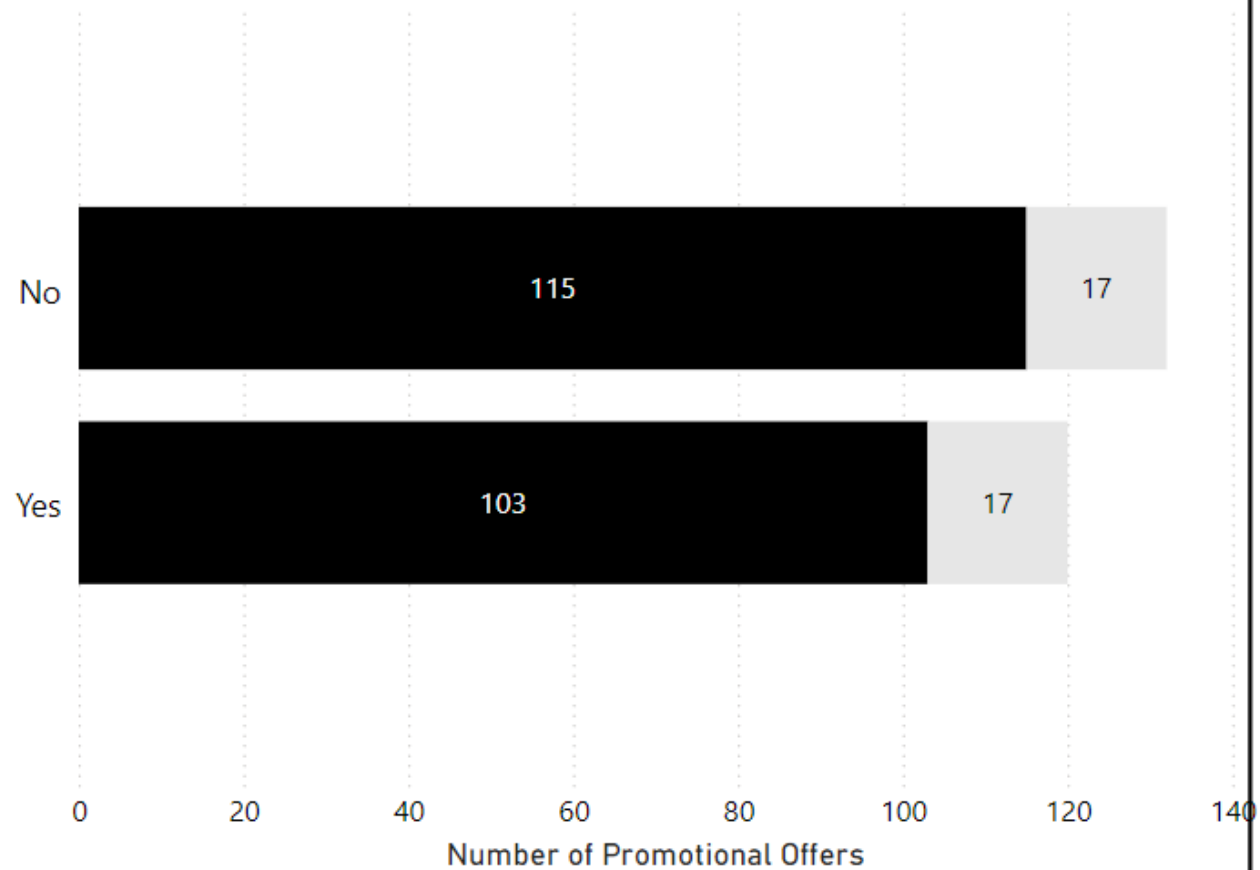
Average Price by Category



Promotional Offers vs. Section



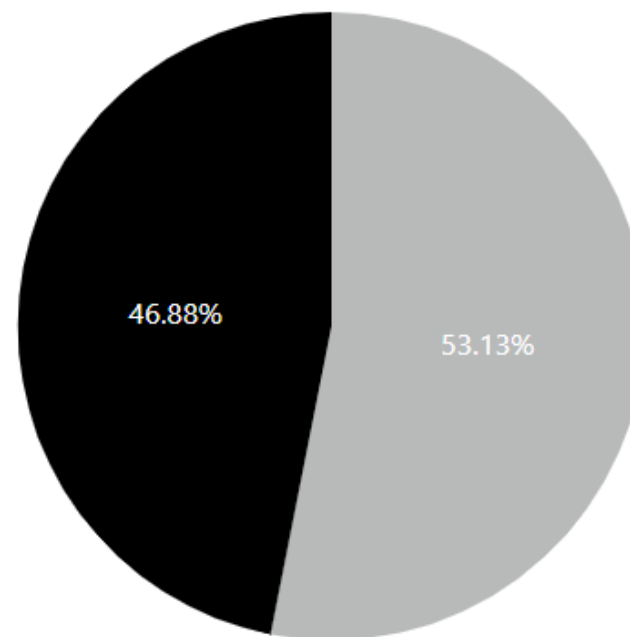
● MAN ● WOMAN



MAN

WOMAN

Promotional Offers Given



Promotion

● No

● Yes

Jackets

Shoes

T-shirts

Jeans

Sweaters

Toal Revenue generated by

ZARA**38.99M**

Revenue

Revenue by Category

Jackets

Jeans

Shoes

Sweaters

T-shirts

Total Revenue generated by

T-shirts**3.70M**

Revenue

Total Sales by

T-shirts**53.64K**

Sales Volume

