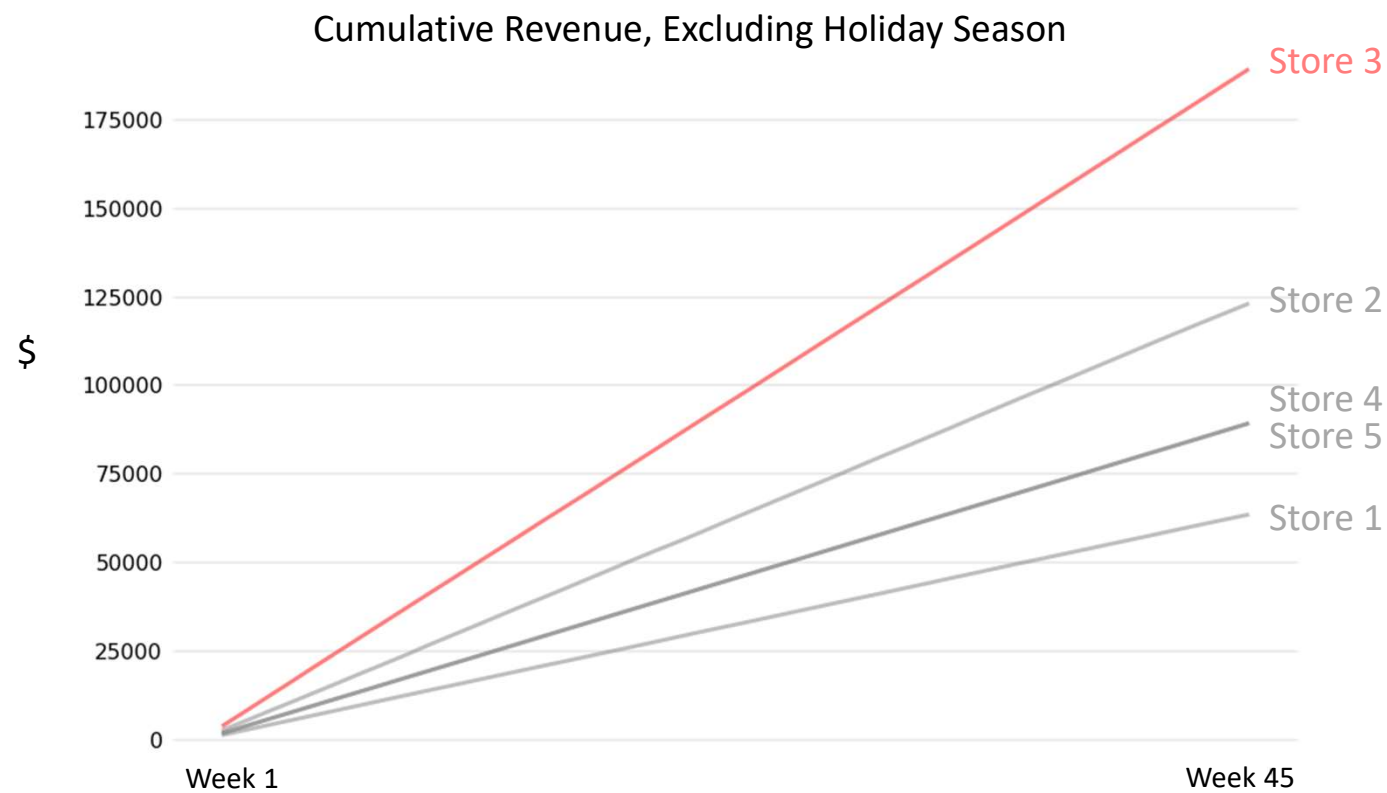


The Curious Conundrum of Store 3

What lessons can we learn, and what future insights can we pursue,
from the smallest store that could?

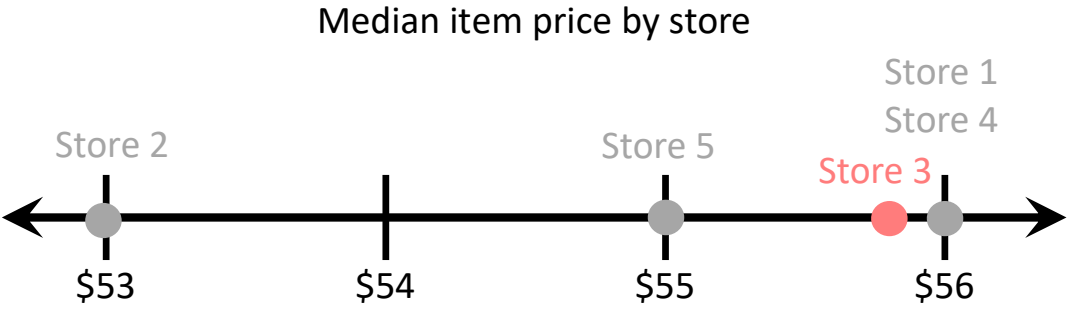
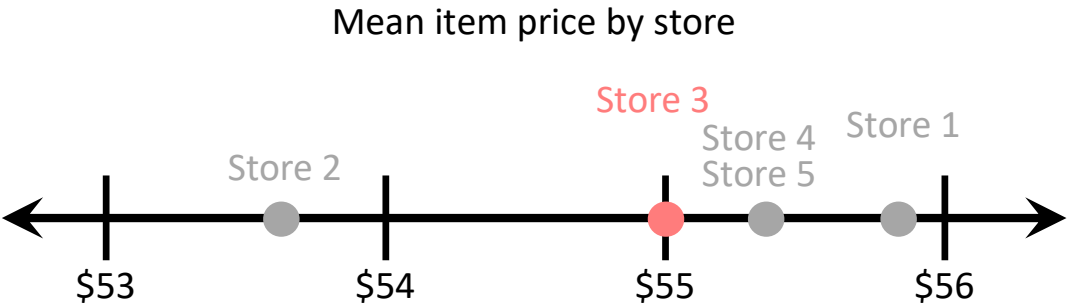
Store 3 is our highest earner. By far.



However, Store 3's unique inventory count is the lowest of all the stores.

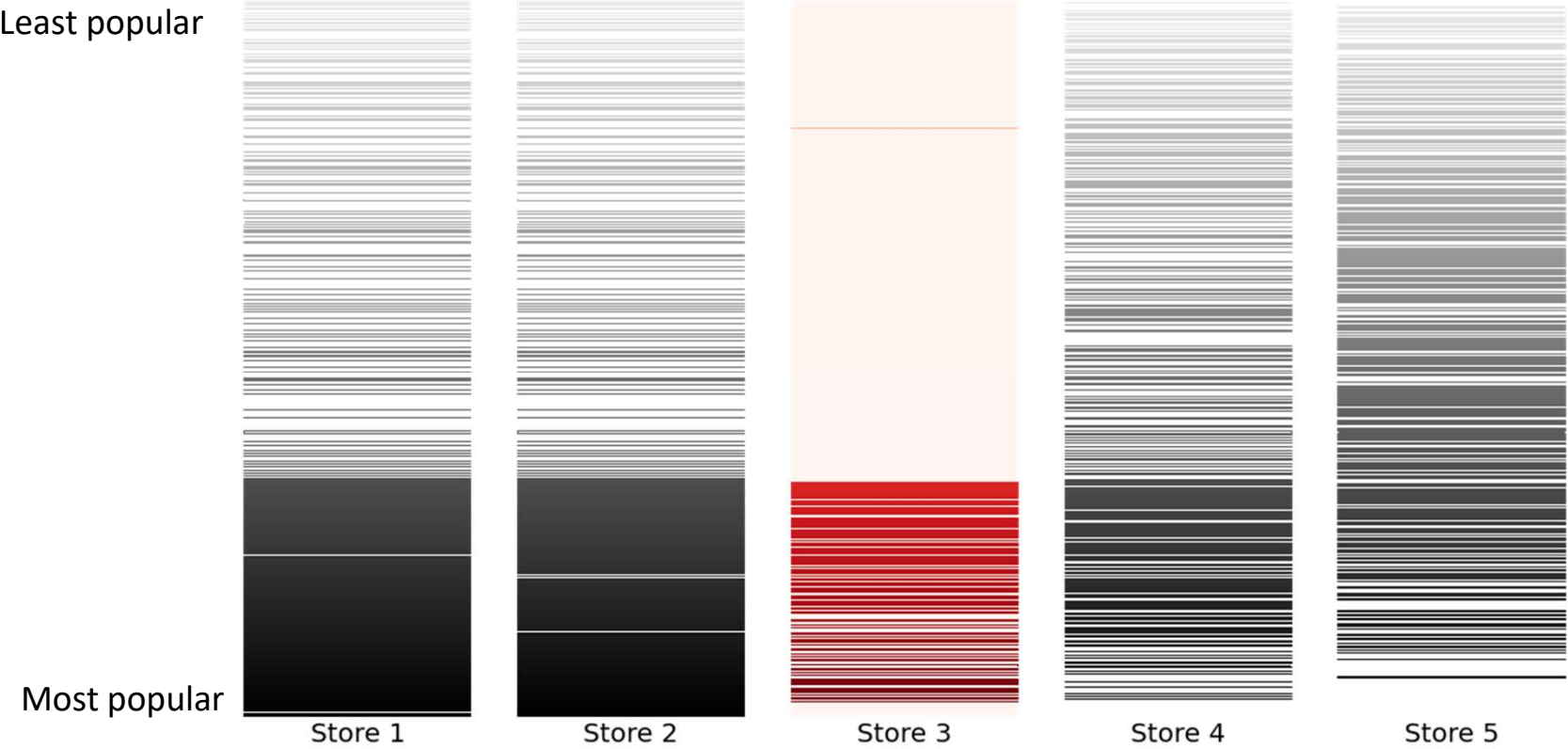


Store 3's items aren't, on average, more expensive than the other stores' items.



Item curation!

SKUs carried by each store, ranked by overall popularity



Store 3's careful curation of its inventory has allowed it to maintain lower overhead while simultaneously killing it in sales and revenue.

Future Actions

- Further analyze Store 3's inventory and target customers
- Enact findings to increase revenue in lagging stores