# Assortment Opportunity

Several recently introduced products with a high rate of sale are performing very well. Here are the top 10:

Summary statistics for the top 10 products:

|  |  |
| --- | --- |
| Metric | Value |
| Total Units Sold | 2,115 |
| Total Revenue | 262,999.49 |
| Total Cost | 145,659.10 |
| Total Inventory | 1,228 |
| Weeks on Hand | 7 |

These products are outperforming other products based on a combined ranking of rate of sales and recent introduction:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| style\_colour\_desc | product\_launch\_date | total\_sales | end\_inv | rate\_of\_sale |
| Handbag Tote bag Style 51772 | 12/17/2022 | 148 | 165 | 0.04 |
| Handbag Backpack Style 51879 | 07/28/2022 | 123 | 0 | 0.03 |
| Handbag Crossbody bag Style 52536 | 06/20/2022 | 99 | 0 | 0.02 |
| Handbag Shoulder bag Style 51733 | 05/25/2021 | 160 | 179 | 0.03 |
| Handbag Tote bag Style 52049 | 07/22/2022 | 264 | 148 | 0.01 |
| Handbag Crossbody bag Style 53796 | 12/19/2018 | 178 | 322 | 0.10 |
| Handbag Crossbody bag Style 51956 | 05/29/2021 | 208 | 120 | 0.01 |
| Handbag Crossbody bag Style 51990 | 07/17/2021 | 424 | 235 | 0.01 |
| Handbag Crossbody bag Style 45278 | 12/30/2022 | 385 | 9 | 0.00 |
| Handbag Crossbody bag Style 49829 | 08/26/2018 | 126 | 50 | 0.03 |

Rate of Sale shows units sold per store per week (calculated using the last 3 periods only).

We have already sold an average of 212 of each product, with the best product selling 424 units.

Our recommendation is for procurement to order more of these products, and for the inventory specialist to allocate more shelf space for them.

Note: The products in this report are ranked using a compound score of recency of introduction and rate of sales. Products are first filtered to exclude those with low sales (less than 5 per week), undesirable range segments ("Carryover EOL"), limited sales history (fewer than 3 weeks selling), or excessive age (more than 30 weeks selling). The remaining products are then ranked based on their rate of sale and how recently they were introduced.