



# Sales – Financial Overview

Data snapshot: 19-Feb-2024

ZARA

Total Revenue

\$39M

Units Sold

460K

Avg Price Realized

\$84.84

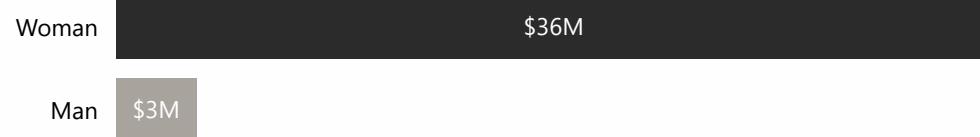
% Units Sold on Promotion

47.71%

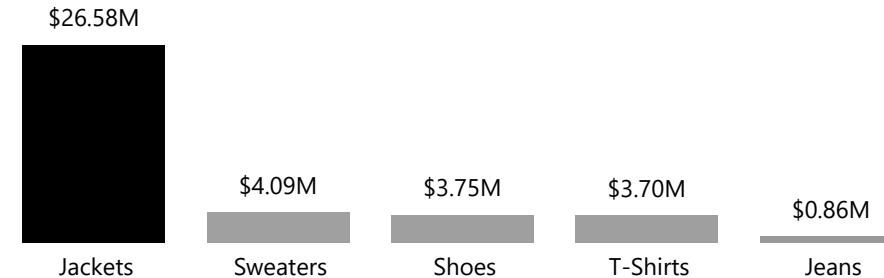
Promotion Lift

5.27%

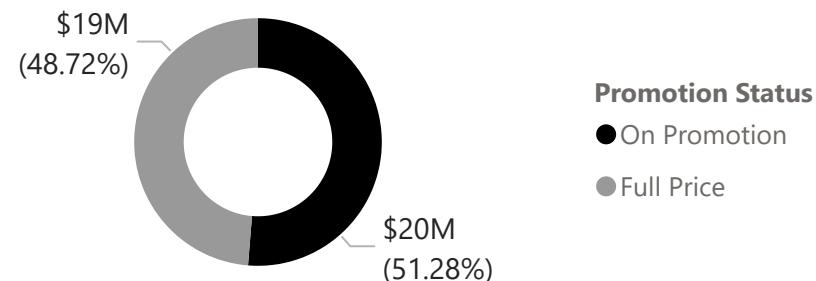
Revenue Contribution by Section



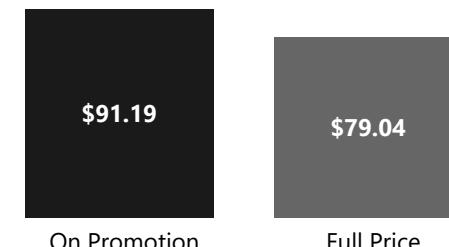
Category Revenue Distribution



Revenue Contribution: Full Price vs Promotion



Price Realization: Full vs Promotion

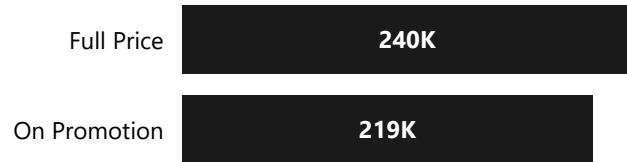


# Sales – Operational & Performance Overview

Data snapshot: 19-Feb-2024

ZARA

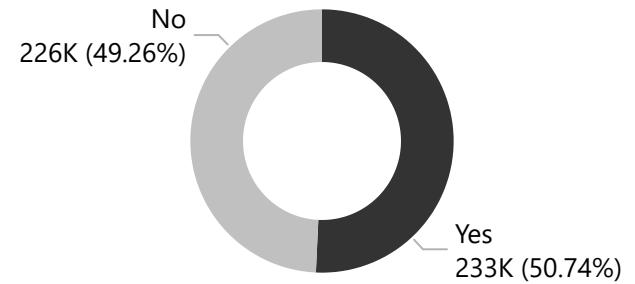
## Units Sold – Full Price vs Promotion



## Units Sold by Product Position



## Units Sold – Seasonal vs Non-Seasonal



## Top 10 Products by Units Sold

Product	Section	Sales Volume	Revenue
PLAID OVERSIRT	Woman	10,910	\$695,369
POCKET OVERSIRT	Woman	7,386	\$666,988
FAUX LEATHER BOMBER JACKET	Woman	7,197	\$798,853
FAUX LEATHER JACKET	Woman	7,113	\$563,979
CONTRASTING PATCHES BOMBER JACKET	Woman	7,050	\$889,308
LIGHTWEIGHT BOMBER JACKET	Woman	6,694	\$420,751
PATCH BOMBER JACKET	Woman	6,446	\$506,734
FAUX LEATHER PUFFER JACKET	Woman	6,401	\$462,254
SUIT JACKET IN 100% LINEN	Woman	6,075	\$816,675
RIB COLLAR JACKET	Woman	5,747	\$685,883

Units Sold  
460K

Unique Products  
252

Avg Units per Product  
1,824