



Sales – Financial Overview

Data snapshot: 19-Feb-2024



Total Revenue
\$39M

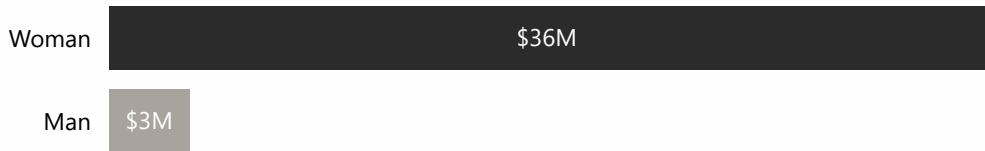
Units Sold
460K

Avg Price Realized
\$84.84

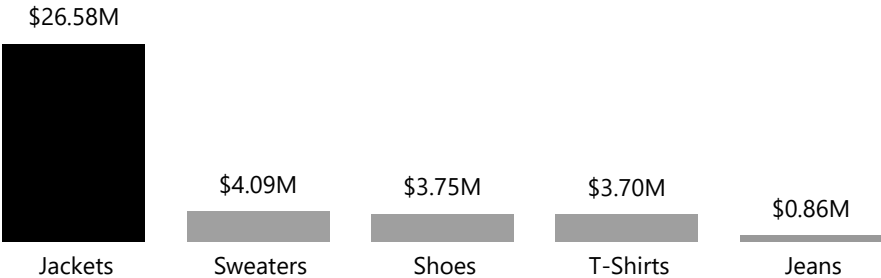
% Units Sold on Promotion
47.71%

Promotion Lift
5.27%

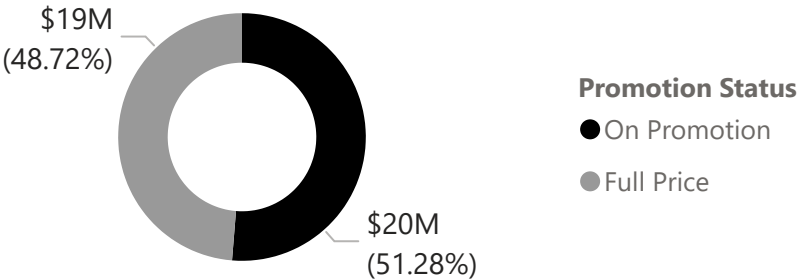
Revenue Contribution by Section



Category Revenue Distribution



Revenue Contribution: Full Price vs Promotion



Price Realization: Full vs Promotion

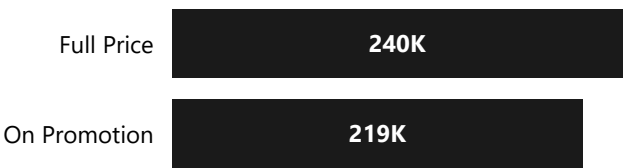


Sales – Operational & Performance Overview

Data snapshot: 19-Feb-2024



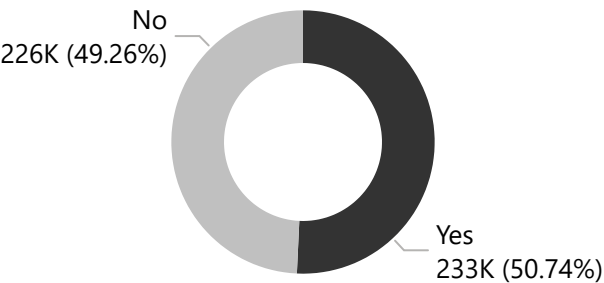
Units Sold – Full Price vs Promotion



Units Sold by Product Position



Units Sold – Seasonal vs Non-Seasonal



Top 10 Products by Units Sold

Product	Section	Sales Volume	Revenue
PLAID OVERSHIRT	Woman	10,910	\$695,369
POCKET OVERSHIRT	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