

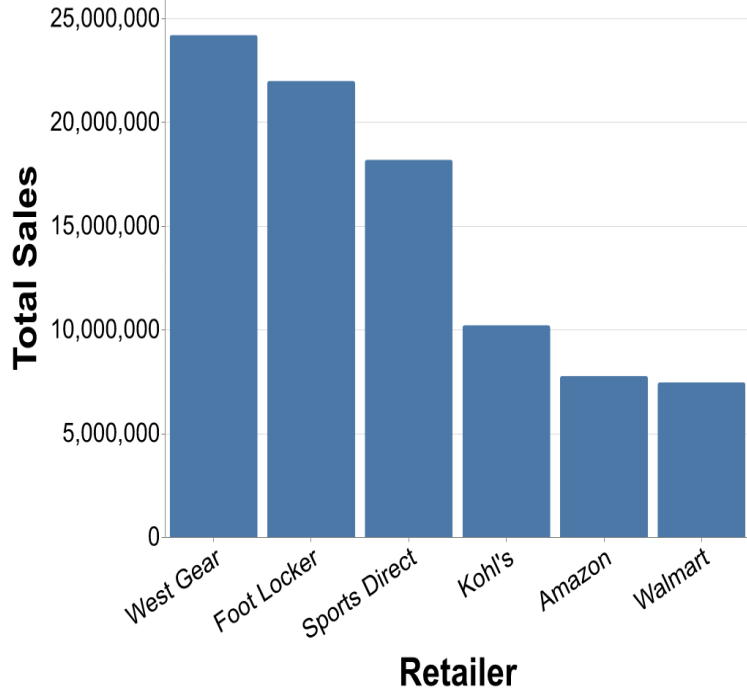
How Do Retailers' Sales Channels Shape Product Success and Consumer Preferences?

INTRODUCTION

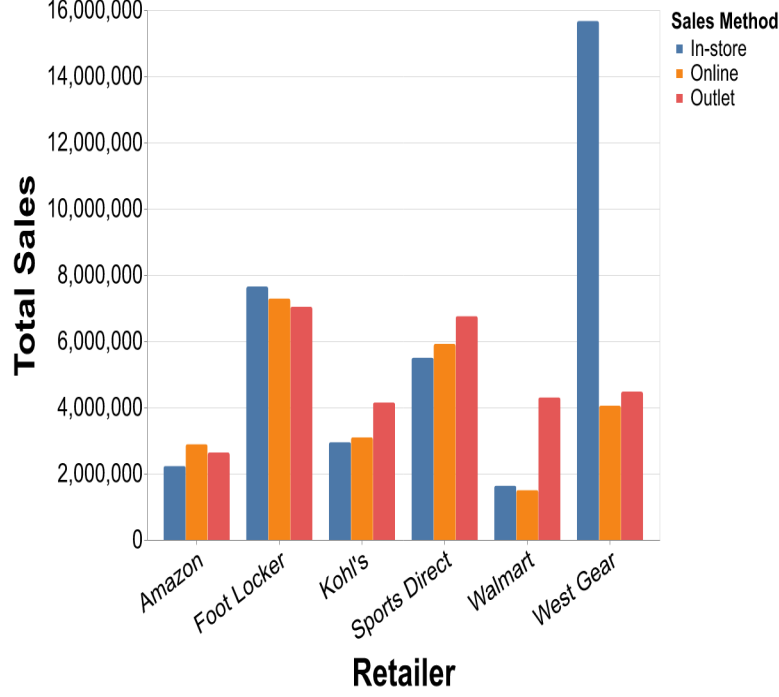
This poster analyzes retailer and product sales performance across different sales methods. Section one compares total sales by retailer and sales channels. Section two examines product category sales and their distribution by sales method. Section three provides a detailed sales breakdown for Walmart and Foot Locker by product and sales method.

01 Overall retailer performance and sales method contributions are key.

Total Sales Performance by Retailer

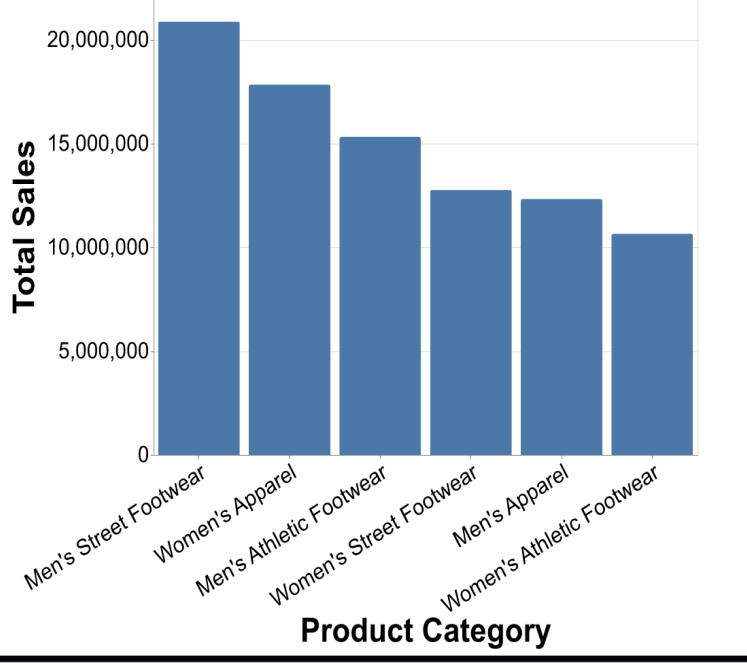


Total Sales by Retailer and Sales Method

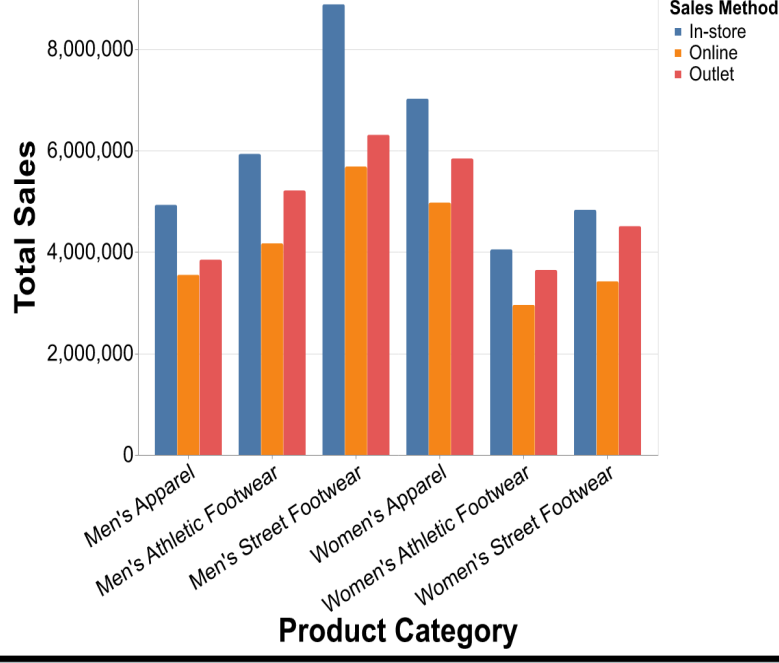


02 Product category and individual product sales trends are revealed.

Total Sales Performance by Product Category

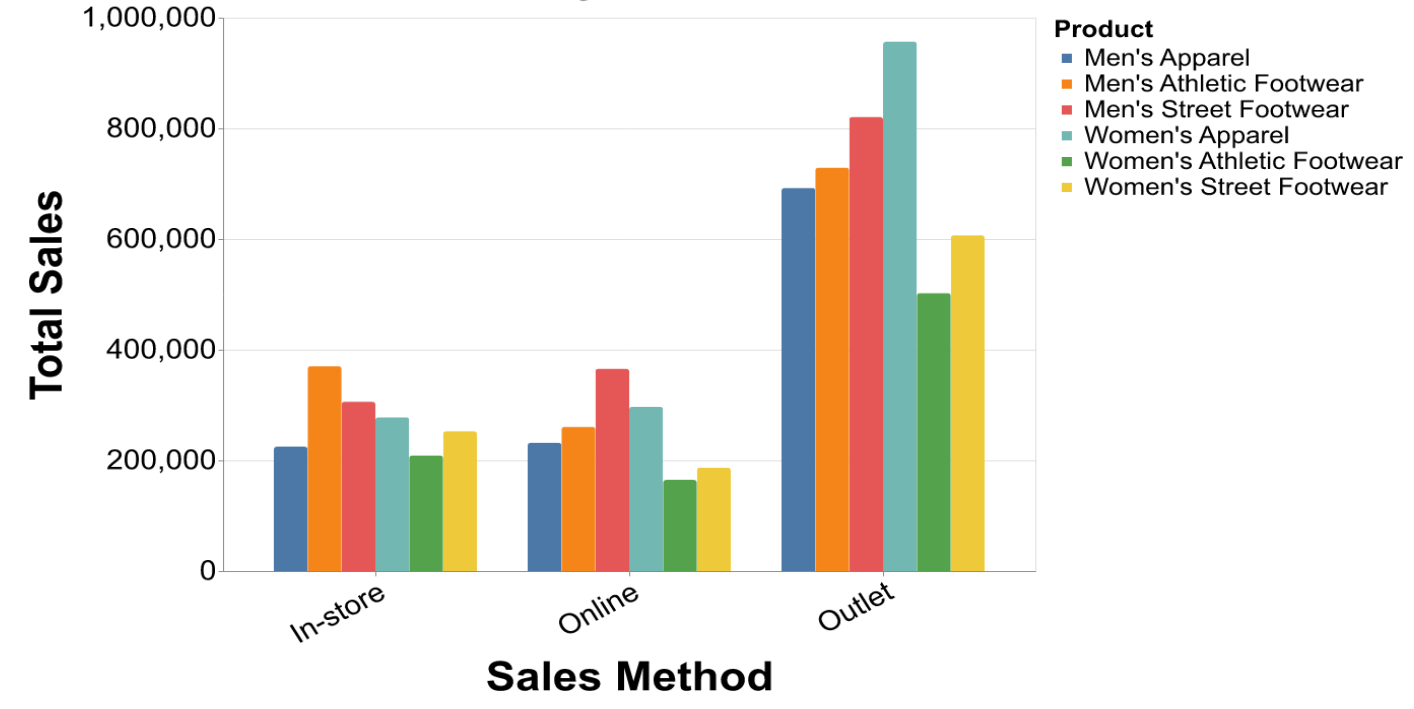


Total Sales by Product Across Sales Methods

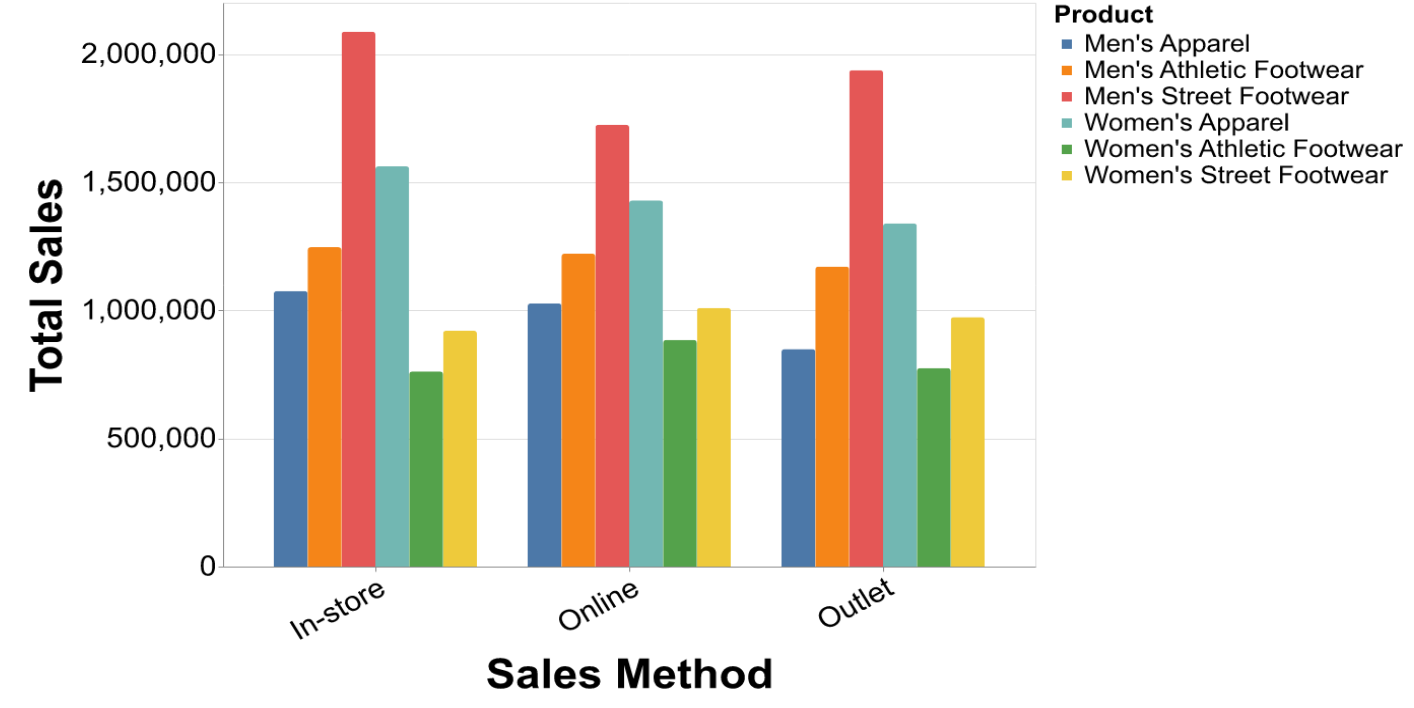


03 Detailed sales performance for specific retailers by method and product.

Walmart's Total Sales by Sales Method and Product



Foot Locker's Total Sales by Sales Method and Product



CONCLUSION

Retailer performance reveals West Gear's dominance in total sales, particularly through in-store channels, underscoring the strength of specialized physical retail presence. Product sales analysis highlights men's street footwear and women's apparel as key revenue drivers, with in-store sales outperforming online and outlet methods, suggesting customer preference for tactile shopping experiences. Walmart's reliance on outlet sales indicates a strategic focus on value shopping, while Foot Locker's mixed channel success, especially online for women's footwear, points to evolving consumer behaviors. These patterns suggest tailored sales strategies and channel investments are critical for competitive advantage.