

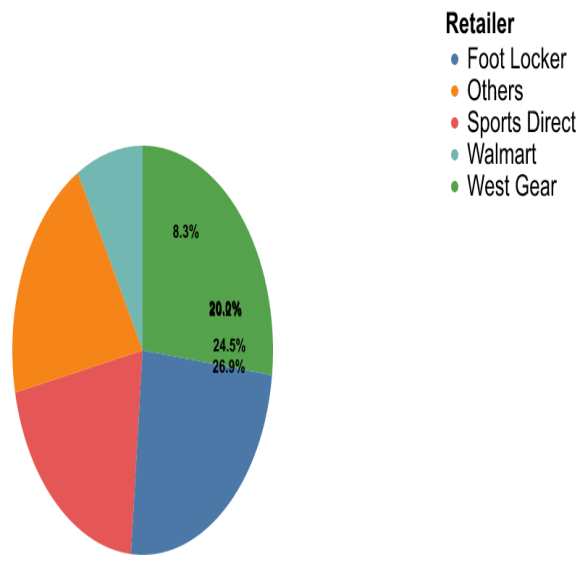
How Do Retailers' Sales Channels Influence Market Leadership and Customer Preferences?

INTRODUCTION

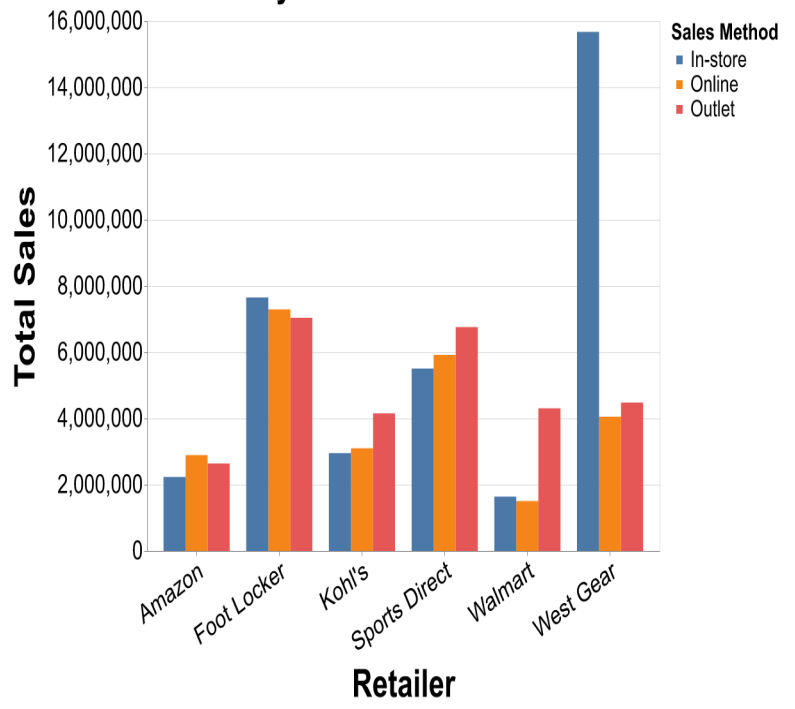
This poster presents key insights into retailer sales dominance and leadership. It compares sales method distribution across retailers to highlight performance differences. Product sales performance by sales method is examined for Walmart and West Gear. The analysis helps understand retailer strengths and sales channel effectiveness.

01 West Gear leads total sales with strong market share and dominant sales method performance among retailers.

Total Sales Distribution Across Retailers

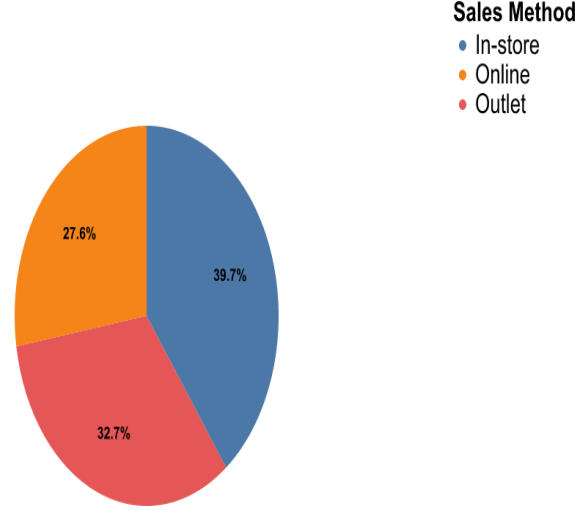


Total Sales by Sales Method Within Retailers

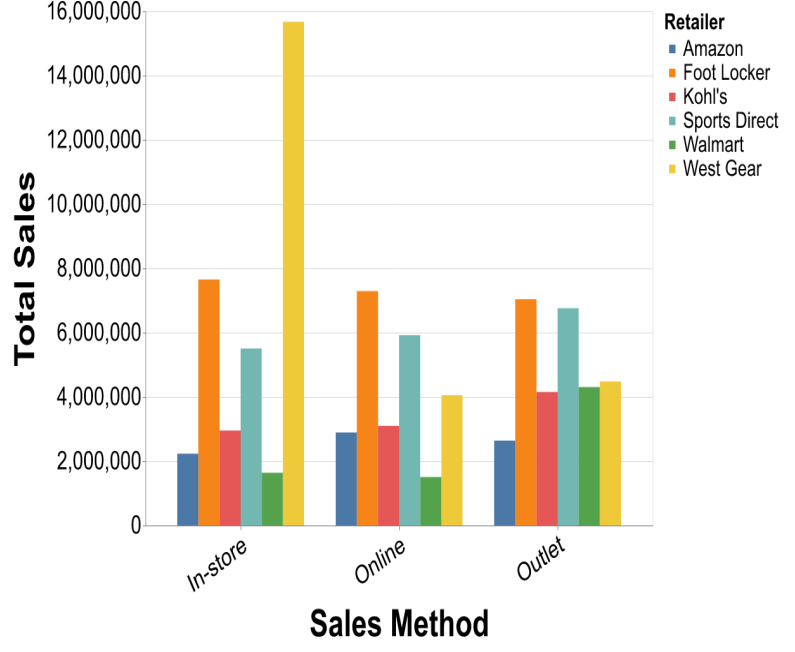


02 In-store sales dominate total sales distribution while key retailers like West Gear and Walmart excel within methods.

Total Sales Distribution by Sales Method

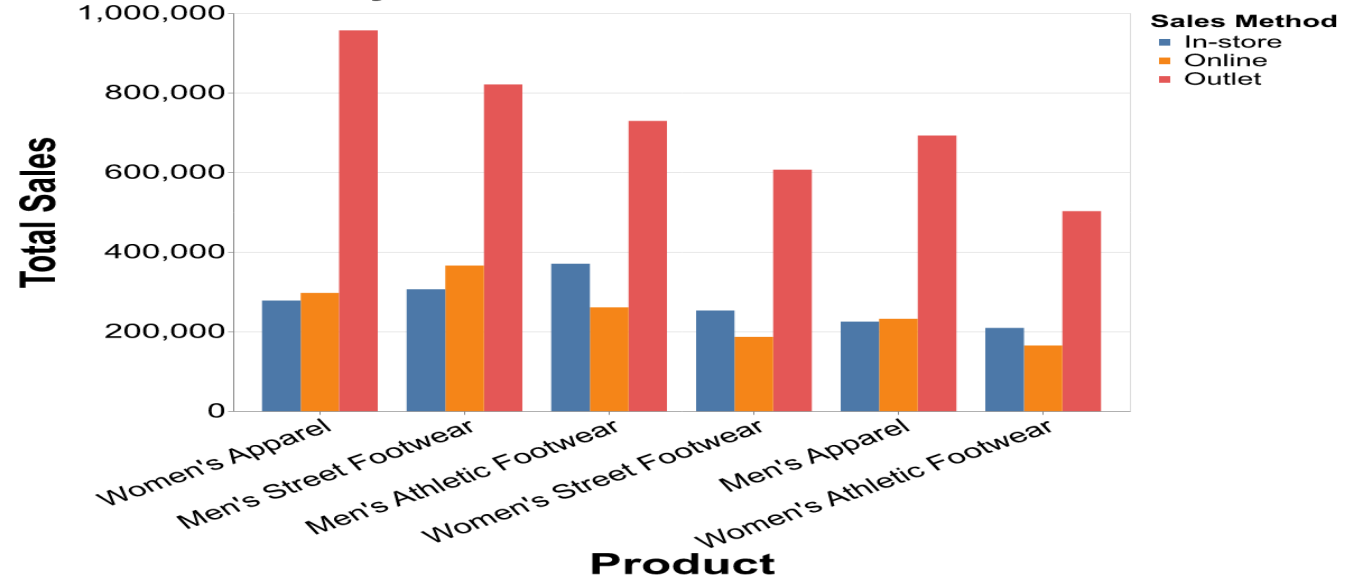


Retailer Sales Comparison within Each Sales Method

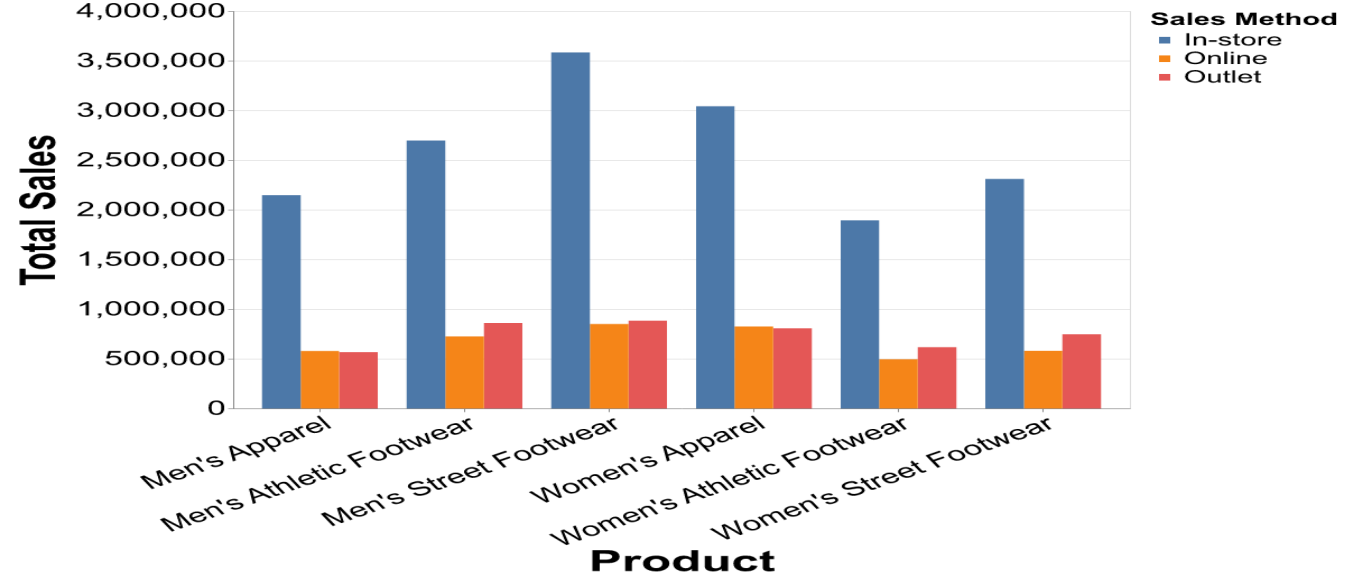


03 Women's Apparel and Men's Street Footwear lead sales with in-store methods driving strong category performance.

Total Sales by Product and Sales Method in Walmart



Total Sales by Product and Sales Method in West Gear



CONCLUSION

West Gear leads sales with approximately 27%, strongly dominating physical retail. Foot Locker and Sports Direct follow but with distinctly lower shares, indicating a competitive yet uneven market. Walmart's high in-store sales contrast its overall smaller market share, suggesting niche or localized strength. In-store sales dominate at nearly 40%, highlighting persistent customer preference for physical shopping. West Gear's overwhelming in-store dominance contrasts Foot Locker's balanced multi-channel approach, showing varied retailer strategies. Walmart's significant sales via outlets imply a focus on discount channels to capture market share. Walmart's outlet channels drive dominant sales volumes, emphasizing promotional pricing's importance. West Gear maintains in-store dominance across products, reinforcing physical retail preference in its core market. Gender differences show women's apparel and men's street footwear leading sales, reflecting product line strengths.