

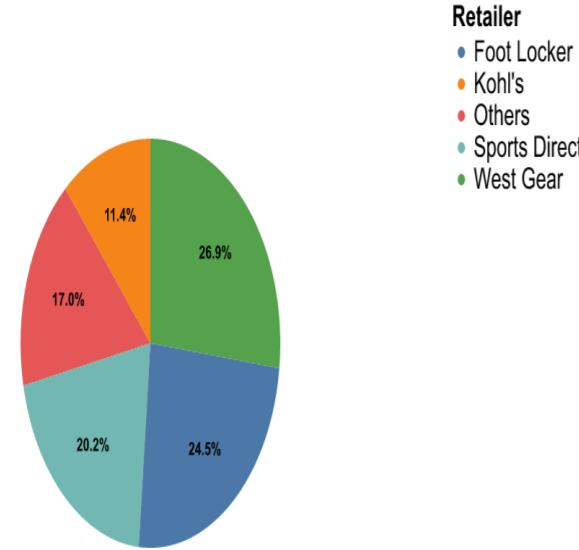
How Do Sales Channels Influence Retailer Success Across Product Categories?

INTRODUCTION

This poster analyzes retailer sales distribution and channel preferences. It examines how different sales methods impact retailer performance. The study also explores product category sales by channel effectiveness. The goal is to identify key sales drivers and optimize retail strategies.

01 West Gear leads retail sales while In-store channels dominate Foot Locker and Kohl's sales with over 70% share.

Total Sales Comparison Across Retailers



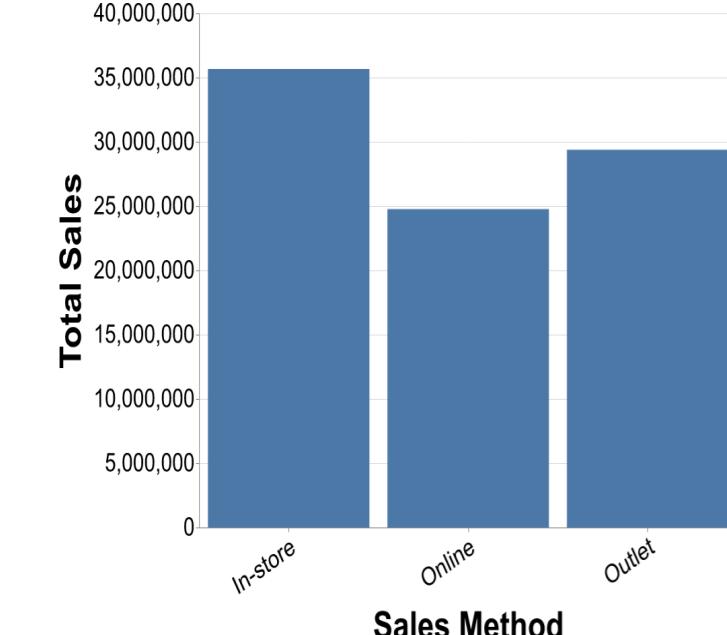
Sales Channel Share for Foot Locker and Kohl's

Retailer & Sales Method

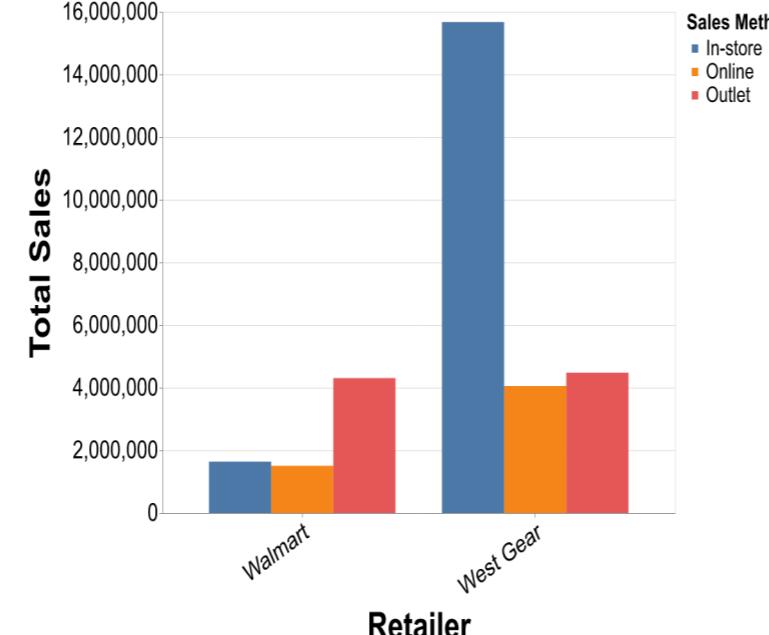
Product Category

02 In-store sales outperform other methods substantially, with West Gear showing much higher overall sales than Walmart.

Total Sales Comparison Across Sales Methods

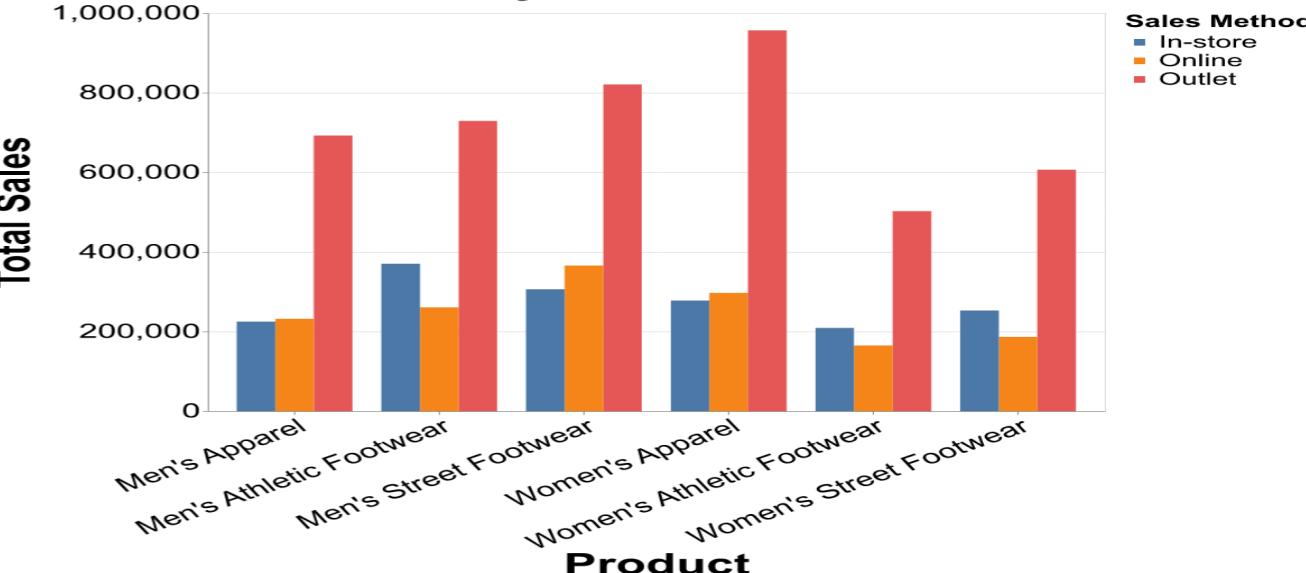


Total Sales by Sales Method for Walmart vs West Gear

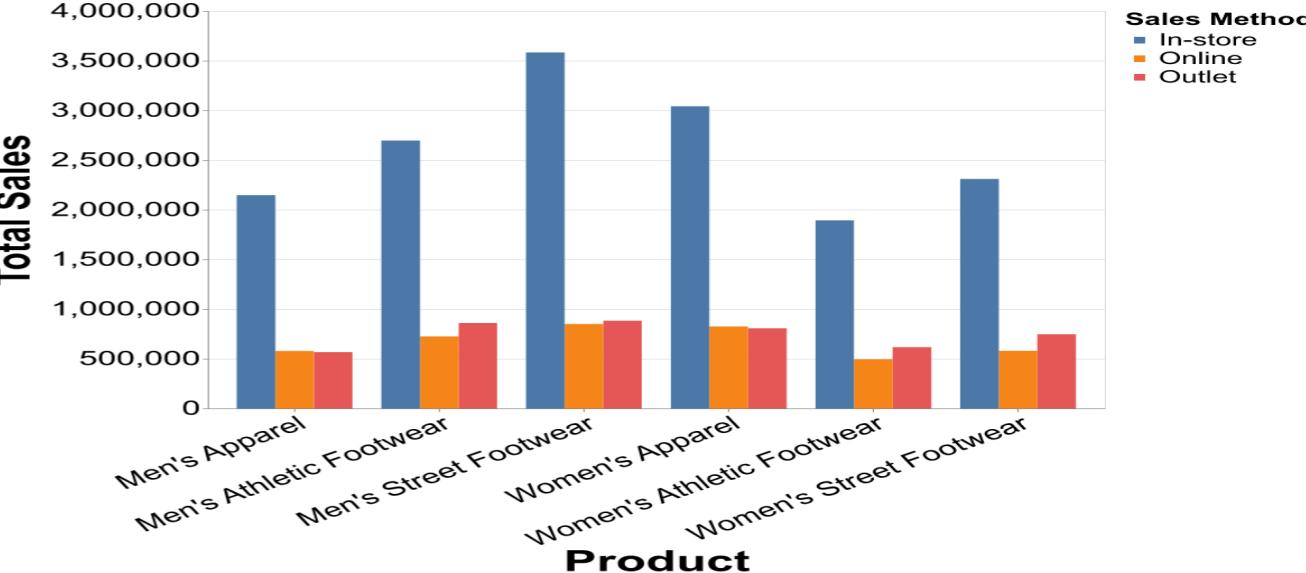


03 Outlet leads sales in Walmart products, while In-store dominates West Gear's sales across key apparel and footwear.

Walmart Sales by Product and Sales Method



West Gear Sales by Product and Sales Method



CONCLUSION

West Gear leads market share at 26.95%, slightly ahead of Foot Locker's 24.48%. Foot Locker excels in in-store sales, while Kohl's relies more on outlet channels, reflecting distinct retail strategies. This suggests competitive dynamics where physical presence and channel focus shape retailer performance. In-store sales dominate total sales, with West Gear's in-store revenue surpassing Walmart's by a wide margin. Walmart's balanced sales across channels contrast with West Gear's strong physical retail focus, indicating differing approaches to market penetration. These disparities highlight the importance of channel strategy in driving retailer success. Walmart's outlet sales outperform other methods, especially in Women's Apparel, showing discount-driven demand. Conversely, West Gear's in-store sales lead across product categories, notably in Men's Street Footwear, underscoring its physical retail strength. This contrast reveals opportunities for both retailers to optimize channel strategies based on product and customer preferences.