# How Do Sales Channels and Product Types Shape Retailer Market Success?
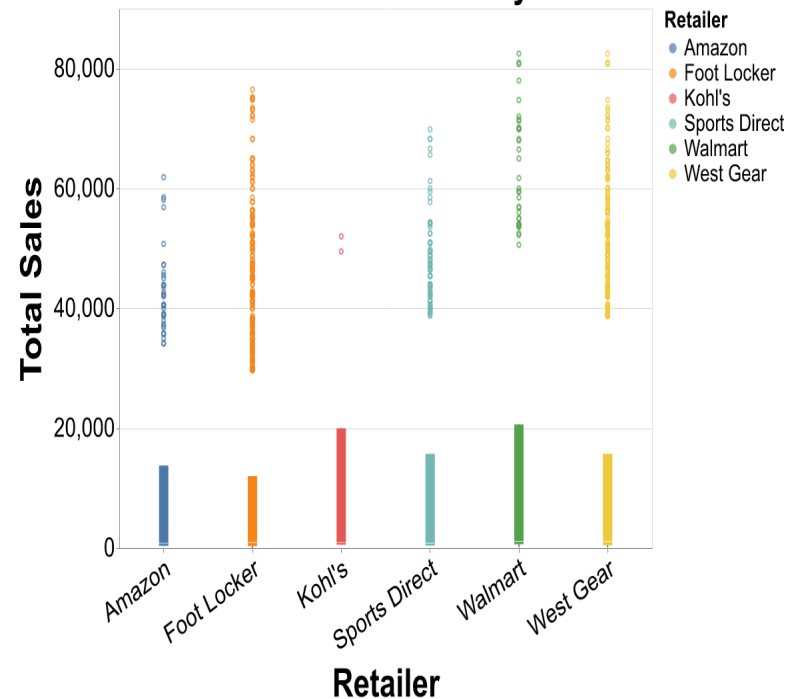
INTRODUCTION

This poster analyzes retailer market shares and sales consistency across major retailers. It explores how different sales methods impact overall retailer performance. The analysis also examines product category sales and channel strengths for Walmart and Foot Locker. The goal is to identify key drivers of sales success in retail.

01 West Gear leads total sales share while Walmart and Amazon show consistent strong sales contributions.

Total Sales Comparison Across Retailers

Retailer
- Foot Locker
- Kohl's
- Others
- Sports Direct
- Walmart
- West Gear

11.4%
17.0%
20.2%
24.5%
26.9%
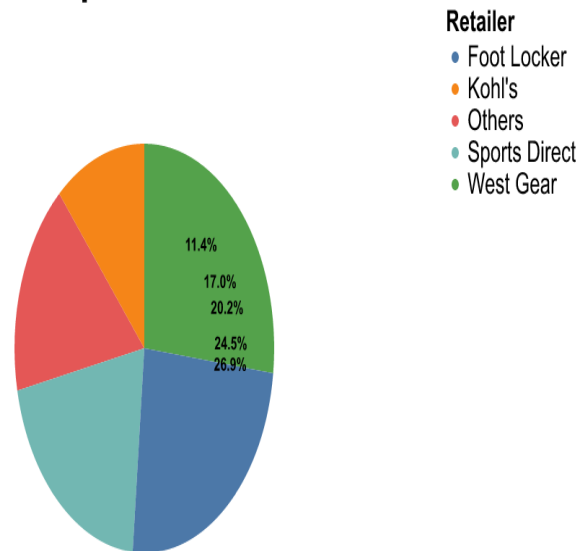
Distribution of Total Sales by Retailer

Retailer
- Amazon
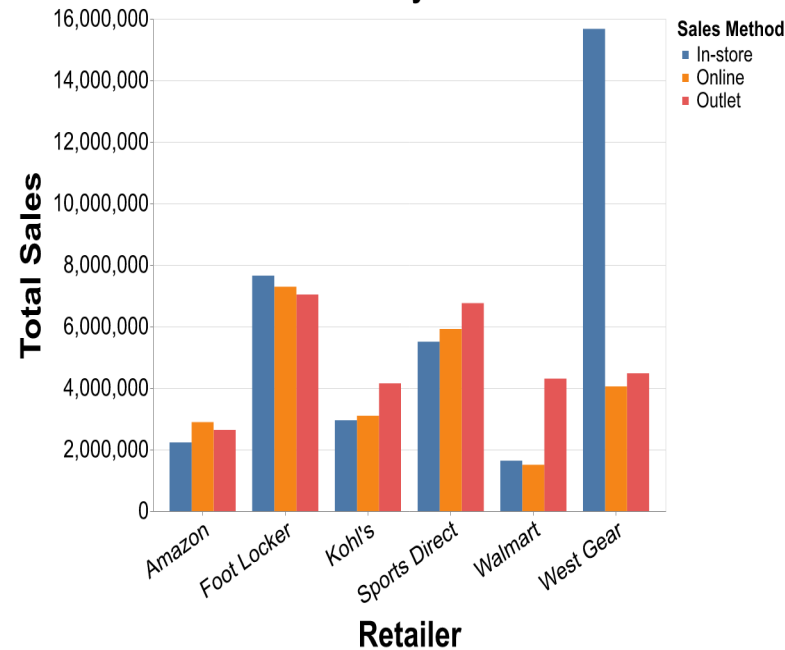- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

02 In-store sales dominate overall, with West Gear excelling In-store and others leading Online or Outlet sales.
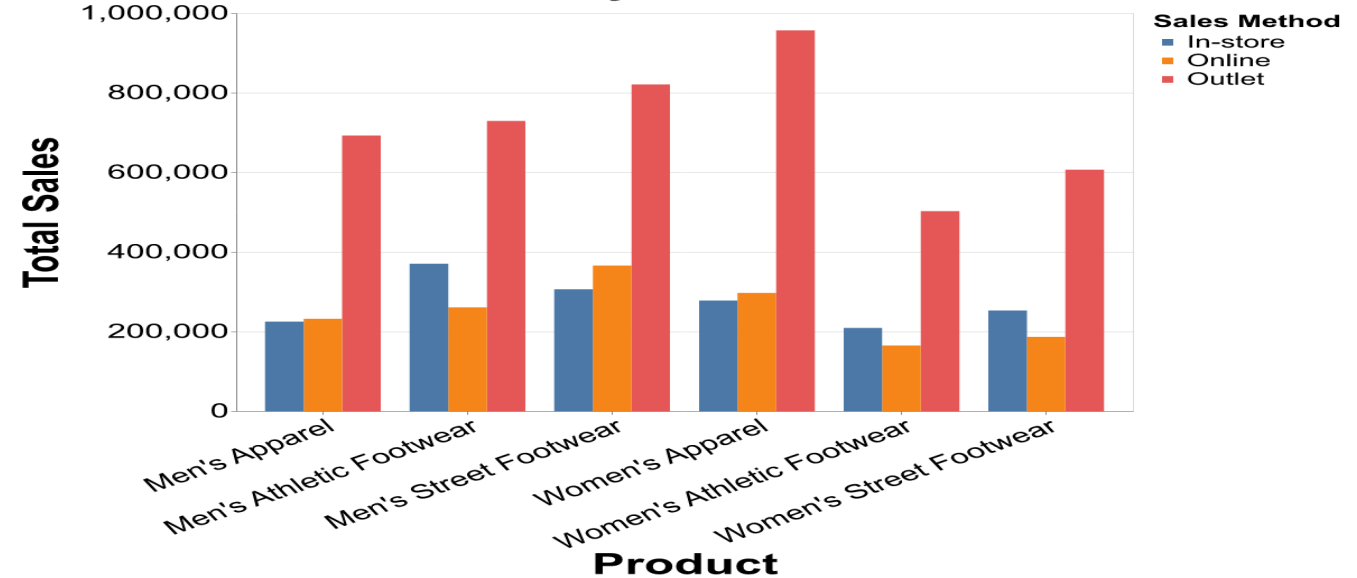
Total Sales Across Sales Methods

Sales Method
- In-store
- Online
- Outlet
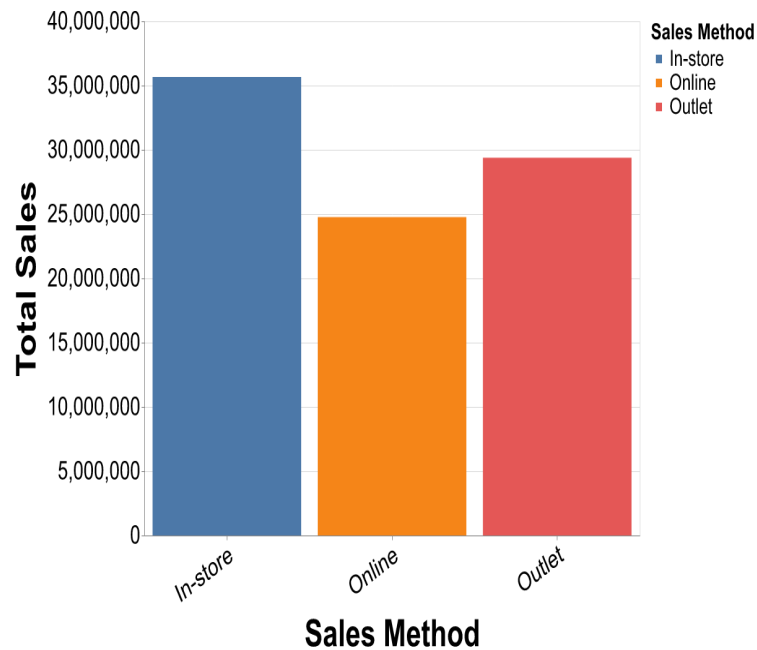
Retailer Sales by Sales Method
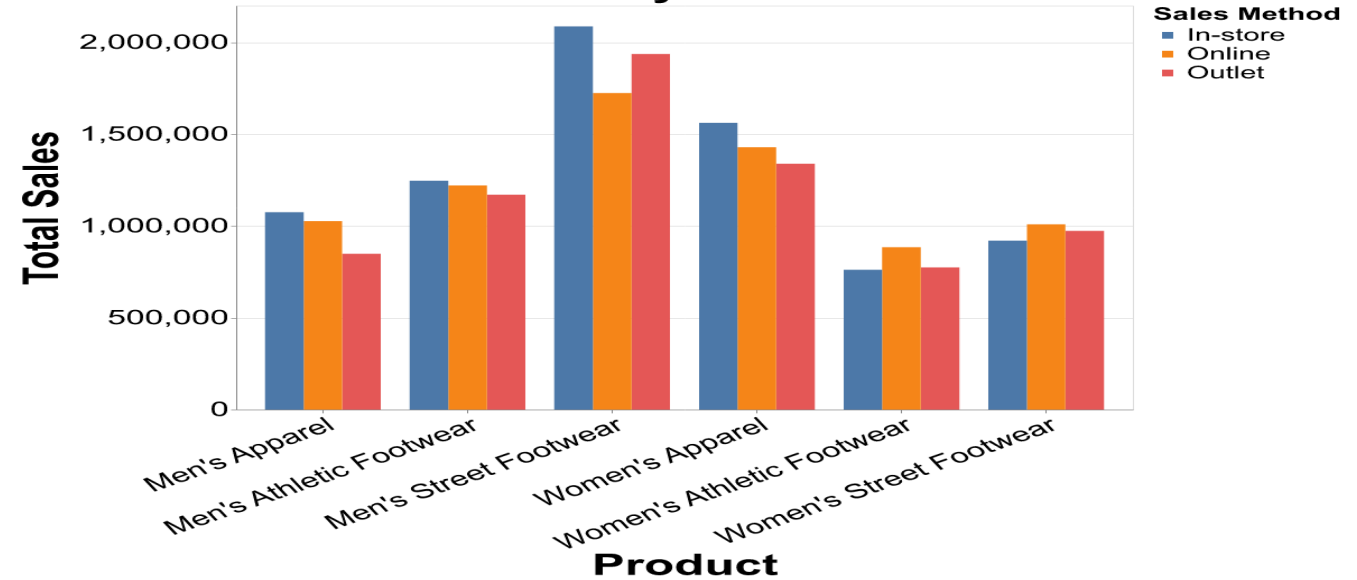

Sales Method
- In-store
- Online
- Outlet

03 Women's products and in-store/outlet channels drive strong sales, while men's street footwear consistently leads product categories.

Walmart Total Sales by Product and Sales Method

Sales Method
- In-store
- Online
- Outlet

Foot Locker Total Sales by Product and Sales Method

Sales Method
- In-store
- Online
- Outlet

CONCLUSION

West Gear leads sales with about 27%, followed closely by Foot Locker at 24%. Retailers like Walmart and Amazon show consistent but smaller sales shares, indicating varied market strengths. This disparity suggests dominant players benefit from brand loyalty or product range, while smaller retailers face fragmented competition.In-store sales dominate total revenue, especially for West Gear, highlighting physical retail's importance. Walmart and Foot Locker show notable outlet sales, while Kohl's leans more on online channels, reflecting diverse sales strategies. These patterns imply retailers must tailor approaches to channel strengths and customer preferences.Walmart's outlet channel drives significant sales, surpassing online and in-store in some categories. Foot Locker's men's street footwear leads sales, with in-store channels strongest, while women's athletic footwear favors online purchases. This contrast reveals retailer-specific and product-driven sales behaviors, guiding targeted marketing and inventory decisions.