

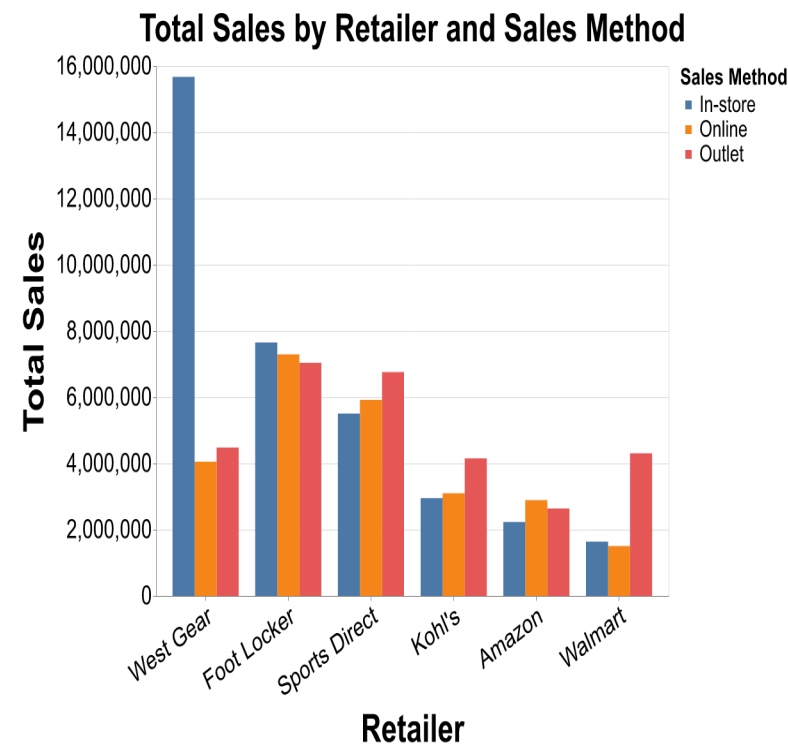
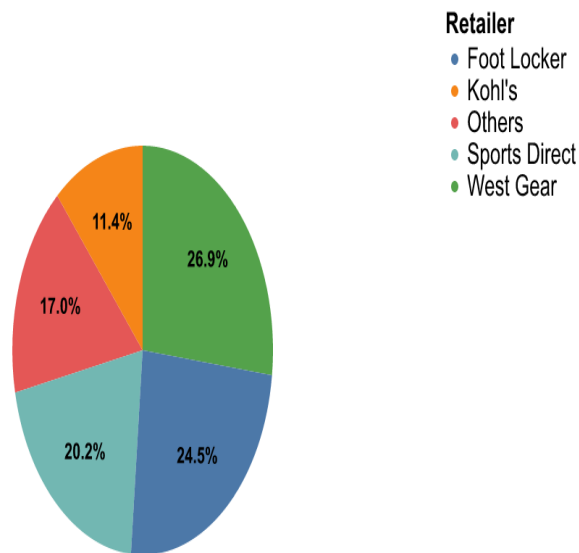
# How Do Retail Sales Channels Influence Competition and Customer Preferences Today?

## INTRODUCTION

This poster presents a detailed analysis of retailer sales leadership and dominance. It explores distribution and identifies low-performing sales channels by method type. Finally, it examines product performance by sales method for key retailers. The visuals offer clear insights for targeting growth opportunities in retail sales.

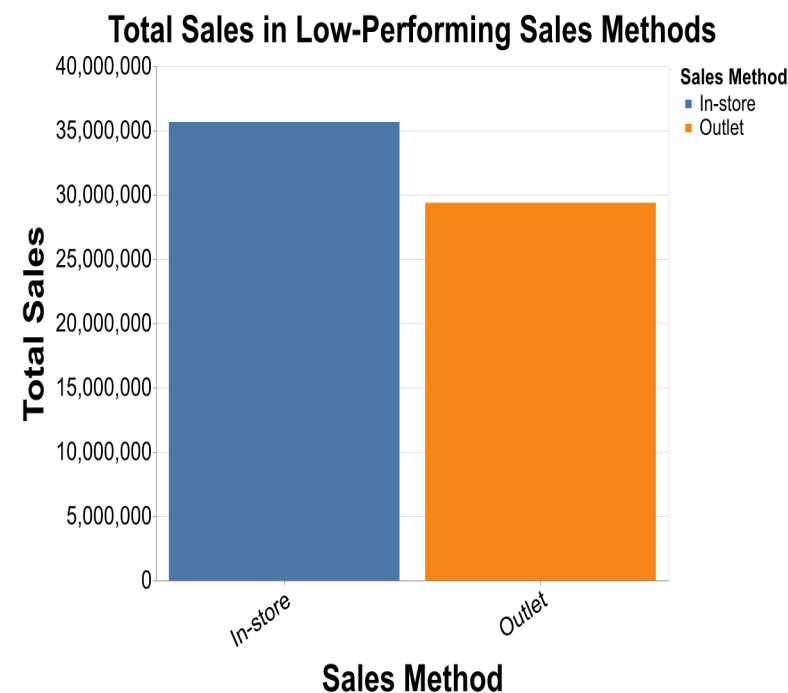
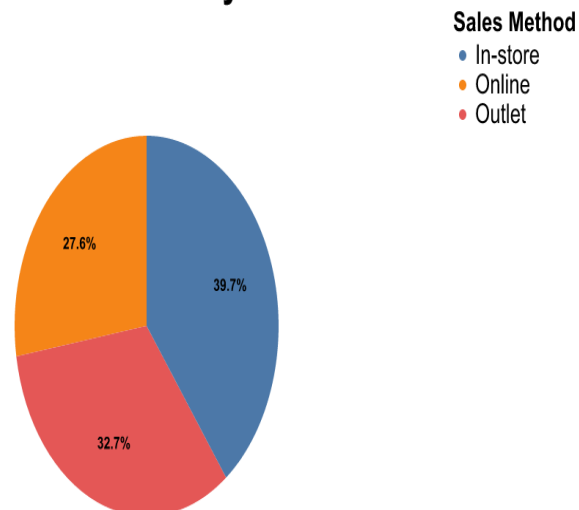
### 01 West Gear leads total sales share and outperforms other retailers by a large margin.

#### Total Sales Distribution Across Retailers



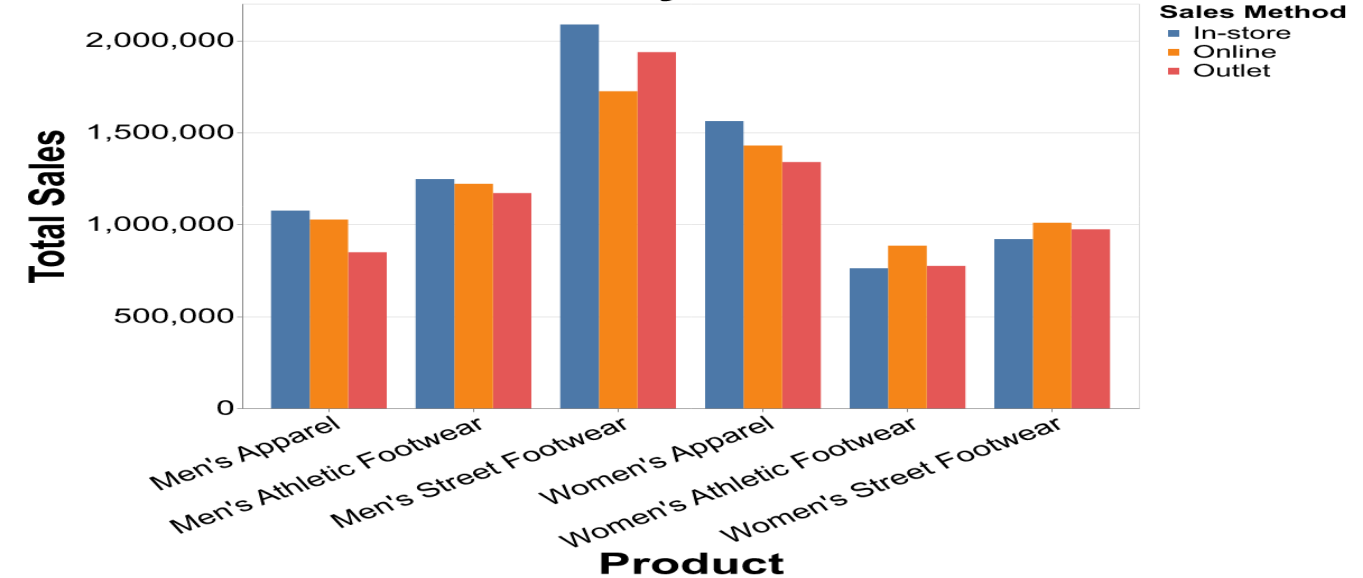
### 02 In-store sales dominate overall, while Outlet outperforms Online among lower-performing sales methods.

#### Total Sales Distribution by Sales Method

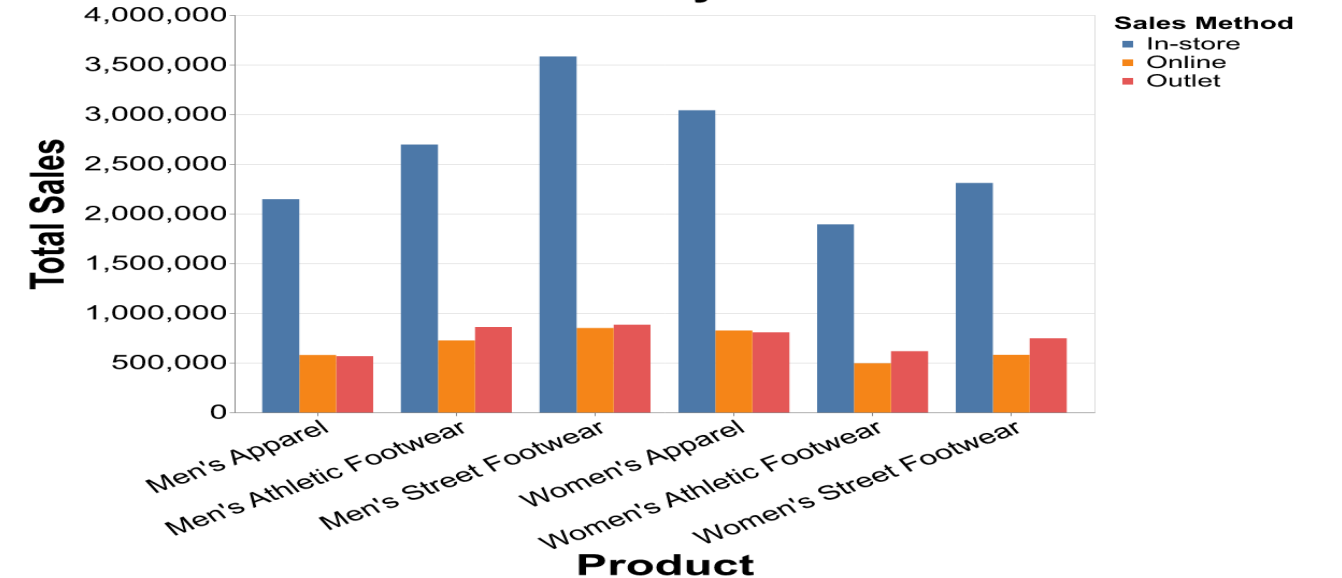


### 03 Men's Street Footwear leads product sales, and in-store sales consistently dominate across retailers.

#### Foot Locker Total Sales by Product and Sales Method



#### West Gear Sales Distribution by Product and Sales Method



## CONCLUSION

West Gear leads sales with 27%, narrowly ahead of Foot Locker's 24.5%. This shows intense competition in top retailers, likely driven by brand loyalty or exclusive offerings. Walmart and Sports Direct focus differ by channel, highlighting diverse strategic priorities in sales methods. In-store sales dominate with nearly 40%, followed by Outlet at 33%, while Online lags at 28%. This suggests customers still favor physical shopping, especially in-store, despite digital trends. The gap implies growth opportunities for Online sales to better compete with established physical channels. West Gear's in-store sales are pivotal, especially for Men's Street Footwear and Apparel. Foot Locker performs strongly in category sales but trails West Gear's physical retail dominance. Emphasizing in-store experiences for men's products and boosting online presence for women's sportswear could enhance overall sales performance.