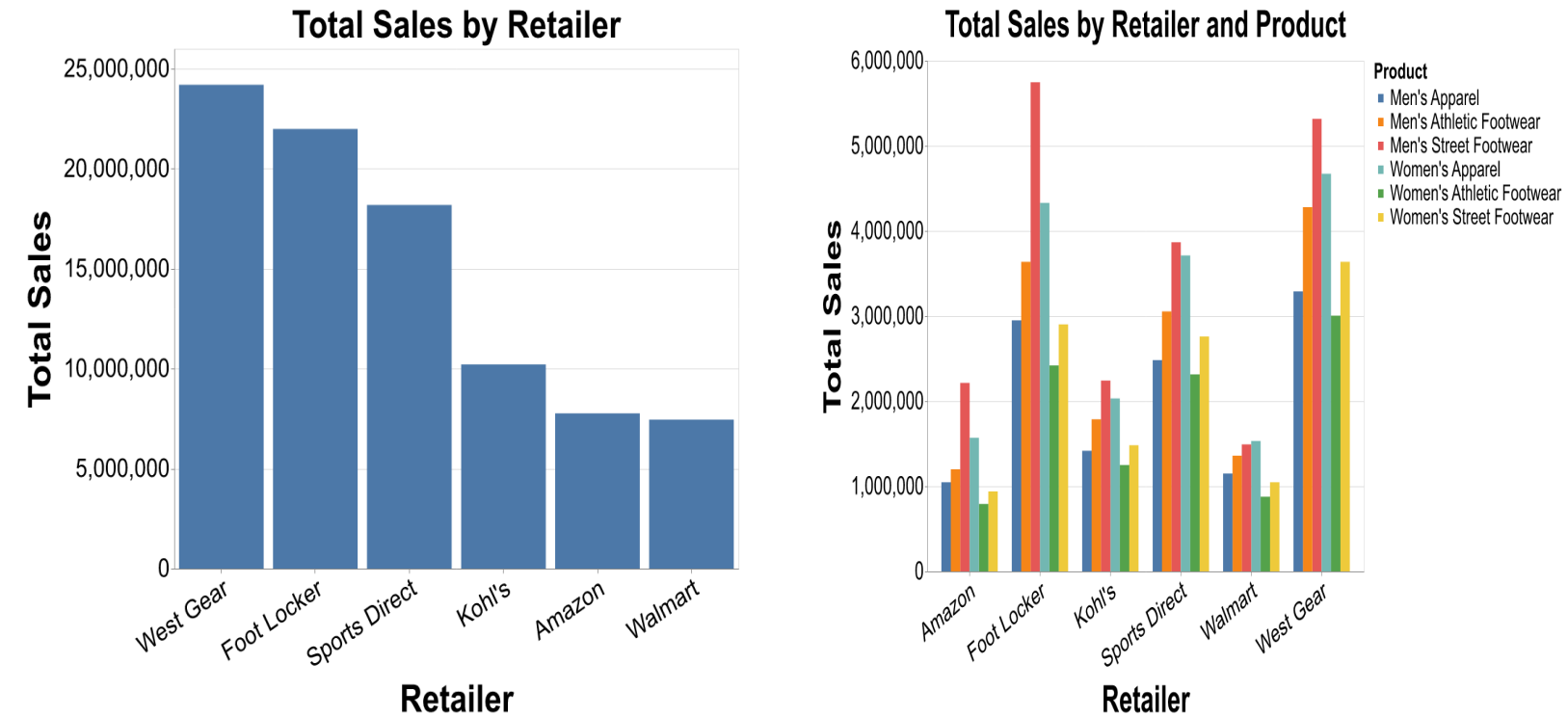


How Do Retailers, Sales Channels, and Products Drive Footwear Sales Success?

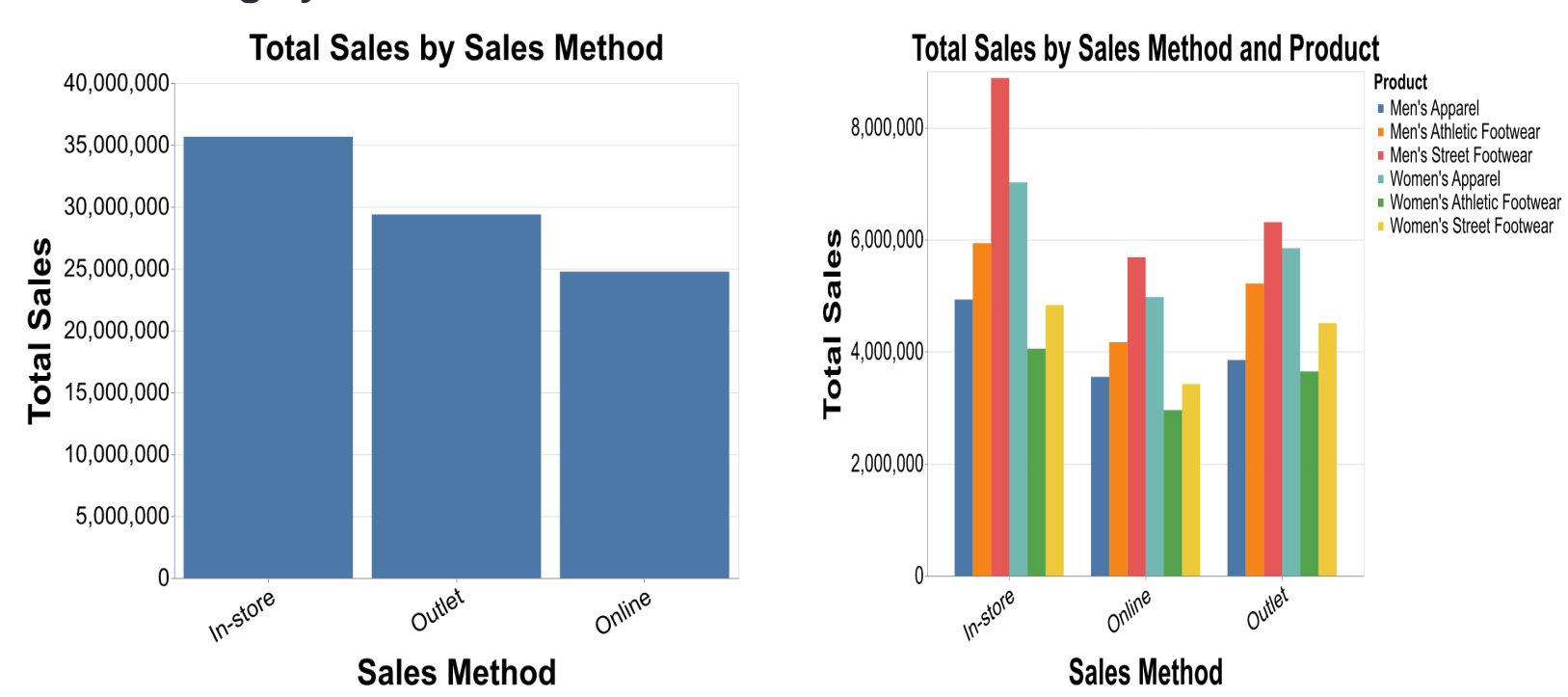
INTRODUCTION

This poster analyzes sales data across retailers, channels, and products. Section one compares total sales and product categories by retailer. Section two examines sales effectiveness by sales method and product type. Section three explores the interaction between products and retailers in driving sales.

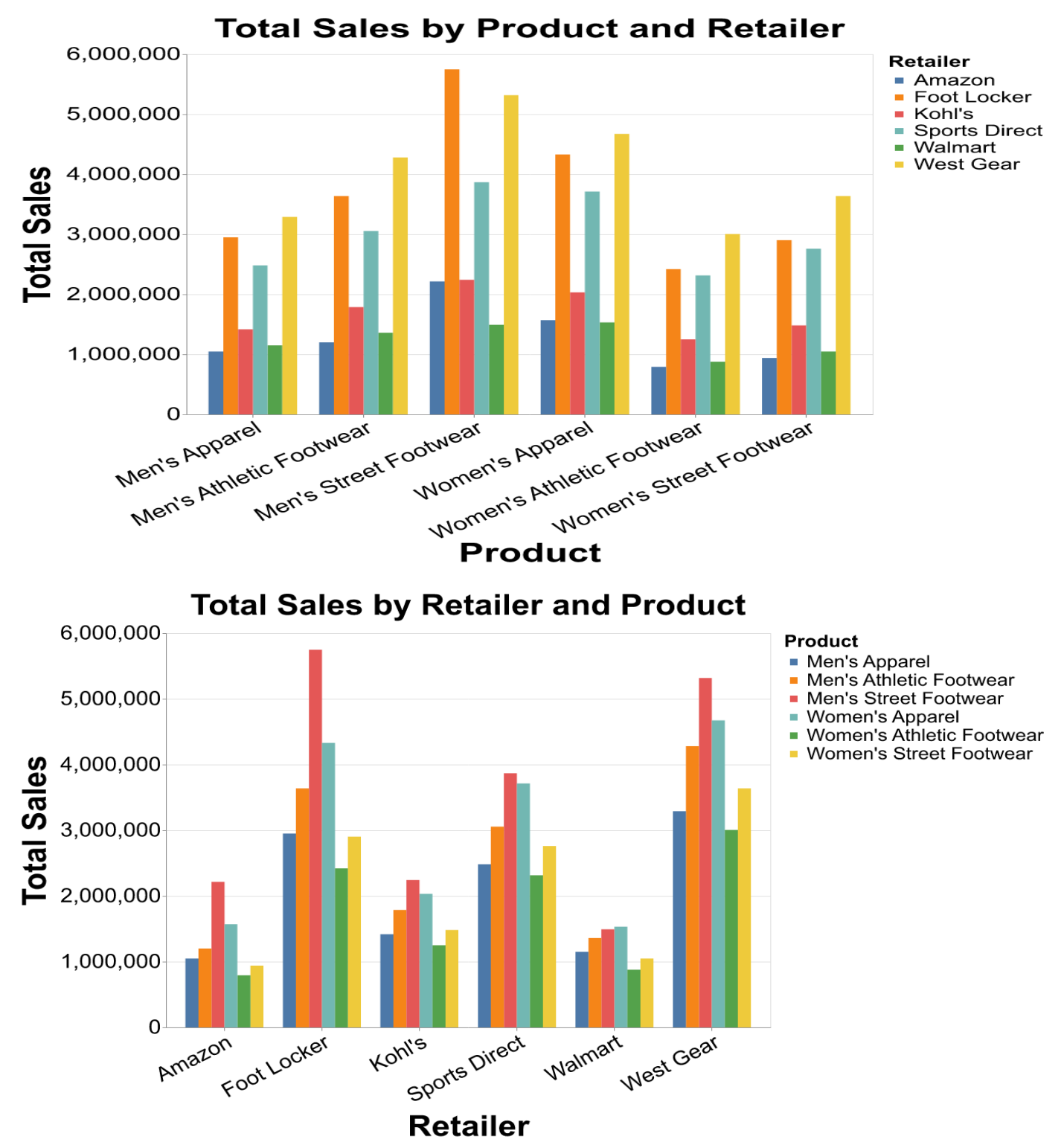
01 Retailers drive sales, with specific products varying in success across them.



02 Sales methods impact overall revenue, with product performance differing by channel.



03 Product sales are strongly influenced by the retailers they are sold through.



CONCLUSION

Retailer sales performance reveals West Gear and Foot Locker as dominant players, with men's street footwear driving strong sales across retailers, highlighting niche specialization's impact. Sales channel analysis shows in-store methods outperform online and outlet, suggesting physical retail's enduring appeal despite e-commerce growth. Product and retailer dynamics indicate urban regions and younger customers favor online sales, while Foot Locker and West Gear maintain leadership in footwear categories, emphasizing the importance of targeted marketing and adapting sales strategies to demographic and regional preferences for sustained growth.