

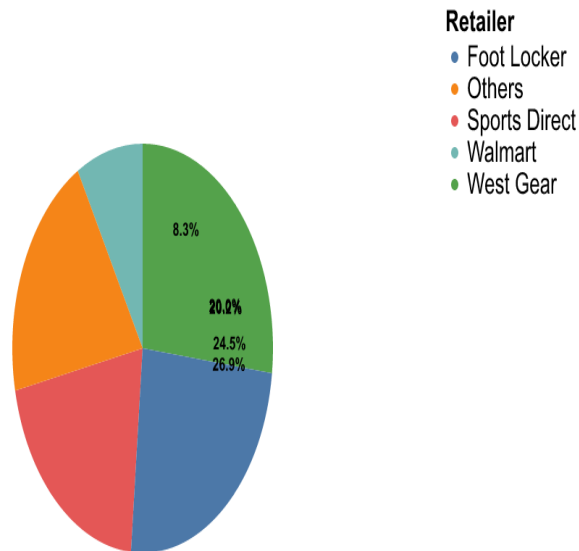
Who Leads Sales Across Retailers and Channels in Footwear and Apparel?

INTRODUCTION

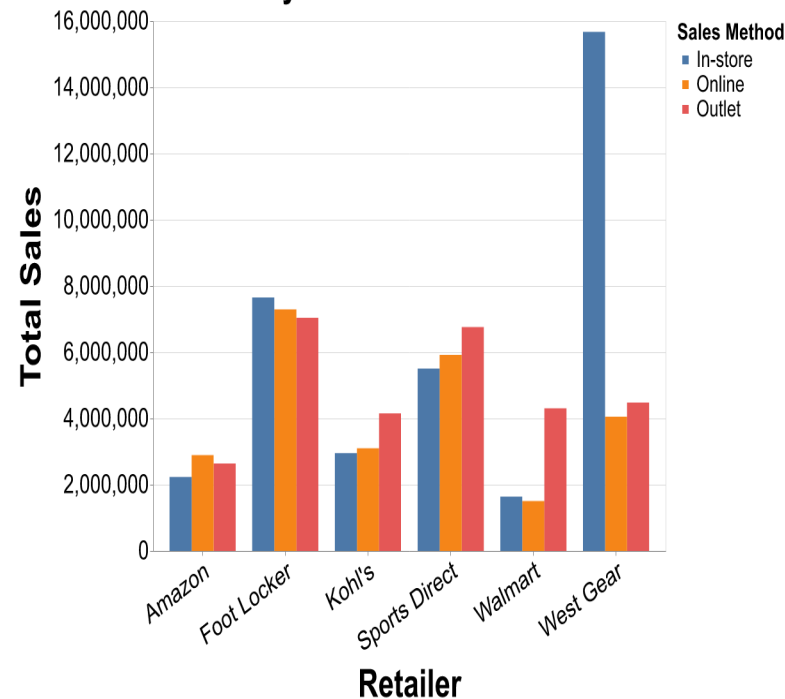
This poster analyzes sales trends across major retailers and sales methods. It highlights in-store sales as the dominant market share among all sales methods. The data show Foot Locker and West Gear leading in both outlet and in-store sales channels. Product category performance by retailer reveals strong footwear and apparel sales dominance.

01 West Gear leads total sales share and dominates sales methods, followed by Foot Locker and Kohl's with strong sales contributions.

Total Sales Distribution Across Retailers

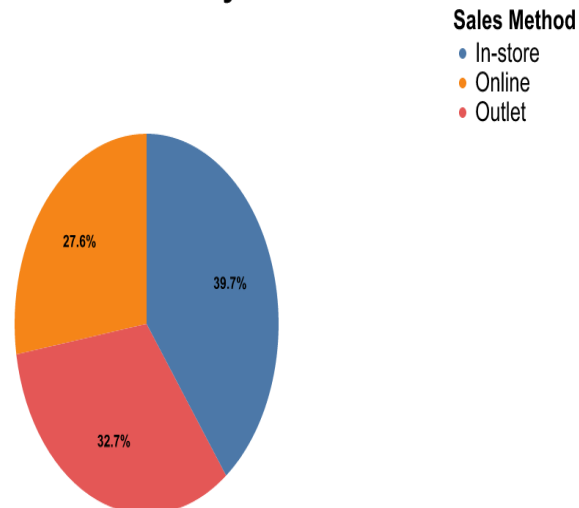


Total Sales by Sales Method Within Retailers

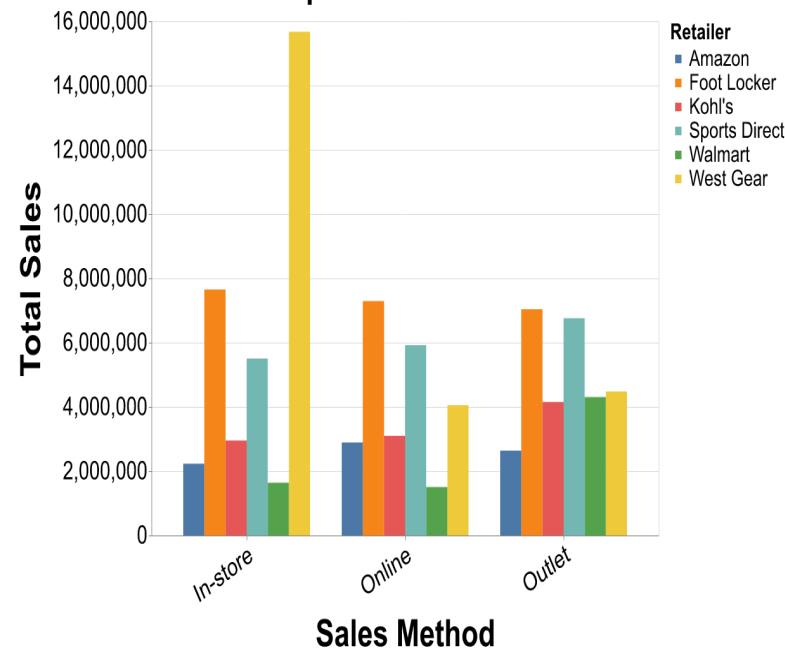


02 In-store sales hold the largest share and outperform other methods, with West Gear strongly leading retailers in all sales methods.

Total Sales Distribution by Sales Method



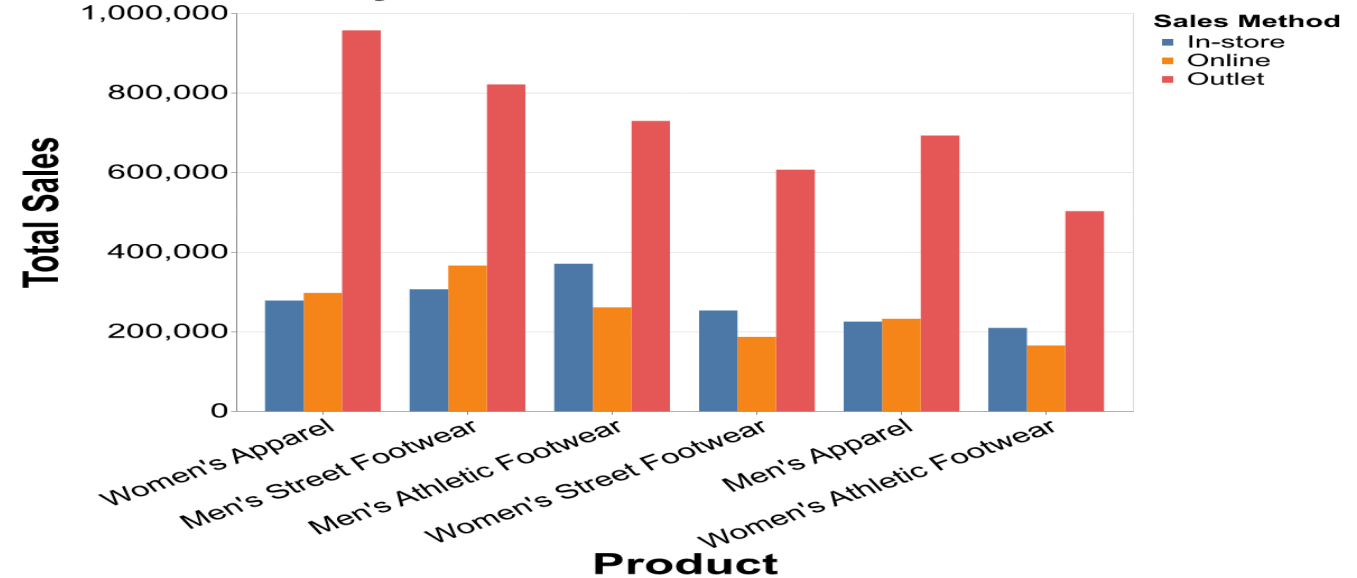
Retailer Sales Comparison within Each Sales Method



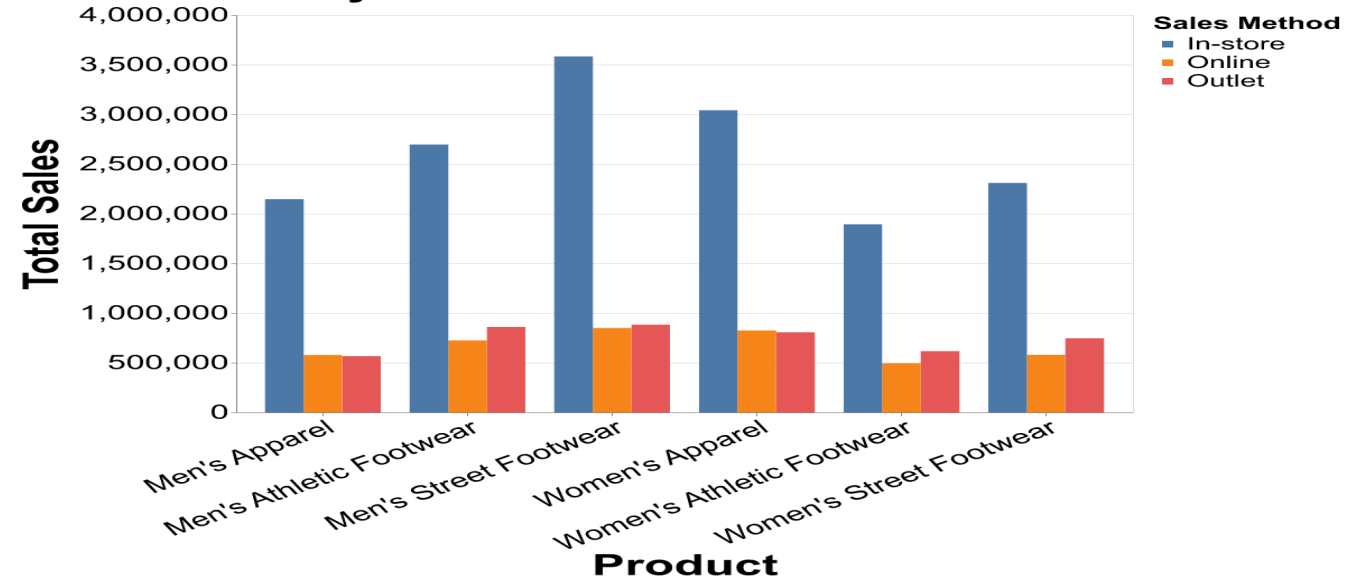
03

Outlet sales generate highest revenue across products, with men's street footwear leading total sales in both Walmart and West Gear.

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.