

LUXURY FASHION RESALE REPORT

DASHBOARD ANALYSIS

- A. **Inventory Sourcing (Brand & Category Focus):** Given that Hermès and Handbags are the undisputed top performers, should we double down on inventory sourcing for these specific, high-revenue items to maximize our strongest revenue stream?
- B. **Marketing Strategy (Seasonal Focus):** Since sales show a massive peak in December, should we focus our marketing campaigns and new inventory drops in the preceding months (e.g., October/November) to capture this strong end-of-year demand?
- C. **Marketing Strategy (Geographic Focus):** With the United States being the overwhelmingly dominant market, should we concentrate our marketing budget and strategy almost exclusively on US-based customers to maximize our return on ad spend?
- D. **Channel Strategy (AOV & Pricing):** Considering the 'Organic' sales channel has the highest Average Order Value, should we prioritize driving high-value customers to this channel, perhaps by offering our most exclusive items there first?
- E. **Risk & Diversification Strategy:** Given that our sales are heavily concentrated in one brand (Hermès) and one market (United States), should we explore diversifying our inventory with other high-value brands or test small marketing campaigns in our secondary markets (like the United Kingdom or Italy) to reduce long-term business risk?