



**Trendsetters Apparel Co.**

# **SALES PERFORMANCE REPORT**

**Period: Q4 2023**

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# Executive Summary

Welcome to the comprehensive sales performance report of Trendsetters Apparel Co. for Q4 2023. This document is an in-depth exploration of our sales dynamics, product performance, customer engagement, and prevailing market trends that have influenced our retail progress in this crucial quarter.

In this report, we meticulously examine our sales figures, segmenting them by channels, categories, and geographical regions to provide a complete view of our company's performance during the final quarter of the year. Our analysis includes a comparative study with the same period in the previous year, allowing us to effectively gauge our growth, pinpoint our strengths, and identify potential areas for improvement.

Our commitment at Trendsetters Apparel Co. extends beyond delivering the latest in fashion to our customers; it encompasses a dedication to transparency and strategic insight in all aspects of our business. This report is a reflection of that commitment, offering a transparent, data-driven snapshot of our current standing and charting a course for future success in the dynamic world of retail fashion.

We invite you to delve into this report, as we unravel the narratives behind the numbers and strategize for a prosperous future in the fashion retail industry.

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# Total Sales Overview

Total Revenue

**\$5.2M**

+12% YoY

Avg. Trans. Value

**\$80**

+10% YoY

Store Visitors

**30K**

+7% YoY

Online Visitors

**120K**

+20% YoY

## Sales by Channel

CHANNEL	DESCRIPTION	SALES	CHANGE
In-Store	Revenue from physical store sales	\$2.5M	+8%
Online	Revenue from online sales	\$2.0M	+15%
Wholesale	Revenue from wholesale channels	\$0.7M	+5%

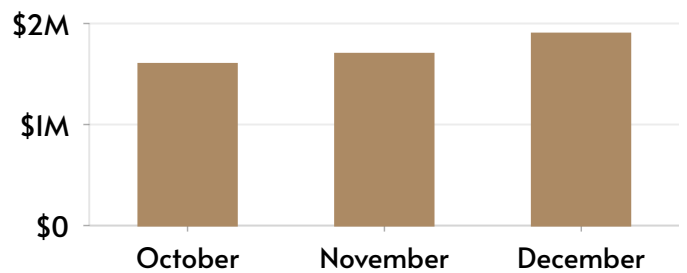
## Top Performing Categories

CATEGORY	DESCRIPTION	SALES	CHANGE
Casual Wear	Includes everyday wear like t-shirts, jeans, casual shirts, and skirts	\$1.5M	+10%
Formal Wear	Encompasses items like suits, formal dresses, blazers, and dress shirts	\$1.2M	+7%
Accessories	Covers a range of items including belts, hats, scarves, and jewelry	\$0.8M	+15%
Footwear	Comprises various types of shoes, boots, sandals, and sneakers	\$0.7M	+5%

## Regional Sales

REGION	SALES	CHANGE
North Region	\$1.8M	+11%
South Region	\$1.2M	+9%
East Region	\$1.0M	+8%
West Region	\$1.2M	+10%

## Sales Growth

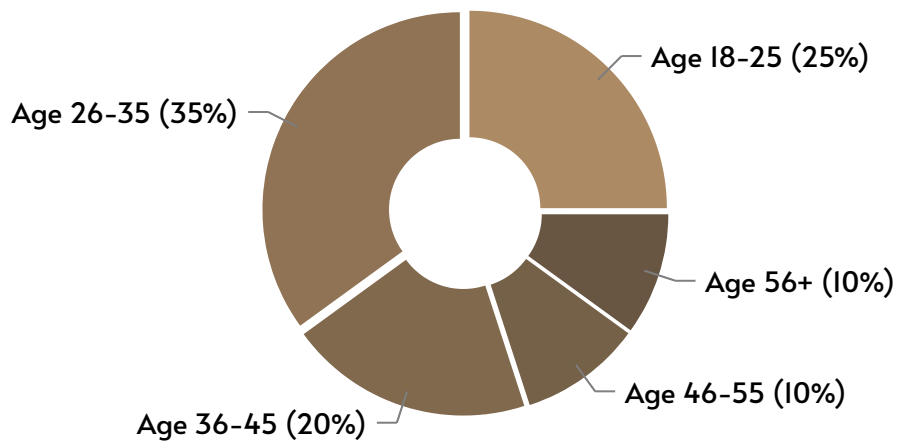


# Product Performance Analysis

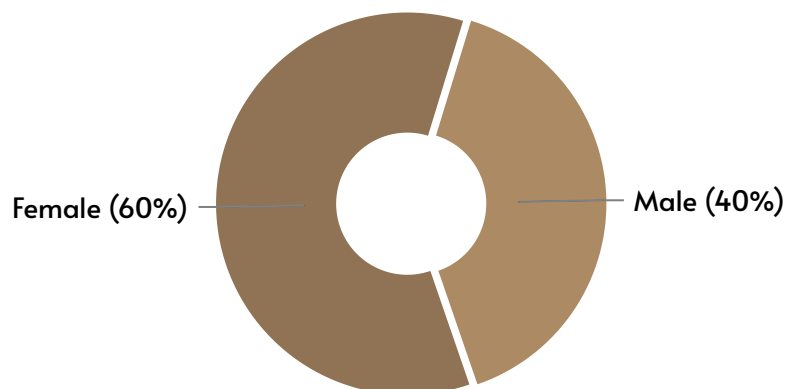
PRODUCT NAME	CATEGORY	SALES	UNITS SOLD	CHANGE	STOCK LEVEL	REORDER STATUS
Blue Denim Jeans	Casual Wear	\$300,000	5,000	+10%	200	Normal
Classic White T-Shirt	Casual Wear	\$250,000	7,000	+15%	150	Low
Formal Black Blazer	Formal Wear	\$400,000	3,000	-5%	100	Critical
Silk Evening Dress	Formal Wear	\$350,000	1,500	+20%	80	Normal
Leather Ankle Boots	Footwear	\$200,000	2,000	+8%	50	Low
Fashion Sunglasses	Accessories	\$150,000	2,500	+25%	120	Normal

## Customer Demographics and Behavior

### Age Distribution



### Gender Ratio



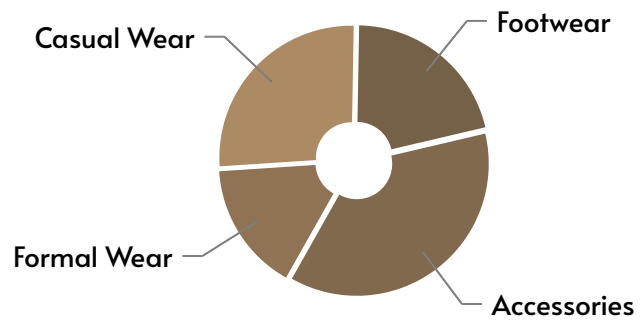
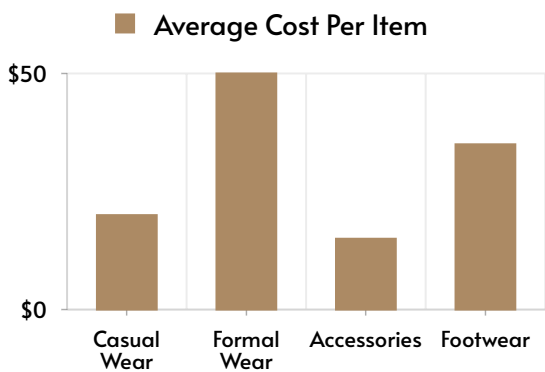
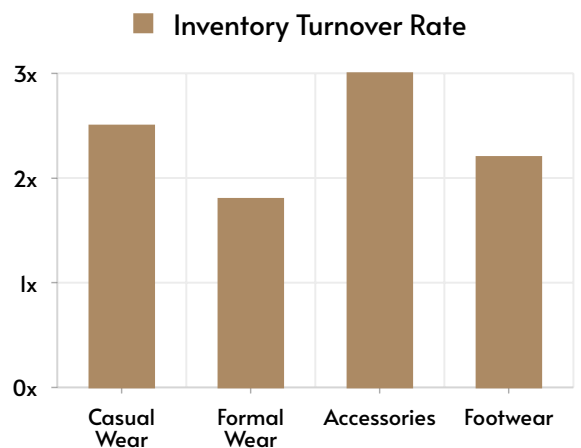
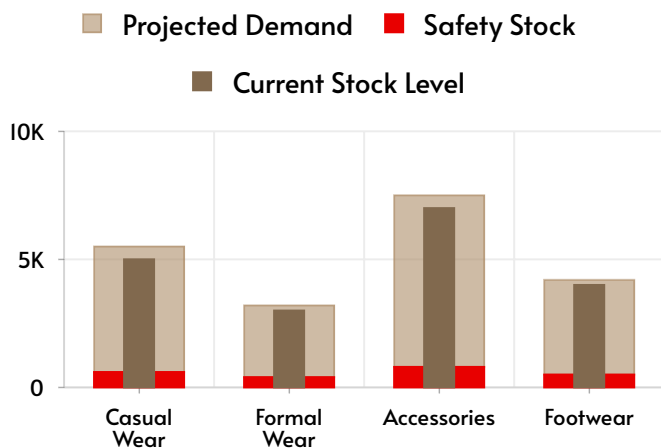
# Promotions and Campaigns Performance

CAMPAIGN	TYPE	DURATION	REACH	ENG.	CONV. RATE	REVENUE GENERATED	ROI
Summer Sale 2023	Seasonal Discount	June 1 - June 30, 2023	500,000	75,000	5%	\$250,000	120%
Back to School Bash	Targeted Email Campaign	August 15 - September 5, 2023	300,000	45,000	7%	\$175,000	150%
Winter Wonderland Deals	Social Media Blitz	December 1 - December 25, 2023	800,000	120,000	4%	\$320,000	180%
Flash Fashion Fridays	Weekly Online Flash Sales	Every Friday in Q4	200,000	30,000	6%	\$150,000	200%
New Year's Gala Collection	Product Launch	December 15 - January 5, 2024	400,000	60,000	8%	\$240,000	160%
Spring Awakening Sale	Seasonal Discount	April 1 - April 30, 2023	350,000	52,500	5%	\$200,000	130%
Midnight Madness Event	In-Store Exclusive Event	November 15, 2023	100,000	15,000	10%	\$120,000	220%
Fitness Gear Flash Sale	Online Promotion	May 1 - May 15, 2023	250,000	37,500	6%	\$180,000	170%
Urban Streetwear Launch	Product Line Introduction	July 1 - July 20, 2023	450,000	67,500	7%	\$210,000	140%
Autumn Collection Reveal	Seasonal Product Launch	September 10 - October 5, 2023	500,000	70,000	5%	\$220,000	190%

# Inventory Management

## Inventory Overview

CATEGORY	CURRENT STOCK LEVEL	TURNOVER RATE	AVERAGE COST PER ITEM	PROJECTED DEMAND	SAFETY STOCK LEVEL	REORDER POINT
Casual Wear	5,000	2.5 times	\$20	5,500	600	700
Formal Wear	3,000	1.8 times	\$50	3,200	400	500
Accessories	7,000	3.0 times	\$15	7,500	800	850
Footwear	4,000	2.2 times	\$35	4,200	500	600



## Stock Performance

PRODUCT NAME	CATEGORY	SUPPLIER	STOCK TURNOVER RATE	AVERAGE LEAD TIME	AVG. COST	SALES PCT. CHANGE	STOCK LEVEL
Blue Denim Jeans	Casual Wear	Fashion Fabrics Ltd	2.8 times	30 days	\$25	+5%	1000
Classic White T-Shirt	Casual Wear	Cotton Textiles Inc	3.2 times	25 days	\$15	+10%	1500
Formal Black Blazer	Formal Wear	Elegant Suits Co	1.5 times	45 days	\$40	-3%	800
Silk Evening Dress	Formal Wear	Luxury Fabrics Ltd	2.0 times	40 days	\$50	+8%	600
Leather Ankle Boots	Footwear	Quality Footwear Inc	2.1 times	35 days	\$30	+4%	700
Fashion Sunglasses	Accessories	Trendy Accessories Co	3.0 times	20 days	\$20	+15%	1200

# Supply Chain Analysis

## Supply Chain Efficiency

SUPPLIER	LEAD TIME	ON TIME DELIVERY RATE	ORDER ACCURACY RATE	QUALITY RATING	RESPONSE TIME
Fashion Fabrics Ltd	30 days	95%	98%	4.7 out of 5	48 hours
Trendy Accessories Co	45 days	90%	96%	4.5 out of 5	72 hours
Quality Footwear Inc	60 days	85%	95%	4.3 out of 5	36 hours
Elegant Suits Co	40 days	92%	97%	4.6 out of 5	24 hours
Cotton Textiles Inc	35 days	93%	99%	4.8 out of 5	60 hours
Luxury Fabrics Ltd	55 days	88%	94%	4.4 out of 5	50 hours

## Supplier Performance Analysis

SUPPLIER NAME	DELIVERY RELIABILITY	PRODUCT QUALITY RATING	COST EFFECTIVENESS	SATISFACTION RATING	PRIMARY PRODUCTS SUPPLIED
Fashion Fabrics Ltd	95%	4.7	4.5	4.6	Fabrics, Textiles
Trendy Accessories Co	90%	4.5	4.2	4.3	Accessories, Jewelry
Quality Footwear Inc	88%	4.4	4.6	4.5	Shoes, Boots
Elegant Suits Co	92%	4.6	4.3	4.5	Suits, Formal Wear
Cotton Textiles Inc	93%	4.8	4.7	4.7	Cotton Fabrics, Knitwear
Luxury Fabrics Ltd	91%	4.5	4.4	4.4	Silk Fabrics, High-End Textiles