INVENTORY PLANNING GUIDE

Use your Shop Stats and sales data to predict your growth and sales numbers this season.

STEP-BY-STEP GUIDE

1. Visit your shop and navigate to your Shop Stats. Select "specific dates" in the drop-down menu.

2. Set your view dates for July 1-September 30. Do this for both 2012 and 2013 and write down those numbers in the table below.

3. Compare your 2012 third quarter (July through September) to the same dates in 2013 and see how your business has changed.

4. Then, set your dates for October 1-December 31, 2012. Add those numbers to the table below.

5. Visit your Sold Orders page to determine your best-selling items and average order total each month.

OPTIONAL: *Scroll to the bottom of the sold orders page and download a CSV of orders into Excel for additional calculations.*

STUDY YOUR STATS

	07/01/2012 *to* 09/30/2012	07/01/2013 *to* 09/30/2013	COMPARATIVE NOTES	10/01/2012 *to* 12/31/2012
Total Revenue				
Total Orders				
Total Views				
Total Favorites				
Five Top Keywords				
Five Top Items by Pageview				
Best-Selling Items (type or variation)				
Average Order Total				

REFLECT AND PLAN

What were my best-selling items and price points? Based on this information, how will I plan my production or purchasing this year?

Are there items or price points that I've found to be less popular than expected? How should I adjust this year?

How did my third quarter in 2012 differ from the same time period in 2013? What conclusions can I draw about demand if I continue to stay on the same track?

Is there one new item that I can develop and use as a promotional focal point for the season?

Which items will I focus on stocking?

ITEM	CURRENT INVENTORY	GOAL INVENTORY

PRO TIP

You can calculate your growth rate to figure exactly how things have changed since last year.

$$\text{Growth rate} = \frac{(\text{Present Value} - \text{Past Value})}{\text{Past Value}} \times 100$$

For example, if your order total in October 2012 = 20 items and your order total in October 2013 = 25 items:

$$\text{Your growth rate} = \frac{(25 - 20)}{20} \times 100 = 25\%$$