

H&M North America

SKU PERFORMANCE & ALLOCATION INTELLIGENCE

FY2025–26 · 621 stores · 180 SKUs · Aug 2025 – Jul 2026 · Synthetic dataset for portfolio demonstration

Executive Summary

Margin & Markdown

SKU Health

Store & Regional

NET REVENUE

\$390.9M

12-month rolling

GROSS MARGIN

45.4%

Avg across all SKUs

AVG MARKDOWN

19.9%

Weighted discount rate

RETURN RATE

9.6%

1.76M units returned

REVENUE / STORE

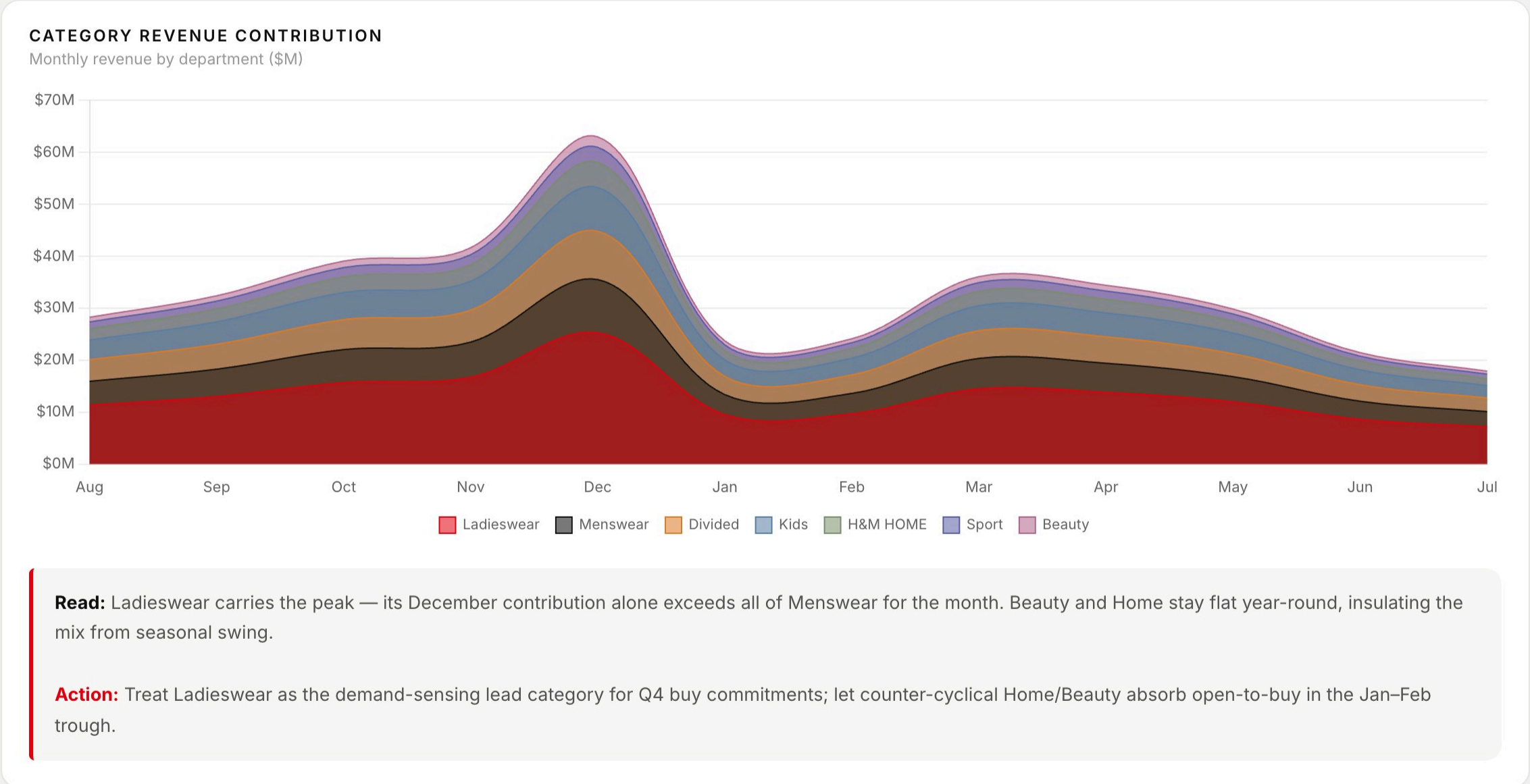
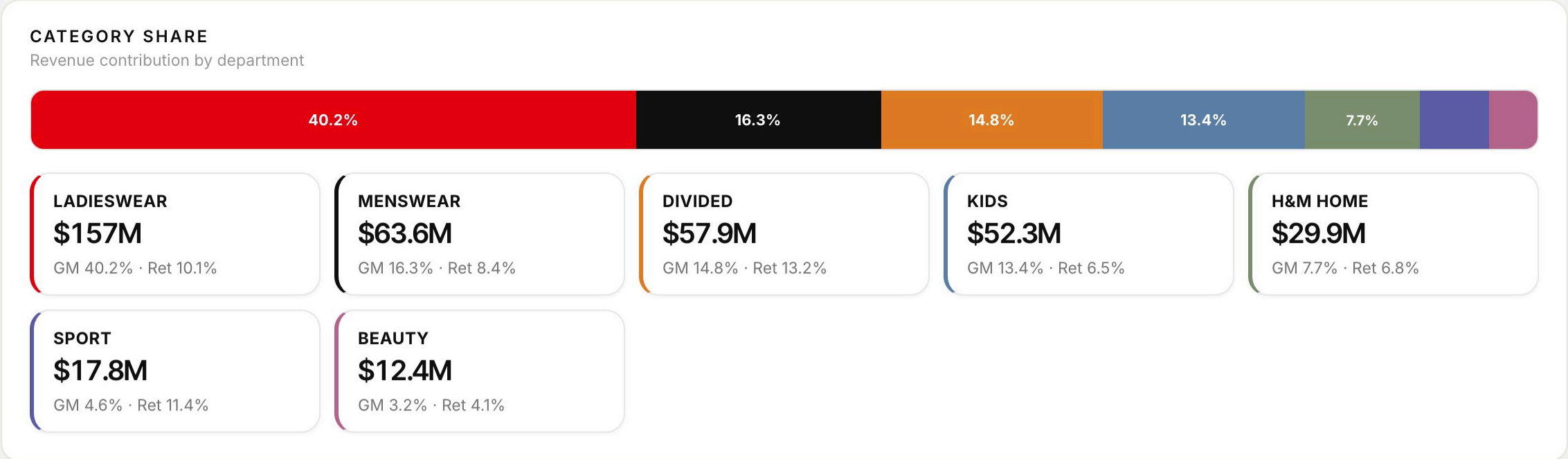
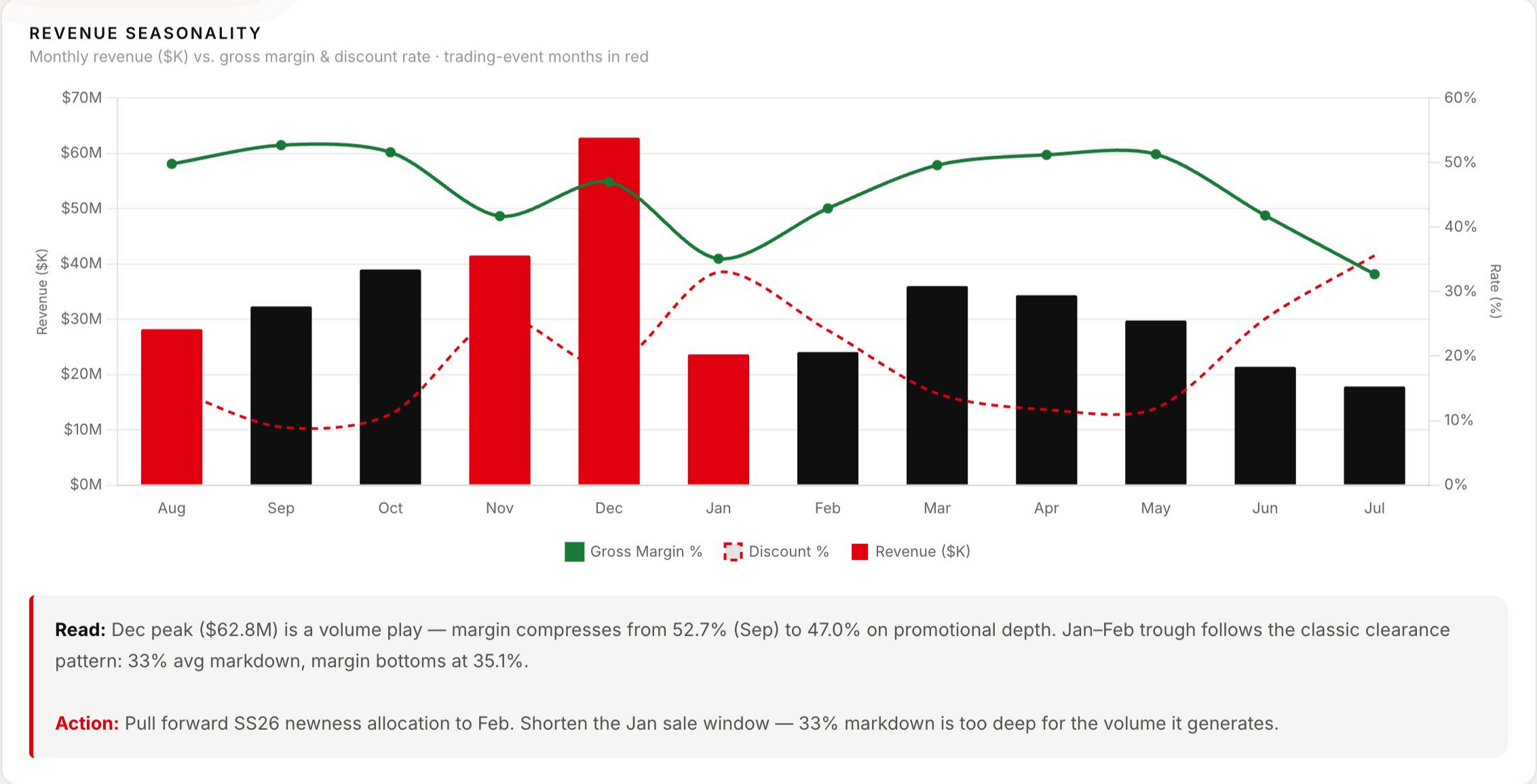
\$630K

621 doors

SKU COUNT

180

3 seasons in assortment



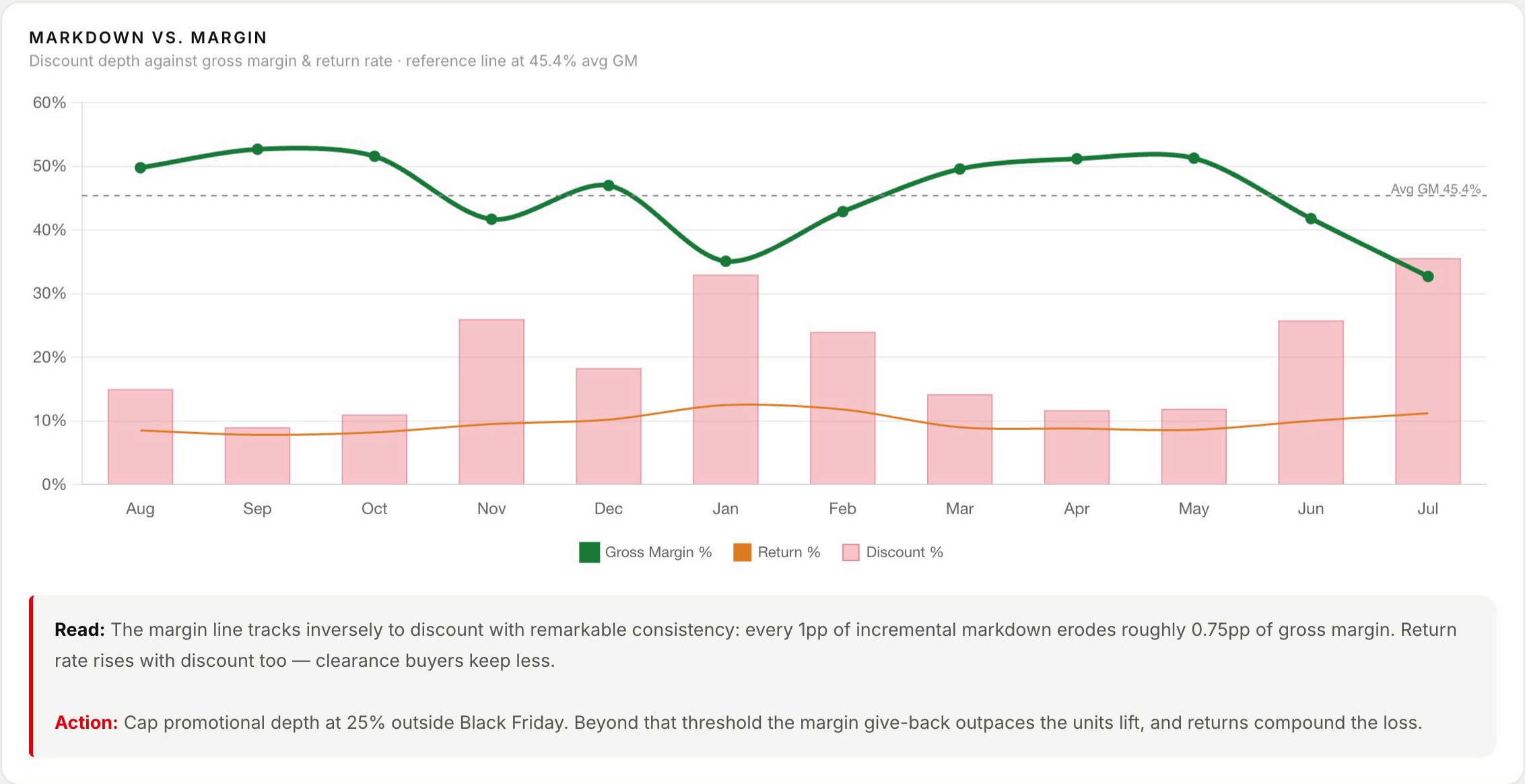
Methodology. Figures derived from a synthetic 12-month transactional dataset (621 doors, 180 SKUs) modelled on typical fast-fashion trading patterns. Margin, markdown, and return rates are unit-weighted; regional metrics are revenue-per-door normalised. Built for portfolio demonstration only — not affiliated with or endorsed by H&M.
Dashboard built for portfolio demonstration — Parnavi Gabhane · MPS Fashion Marketing, LIM College

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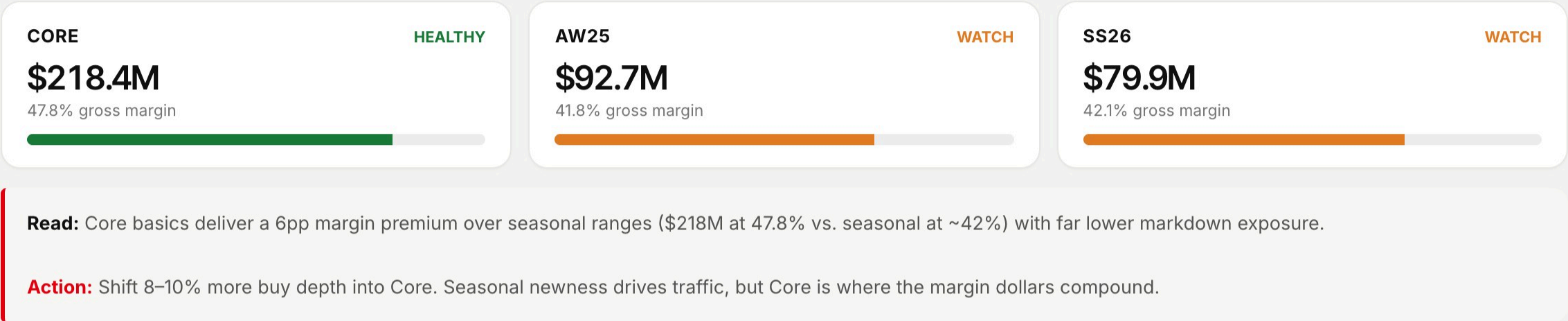
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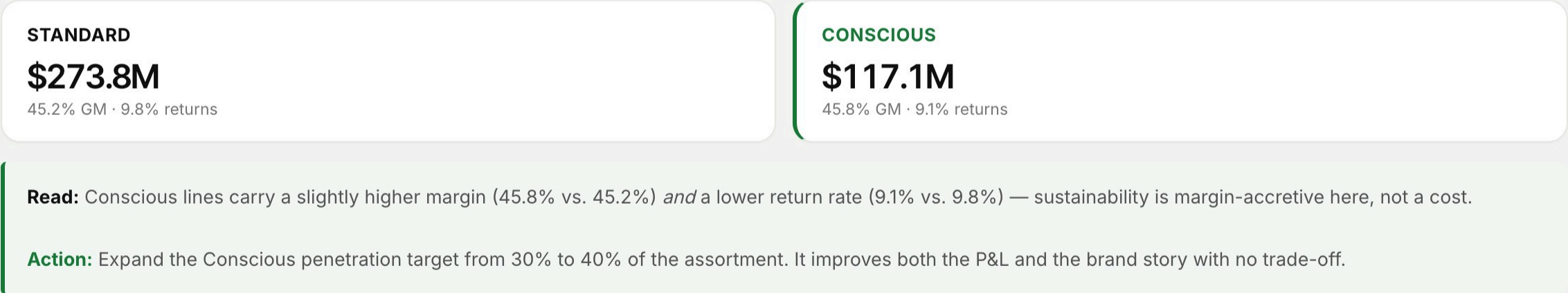
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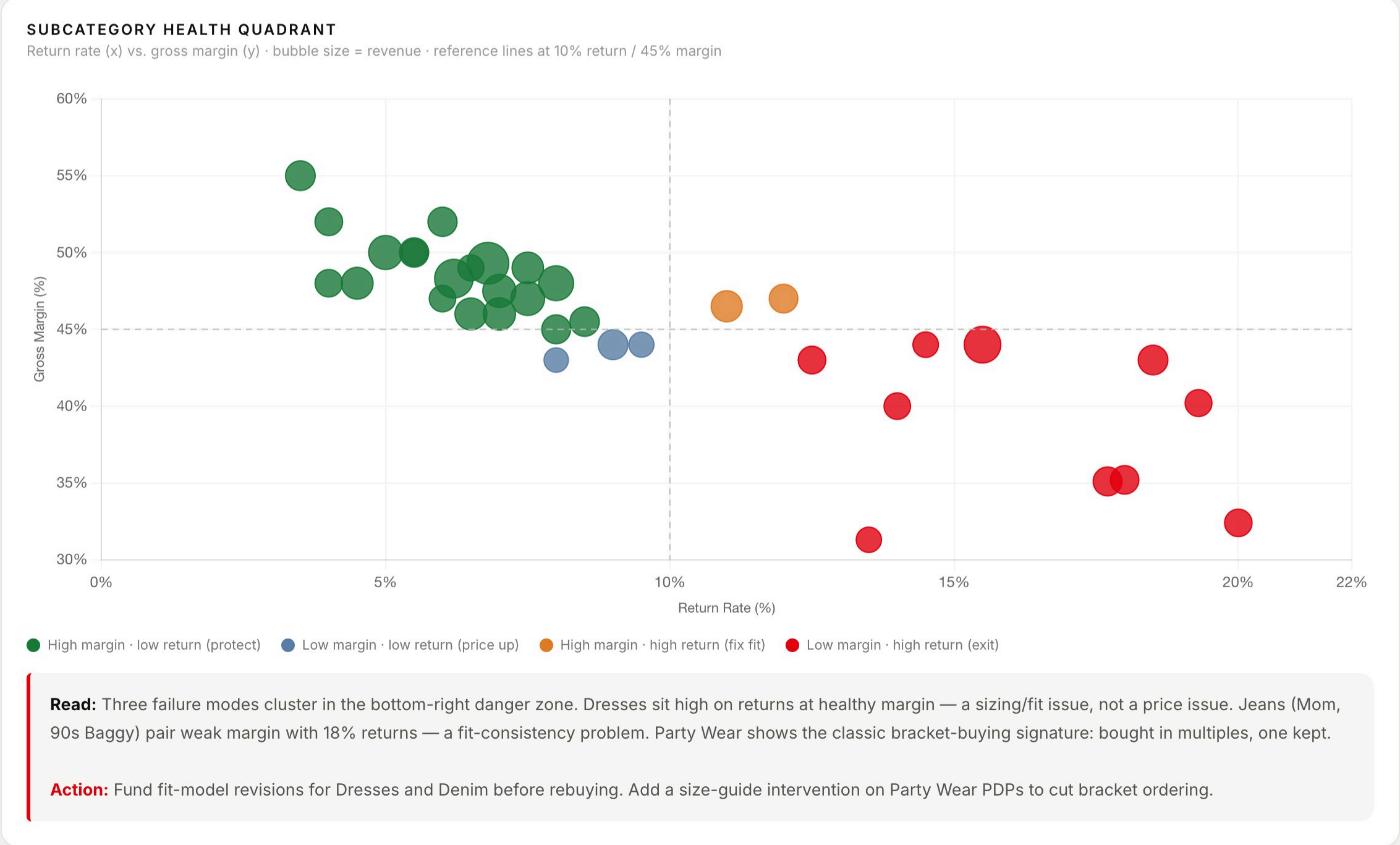
PERFORMANCE BY SEASON



CONSCIOUS MATERIALS



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TOP SKUS

SKU	REVENUE	GM%	SIGNAL
Puff-Sleeve Blouse	\$15.5M	49.3%	REPLENISH
Soft Jersey Trousers	\$12.4M	48.3%	SCALE
Padded Down Jacket	\$11.1M	44.2%	FIX FIT
Quilted Shacket	\$10.8M	46.9%	SCALE
Ruched Jersey Dress	\$10.6M	44.0%	FIX FIT

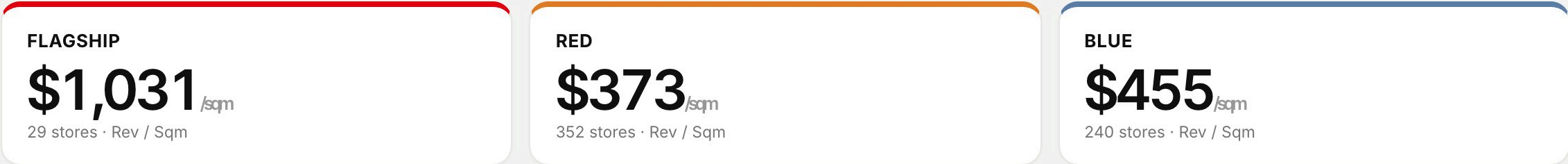
PROBLEM SKUS

SKU	GM%	RETURN	ACTION
Linen Blazer	32.4%	20.0%	EXIT
Mom Ultra High Jeans	35.2%	18.0%	MARKDOWN
90s Baggy Jeans	35.1%	17.7%	EXIT
Repellent Parka	31.3%	13.5%	MARKDOWN
Denim Cargo	40.2%	19.3%	WATCH

Read: Linen Blazer and 90s Baggy Jeans both sit below 36% margin with returns near 18–20%. No promotional lever recovers a SKU that loses money on the way in and again on the way back.

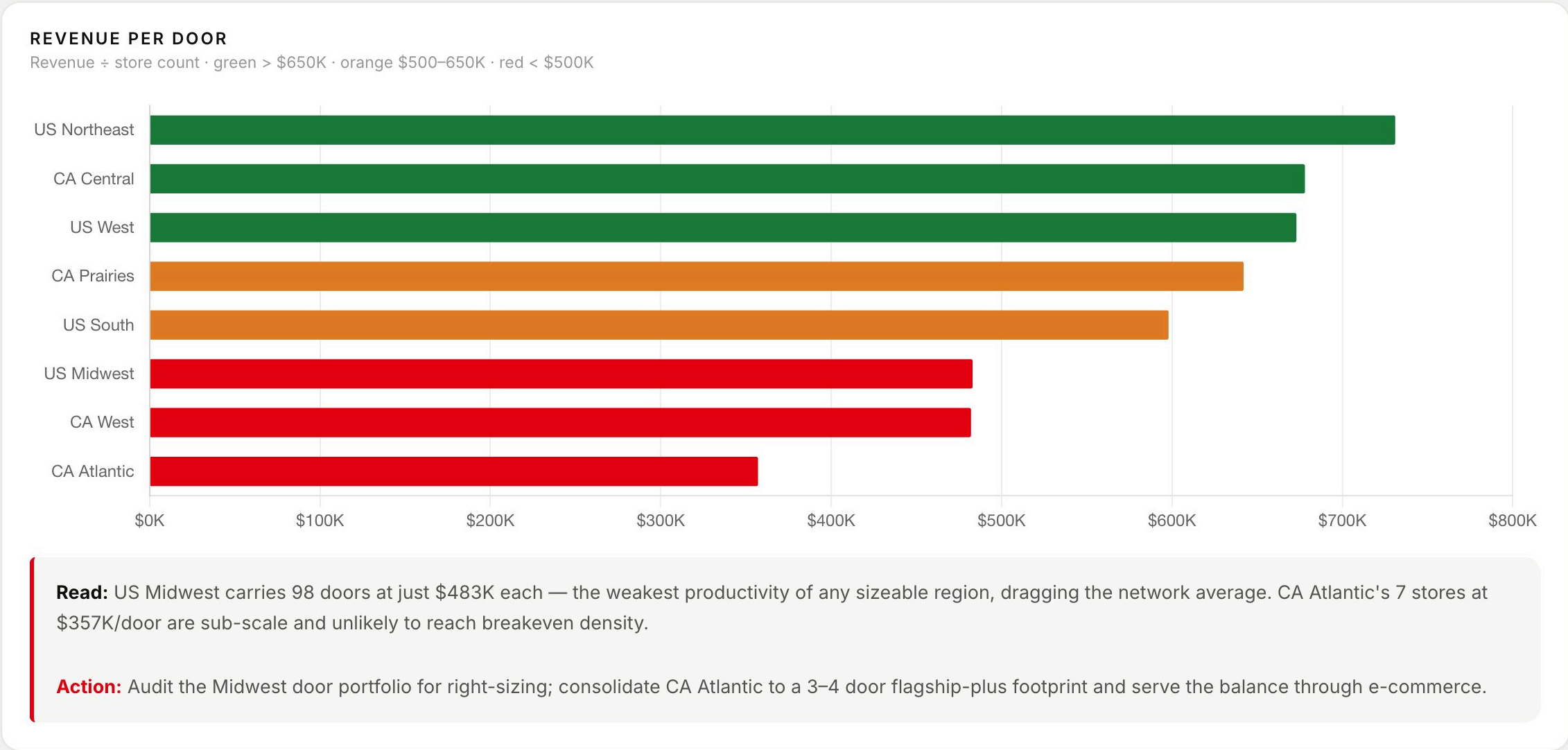
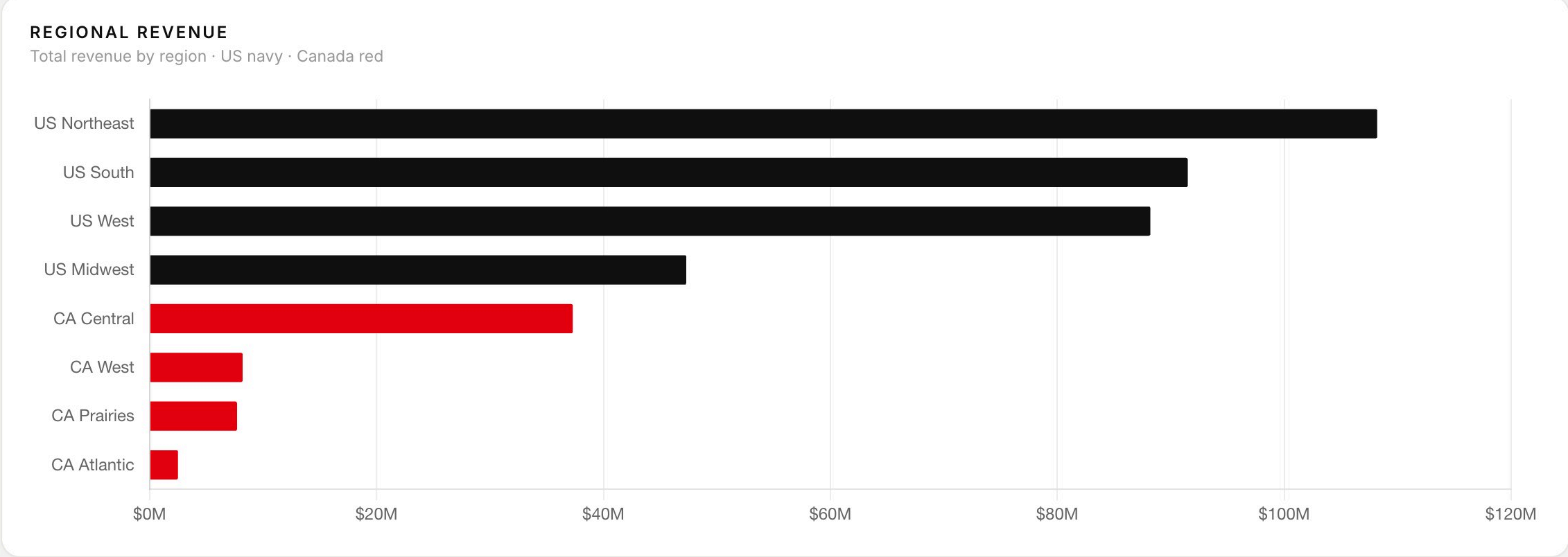
Action: Exit Linen Blazer and 90s Baggy Jeans at end of season — do not rebuy. Redirect their open-to-buy into Puff-Sleeve Blouse and Soft Jersey Trousers, which absorb depth profitably.

STORE CLASS PRODUCTIVITY



Read: Blue-class doors (\$455/sqm) out-produce the larger Red class (\$373/sqm) by 22% per square metre despite fewer locations — smaller, better-edited footprints convert space more efficiently.

Action: Apply the Blue-class assortment-density model to the bottom-quartile Red doors before considering new-door expansion.



COUNTRY SUMMARY

