**ADIDAS SALES REPORT**

# SUMMARY

# OVERALL PERFORMANCE

Overview of Performance, Regional Insights, and Product Trends

* Total sales reached $899.9 million.
* Total profit amounted to $332.1 million.
* A total quantity of 2.5 million units were sold.
* Sales were recorded across 9648 unique states.
* Sales were recorded across 9648 unique cities.

# TOP PERFORMING AREAS

* Top 5 States by Sales: Washington, Virginia, Wyoming, West Virginia, Wisconsin.
* Top 5 Sales by Operating Profit per Product:
* Men's Street Footwear had the highest profit but declined.
* Women's Apparel showed consistent profitability.
* Women's Street Footwear's profitability increased.
* Total Sales by Region: West region contributed 30%.
* Total Sales by Sales Method: Online (39.63%), Outlet (32.85%), In-store (27.52%).
* Top 5 Cities by Sales: Portland and Charleston led.

# KEY INSIGHTS

* The West is the strongest performing region.
* Online sales are the leading sales method.
* Profitability trends:
* Women's Street Footwear is growing.
* Men's Street Footwear declined.
* Washington and Portland are key markets.