



# ADIDAS COMMERCIAL PERFORMANCE OVERVIEW

A comprehensive Overview of key Business Insights

year

All

Region

All

Product

All

Sales Method

All

Retailer

All

## OVERVIEW

## RETAILER

## REGIONAL

## PRODUCT & SALES METHOD

### SALES



\$899,902,125

↑ 394%

### UNIT SOLD



2,478,861

↑ 436%

### OPERATING MARGIN



37%

↑ 6%

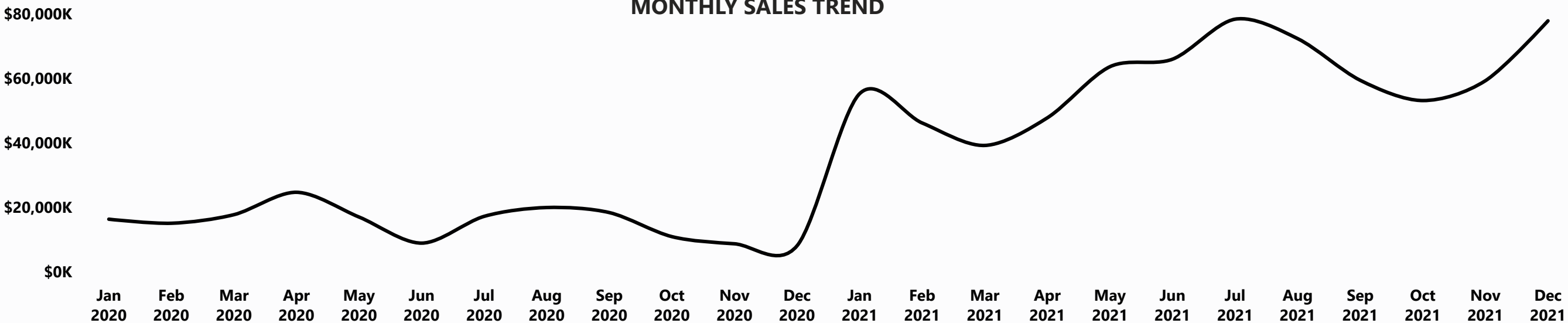
### OPERATING PROFIT



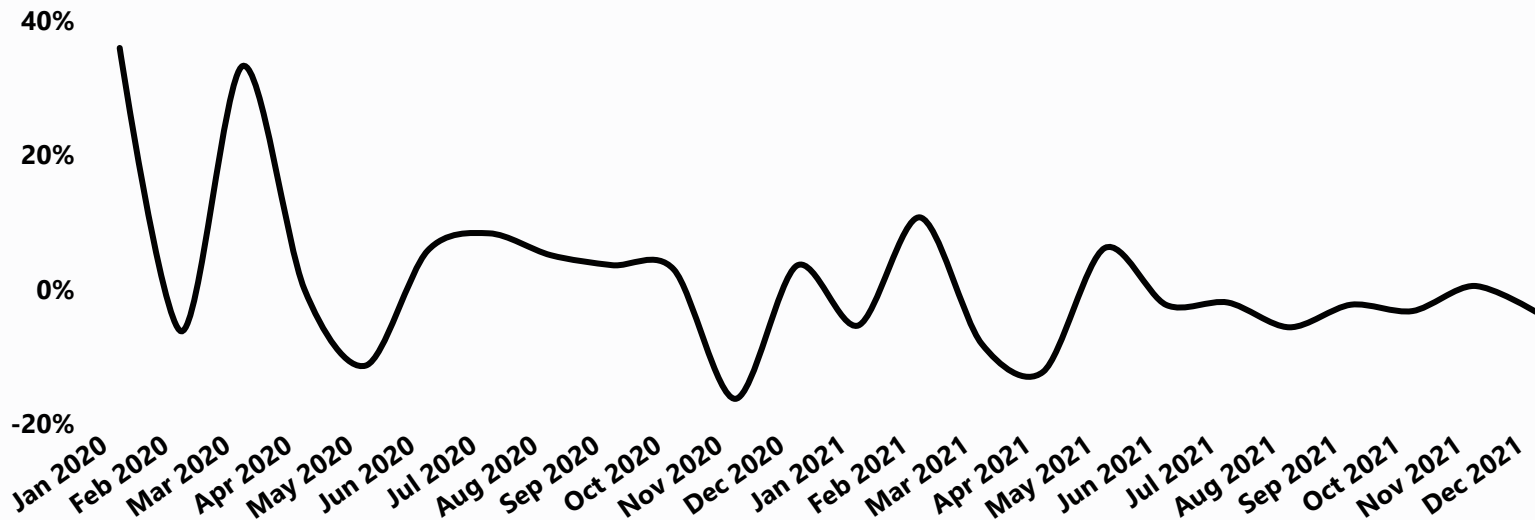
\$332,134,761

↑ 424%

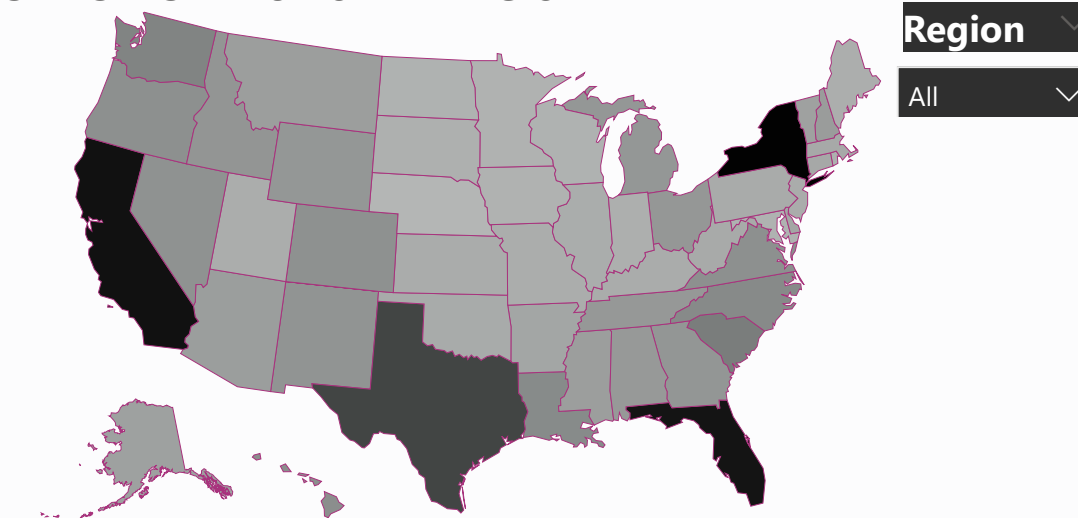
### MONTHLY SALES TREND



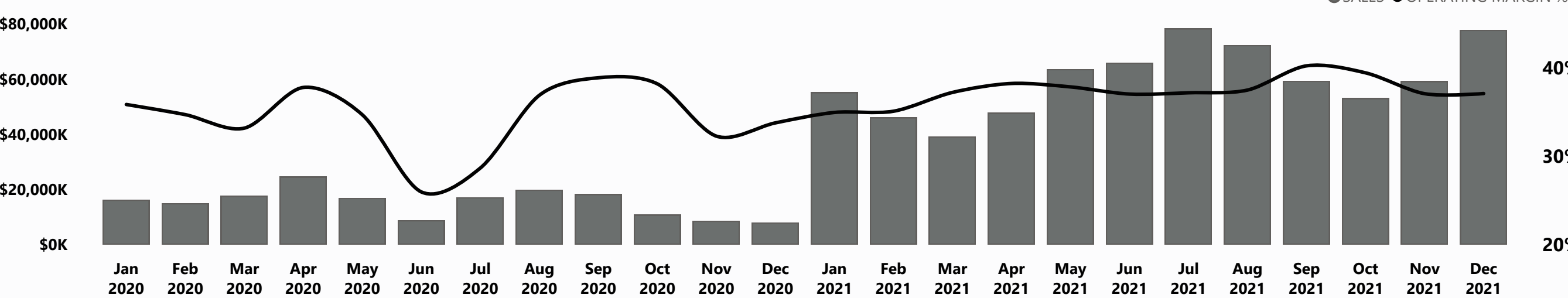
### OPERATING MARGIN FLUCTUATION



### SALES DISTRIBUTION BY REGION



### SALES VS PROFITABILITY

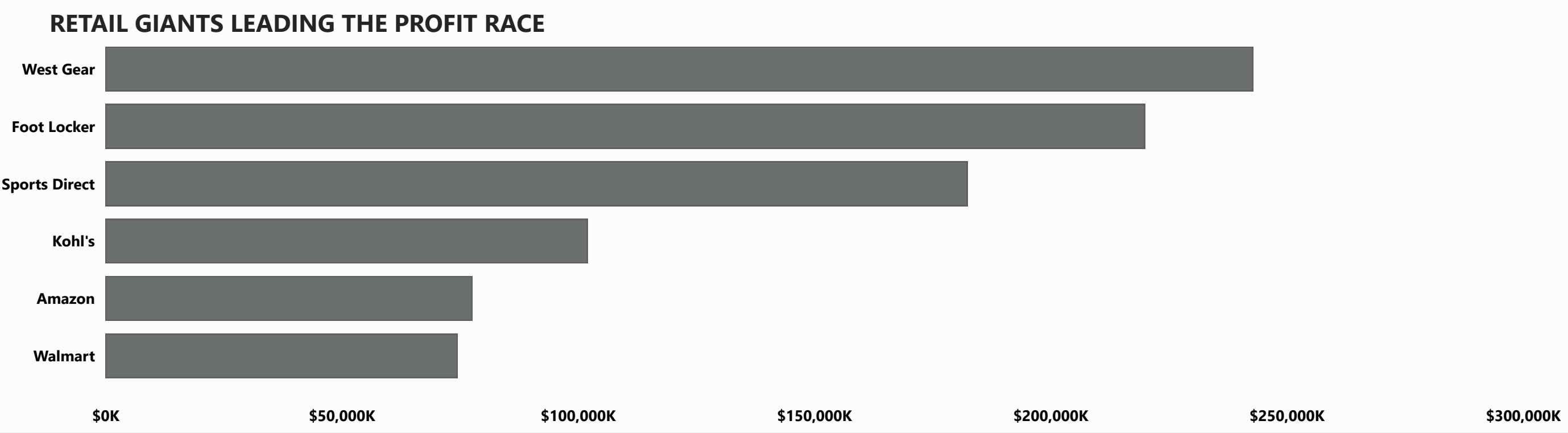


OVERVIEW

RETAILER

REGIONAL

PRODUCT & SALES METHOD



RETAILERS WITH WEAKEST PROFIT MARGIN

Retailer	OPERATING MARGIN %	SALES	Sum of Operating Profit
Sports Direct	40.74%	\$182,470,997	\$74,332,954.96
Amazon	37.09%	\$77,698,912	\$28,818,503.31
Foot Locker	36.68%	\$220,094,720	\$80,722,124.81
Kohl's	36.05%	\$102,114,753	\$36,811,252.58
West Gear	35.26%	\$242,964,333	\$85,667,873.18
Walmart	34.58%	\$74,558,410	\$25,782,052.61

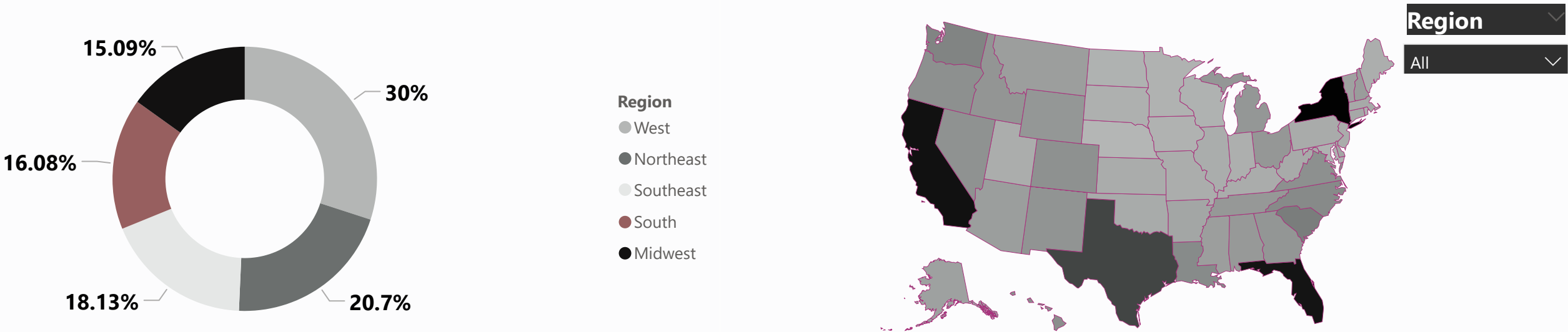
THE MOST PROFITABLE STORE IN BUSINESS

Retailer	Sum of Operating Profit	SALES
West Gear	\$85,667,873.18	\$242,964,333
Foot Locker	\$80,722,124.81	\$220,094,720
Sports Direct	\$74,332,954.96	\$182,470,997
Kohl's	\$36,811,252.58	\$102,114,753
Amazon	\$28,818,503.31	\$77,698,912
Walmart	\$25,782,052.61	\$74,558,410

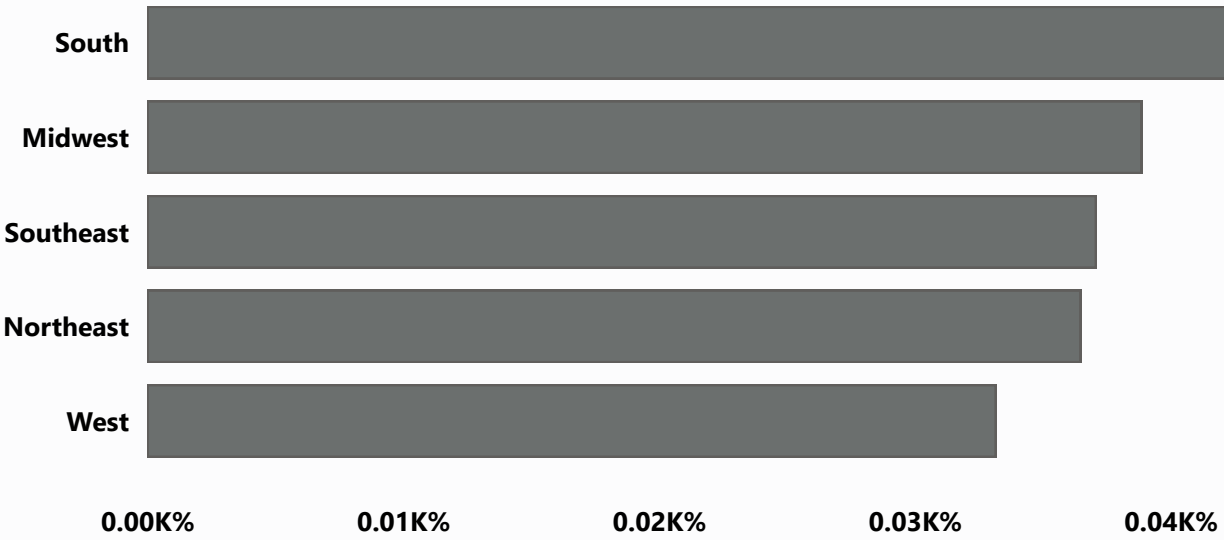
UNDERPERFORMING RETAILERS

Retailer	Sum of Operating Profit	OPERATING MARGIN %	SALES
Walmart	\$25,782,052.61	34.58%	\$74,558,410
Amazon	\$28,818,503.31	37.09%	\$77,698,912
Kohl's	\$36,811,252.58	36.05%	\$102,114,753
Sports Direct	\$74,332,954.96	40.74%	\$182,470,997
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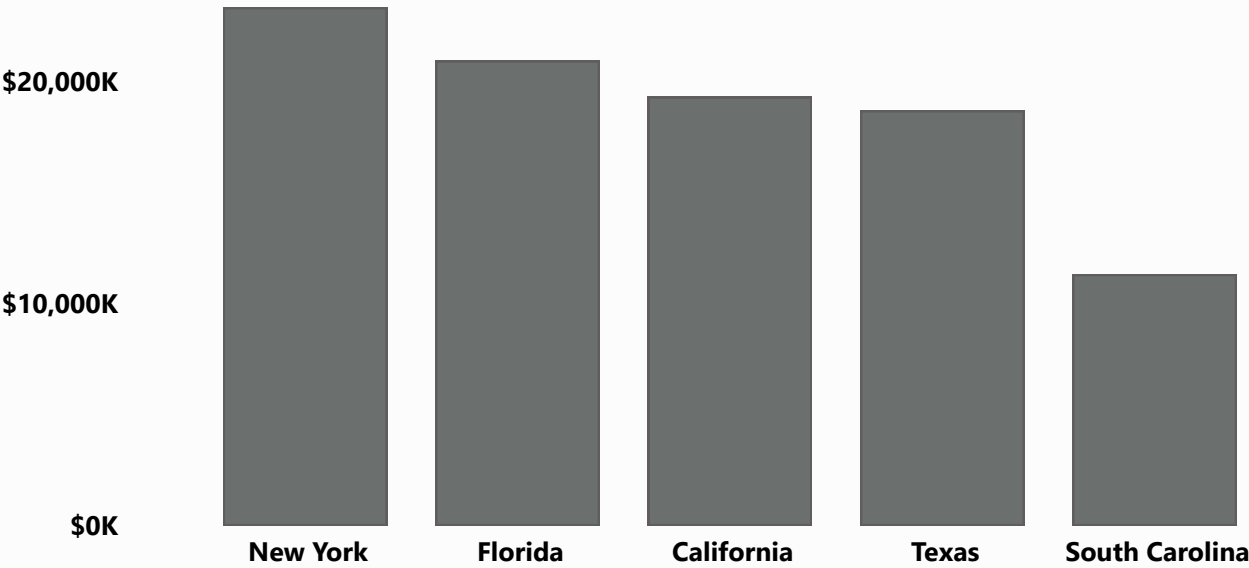
REGIONAL SALES DISTRIBUTION



REGION PROFITABILITY BREAKDOWN



STATE WITH THE BIGGEST PROFITS



SALES BREAKDOWN BY REGION & SALES METHOD

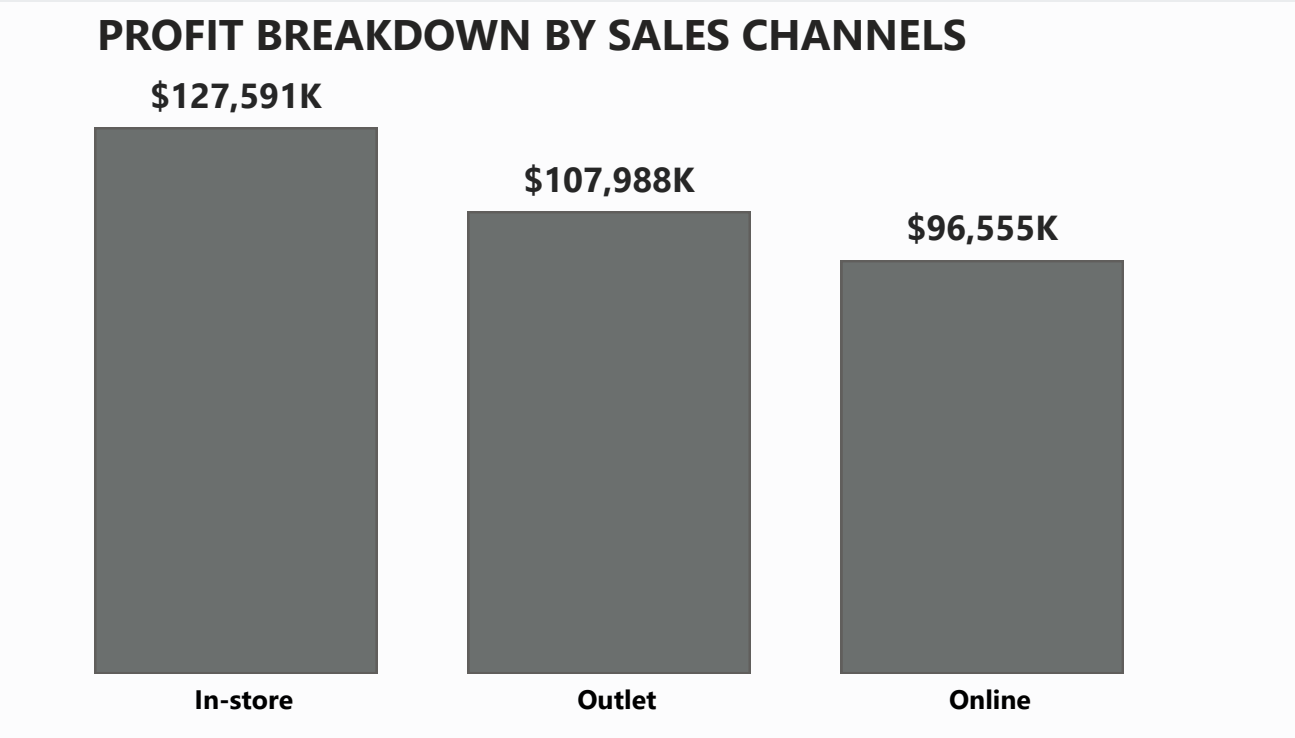
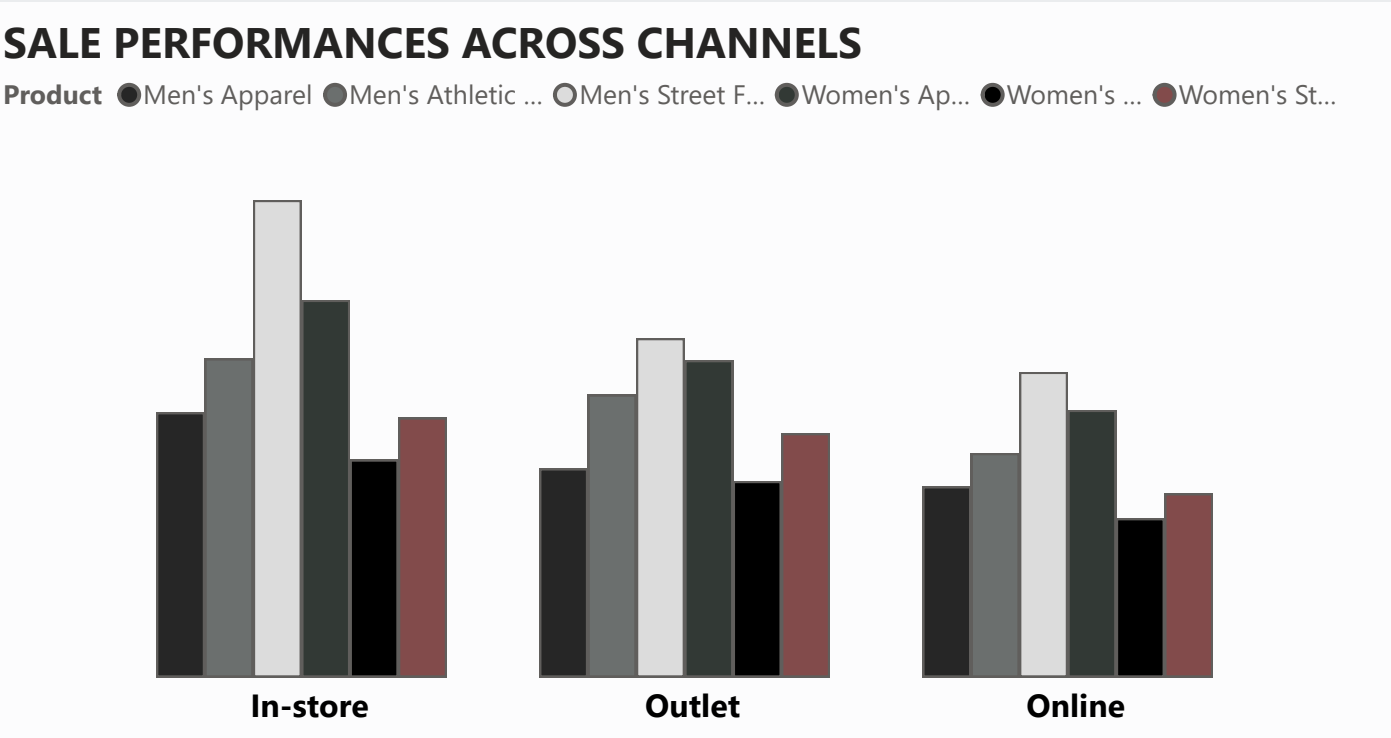
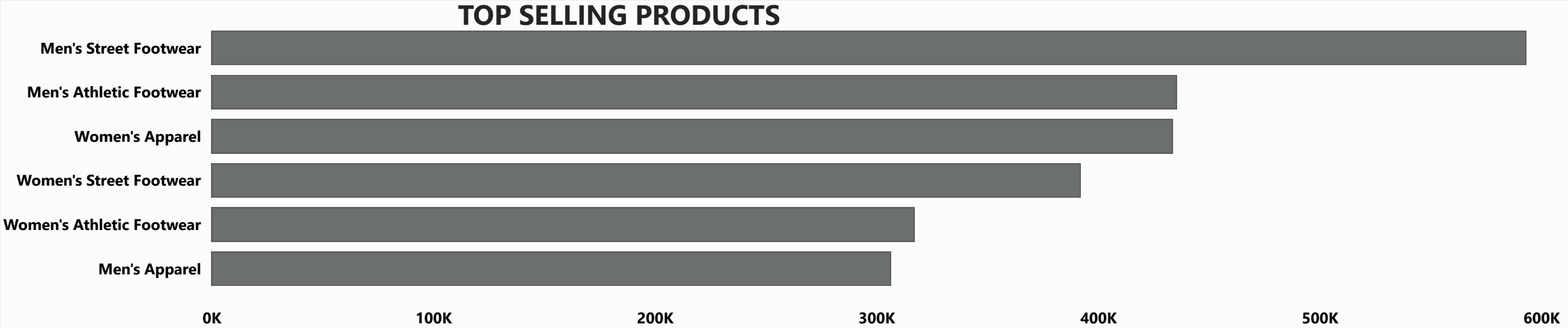
Region	In-store	Online	Outlet	Total
West	\$105,384,000	\$59,053,601	\$105,505,581	\$269,943,182
Northeast	\$115,950,750	\$4,626,777	\$65,746,540	\$186,324,067
Southeast	\$72,361,250	\$83,900,210	\$6,909,776	\$163,171,236
South	\$3,393,750	\$59,838,835	\$81,430,596	\$144,663,181
Midwest	\$59,554,000	\$40,253,459	\$35,993,000	\$135,800,459

OVERVIEW

RETAILER

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PRODUCTS WITH LOW PROFITABILITY

Product	OPERATING MARGIN %	Sum of Operating Profit	TOTAL UNIT SOLD	Sum of Total Sales
Men's Athletic Footwear	33.74%	\$51,846,888.19	435,526	\$153,673,680
Women's Street Footwear	35.23%	\$45,095,826.81	392,269	\$128,002,813
Men's Apparel	36.18%	\$44,763,030.33	306,683	\$123,728,632
Women's Athletic Footwear	36.55%	\$38,975,784.94	317,236	\$106,631,896
Women's Apparel	38.34%	\$68,650,970.56	433,827	\$179,038,860
Men's Street Footwear	39.65%	\$82,802,260.62	593,320	\$208,826,244