



ADIDAS COMMERCIAL PERFORMANCE OVERVIEW

A comprehensive Overview of key Business Insights

year	Region	Product	Sales Method	Retailer
All	All	All	All	All

OVERVIEW

RETAILER

REGIONAL

PRODUCT & SALES METHOD

SALES

\$899,902,125 ↑ 394%

UNIT SOLD

2,478,861 ↑ 436%

OPERATING MARGIN

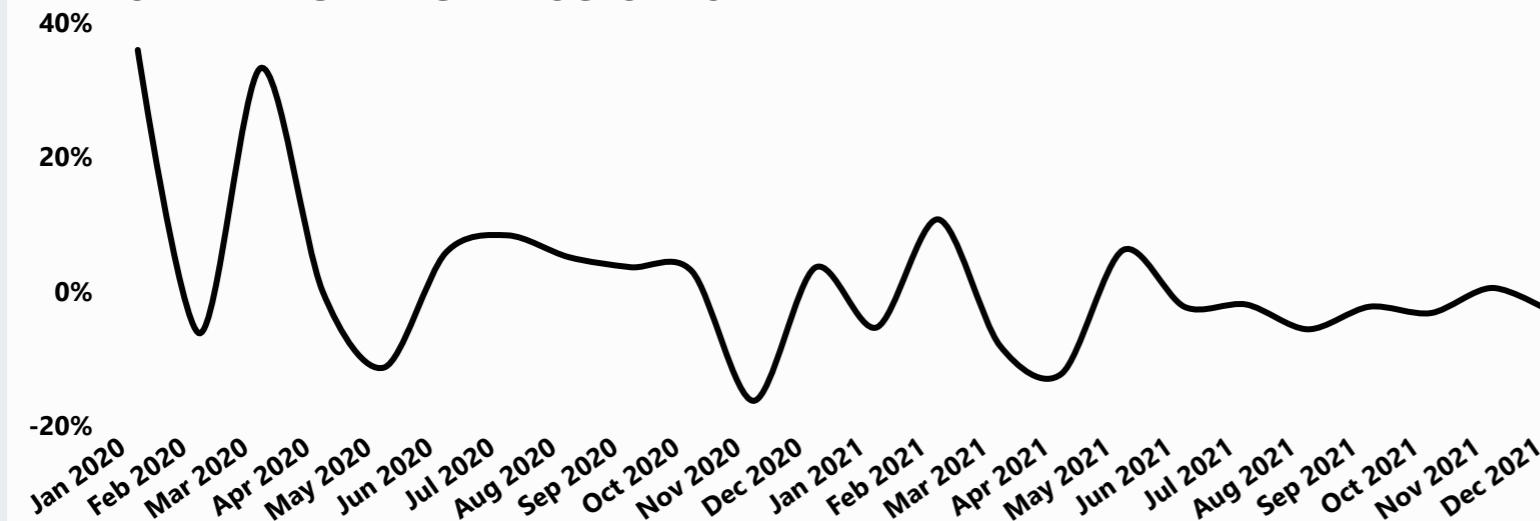
37% ↑ 6%

OPERATING PROFIT

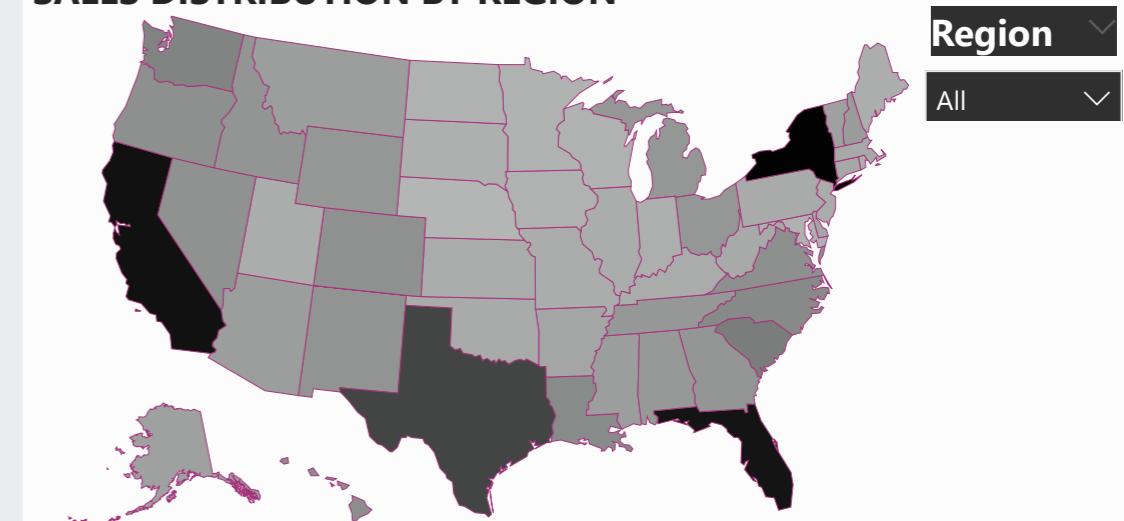
\$332,134,761 ↑ 424%



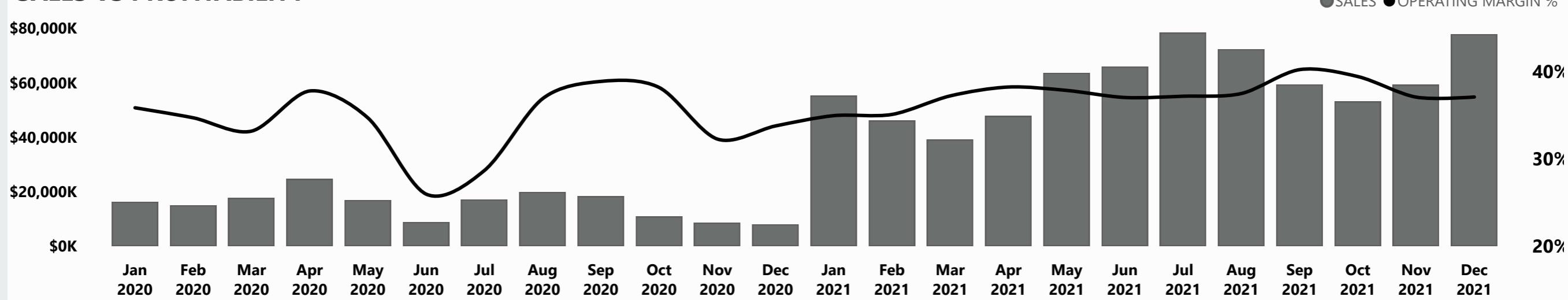
OPERATING MARGIN FLUCTUATION



SALES DISTRIBUTION BY REGION



SALES VS PROFITABILITY



year	Region	Product	Sales Method	Retailer
All	All	All	All	All

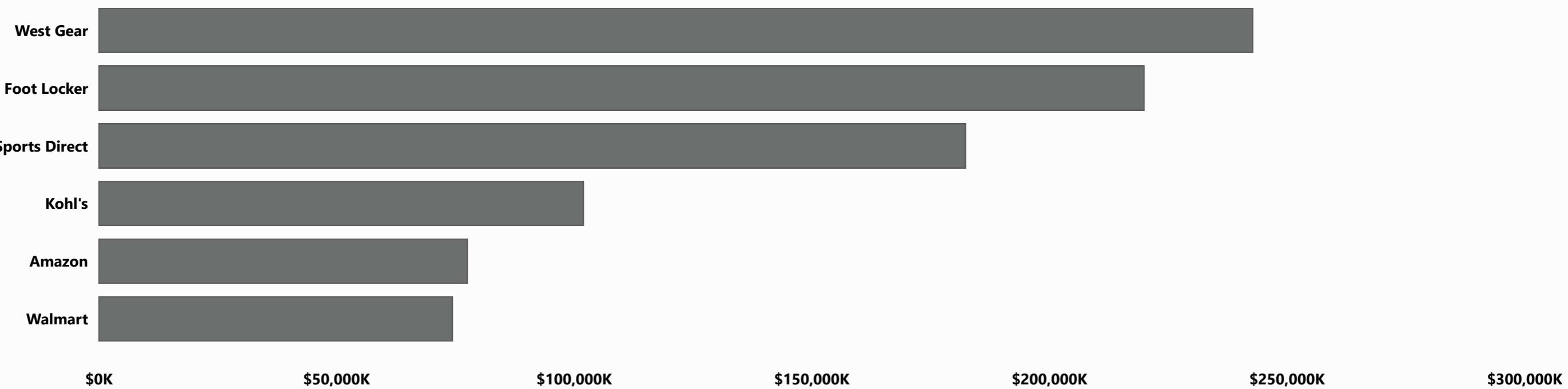
OVERVIEW

RETAILER

REGIONAL

PRODUCT & SALES METHOD

RETAIL GIANTS LEADING THE PROFIT RACE



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
Foot Locker	\$80,722,124.81	36.68%	\$220,094,720
West Gear	\$85,667,873.18	35.26%	\$242,964,333

year	Region	Product	Sales Method	Retailer
All	All	All	All	All

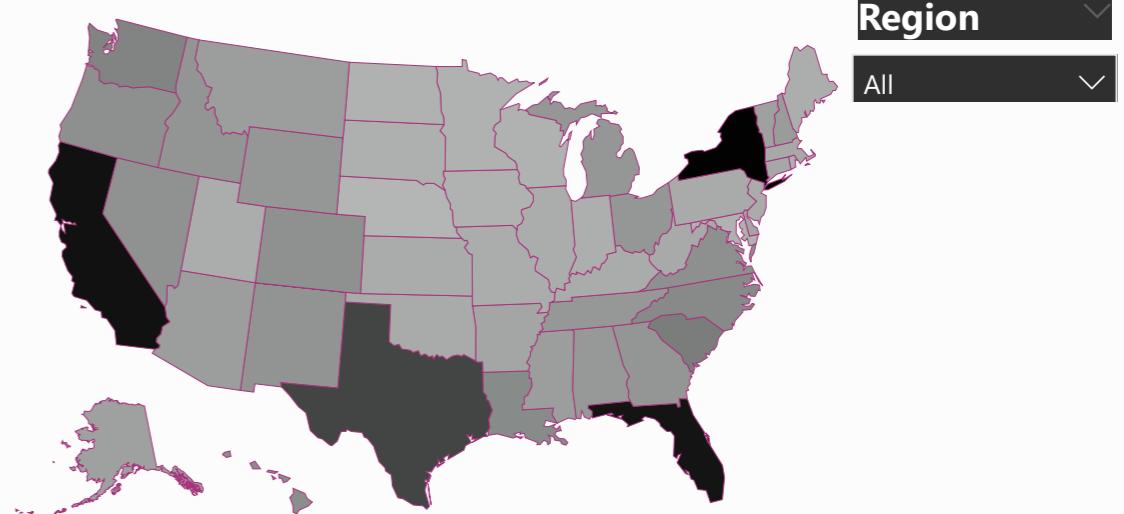
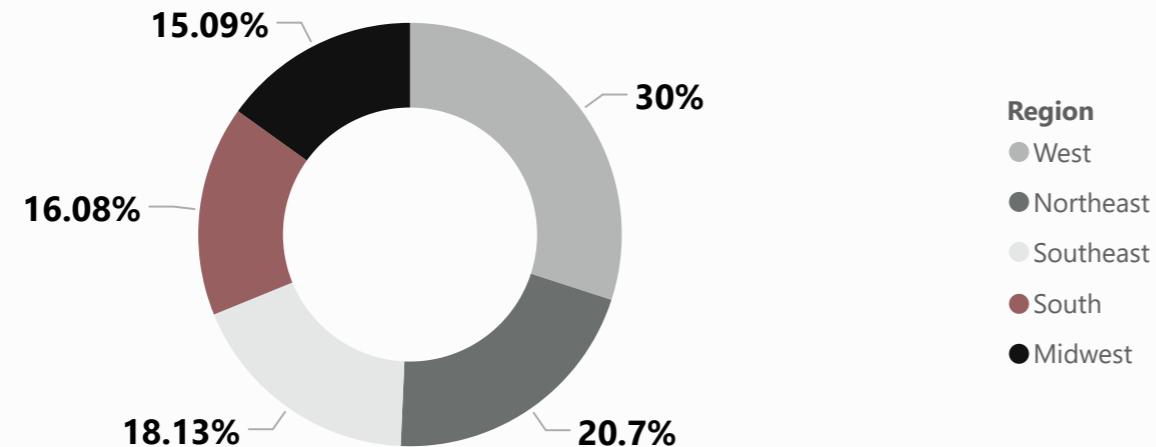
OVERVIEW

RETAILER

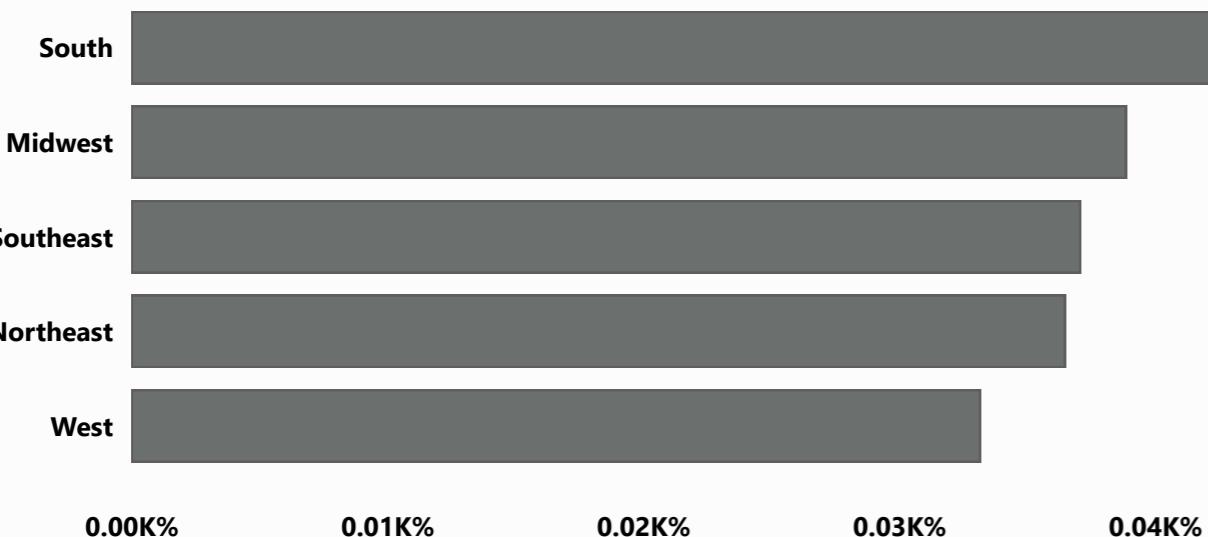
REGIONAL

PRODUCT & SALES METHOD

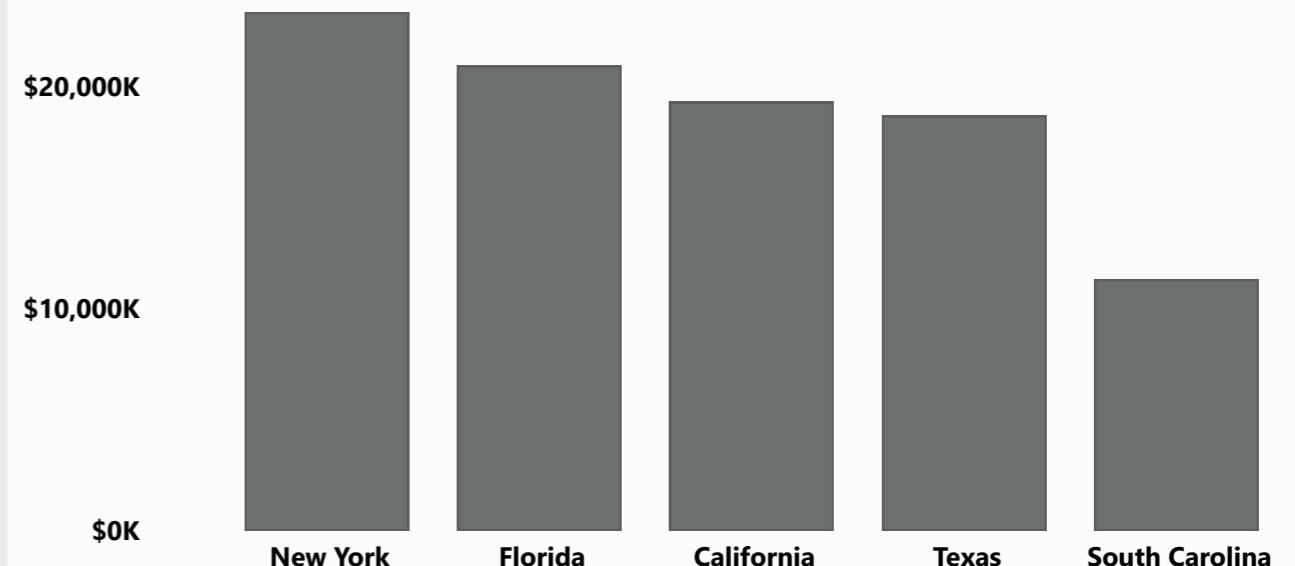
REGIONAL SALES DISTRIBUTION



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

year	Region	Product	Sales Method	Retailer
All	All	All	All	All

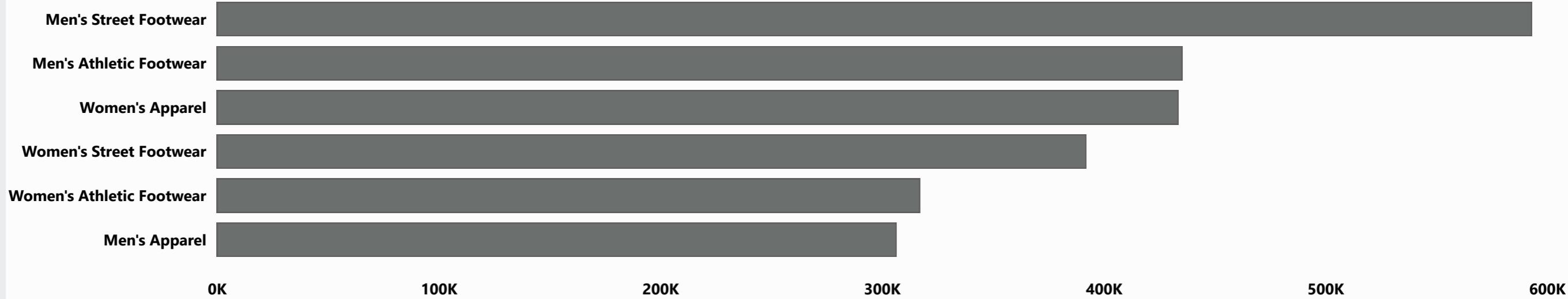
OVERVIEW

RETAILER

REGIONAL

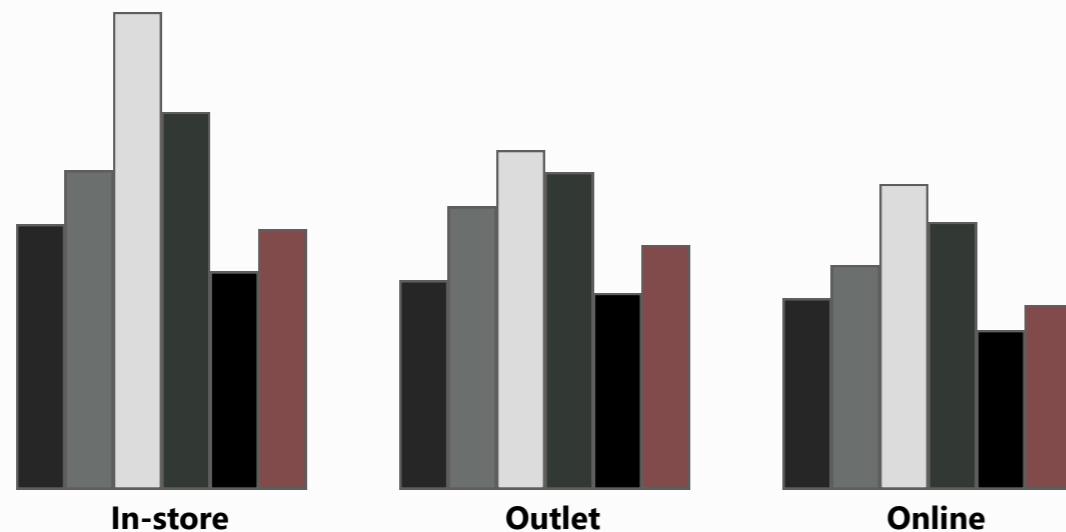
PRODUCT & SALES METHOD

TOP SELLING PRODUCTS

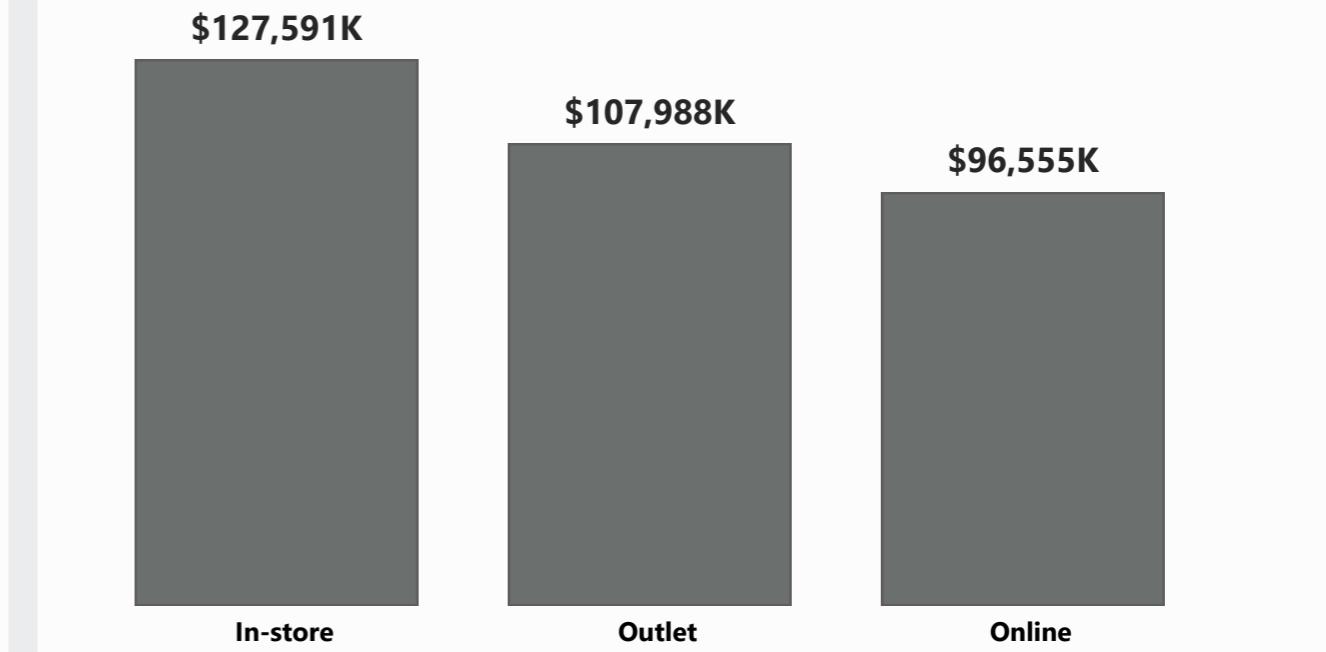


SALE PERFORMANCES ACROSS CHANNELS

Product ● Men's Apparel ● Men's Athletic ... ○ Men's Street F... ● Women's Ap... ● Women's St... ● Women's St...



PROFIT BREAKDOWN BY SALES CHANNELS



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