



Adidas Sales Performance Dashboard



Sales Overview



Products



Regional Analysis



Time & Trends



Sales Dashboard



17.77M
Total Sales

6.87M
Total Profit

39%
Profit Margin %

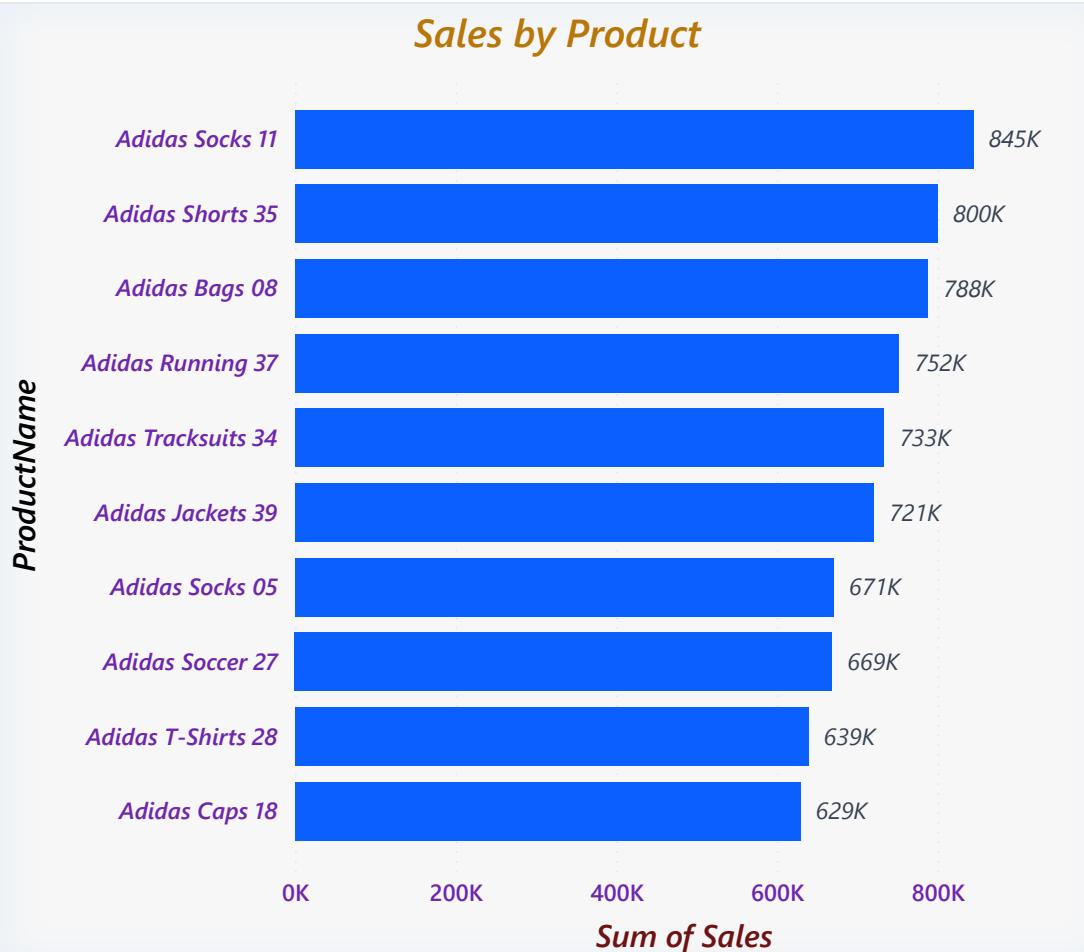
200K
Total Quantity

16.22K
Avg Daily Sales

Adidas Socks 11
Top Product



Sales by Product



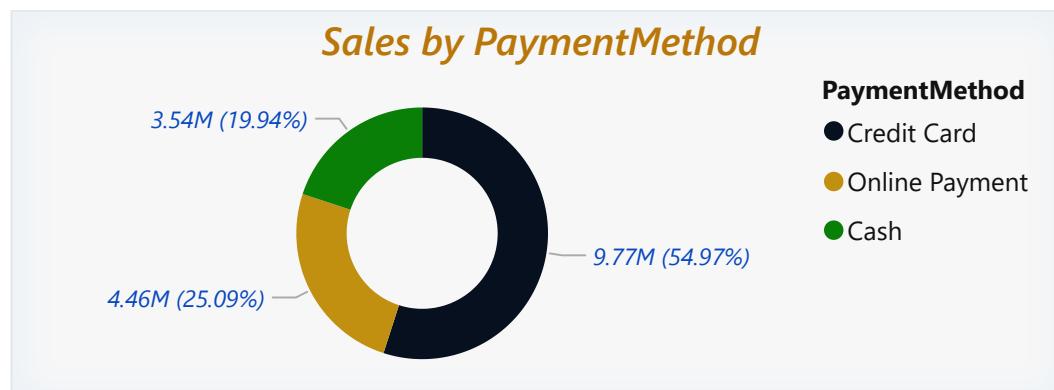
ProductName



ProductName



ProductName



Quick measure



Products Performance

Region

All

Year, Month

All



Quick measure

Subcategory

All

Category

All

17.77M

Total Sales

6.87M

Total Profit

39%

Profit Margin %

50K

Transactions

355.49

Avg Basket (Sales/Txn)

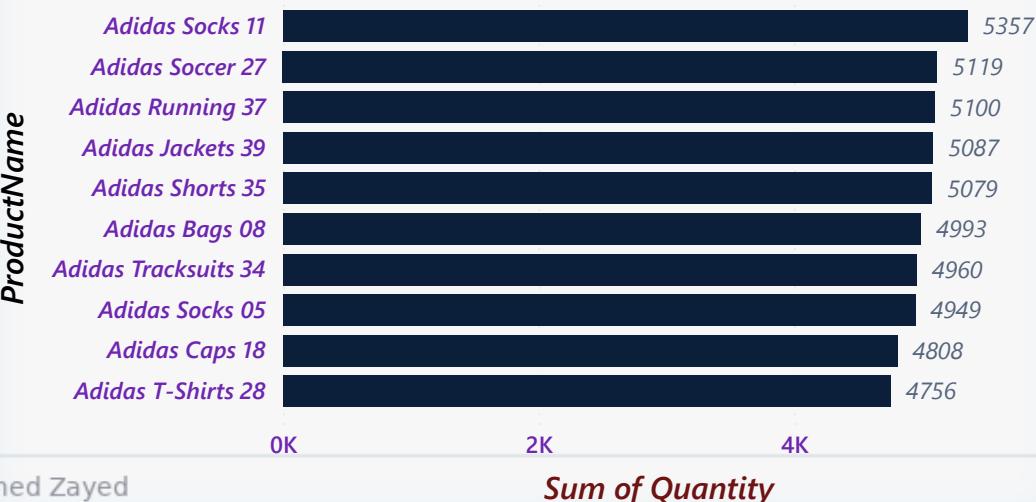
Insight - Top Category Sales

Apparel generates 41% of sales.

Top 10 Products by Profit



Top 10 Products by Units Sold

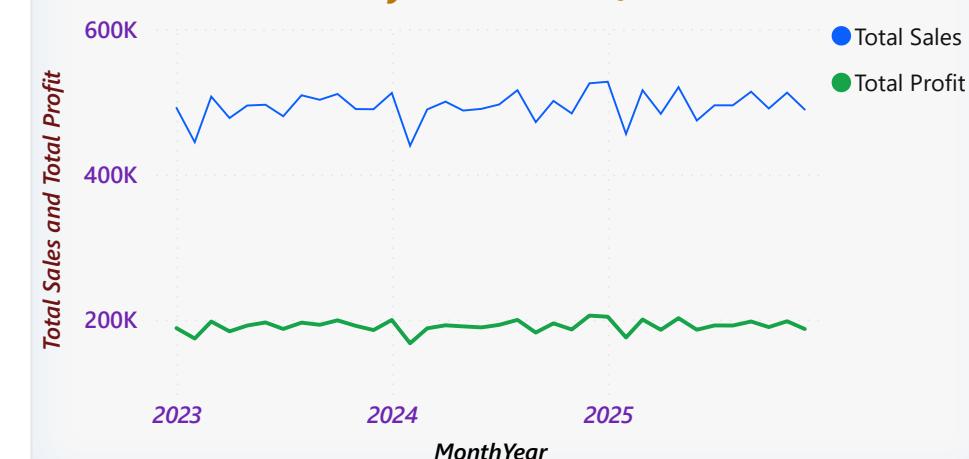


Designed & Analyzed by Ahmed Zayed

Insight - Accessories vs Apparel

Accessories generate 38% of sales; margin 39% vs Apparel 39%.

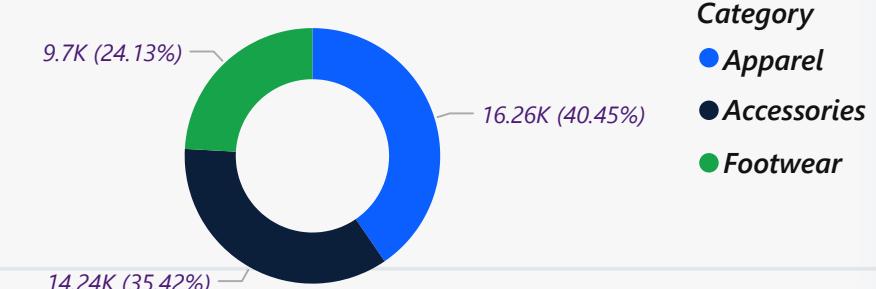
Monthly Sales & Profit Trend



Insight - Category Sales vs Margin Stability

Apparel dominates sales, but Accessories leads in margin stability.

Sales by Category



Regional Analysis

StoreType

All

Region

All

Year, Month

All



Quick measure

Category

All

355.49
Avg Basket (Sales/Txn)

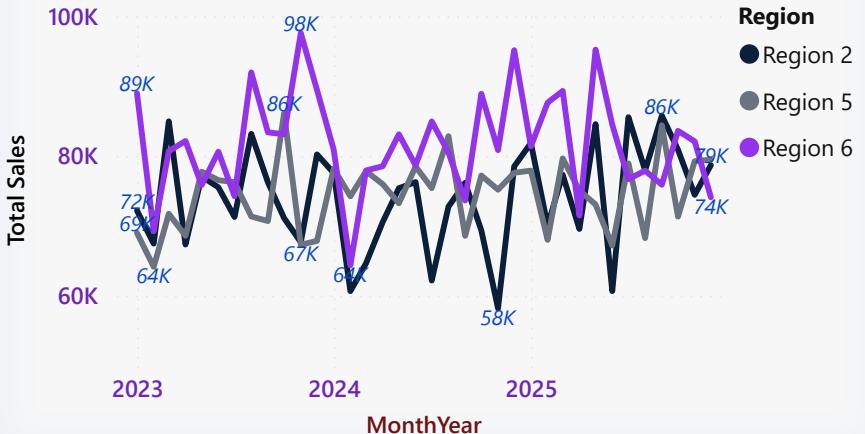
50K
Transactions

39%
Profit Margin %

6.87M
Total Profit

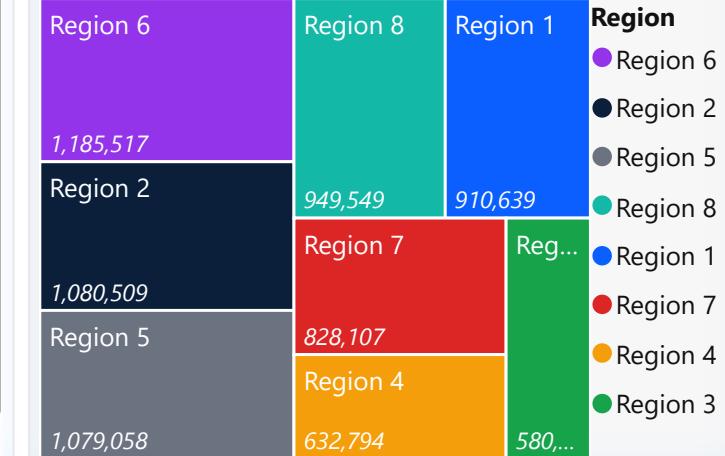
17.77M
Total Sales

Monthly Sales by Region

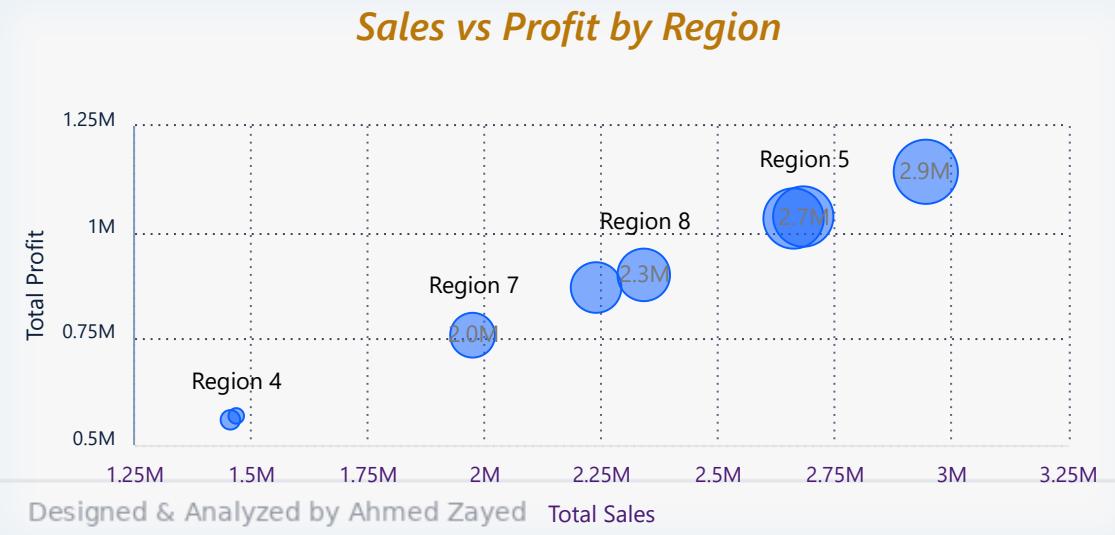


Region	Total Sales	Total Profit	Profit Margin %	Rank
Region 1	2.24M	0.87M	0.39	5
Region 2	2.66M	1.03M	0.39	3
Region 3	1.46M	0.56M	0.38	8
Region 4	1.47M	0.57M	0.39	7
Region 5	2.68M	1.04M	0.39	2
Region 6	2.94M	1.14M	0.39	1
Region 7	1.98M	0.76M	0.38	6
Total	17.77M	6.87M	0.39	1

Sales by Region



Sales vs Profit by Region



Profit by Region



Time & Trends



Year, Month

All



Quick measure

5.97M

Sales YTD

2.31M

YTD Profit

51%

YoY Sales Growth %

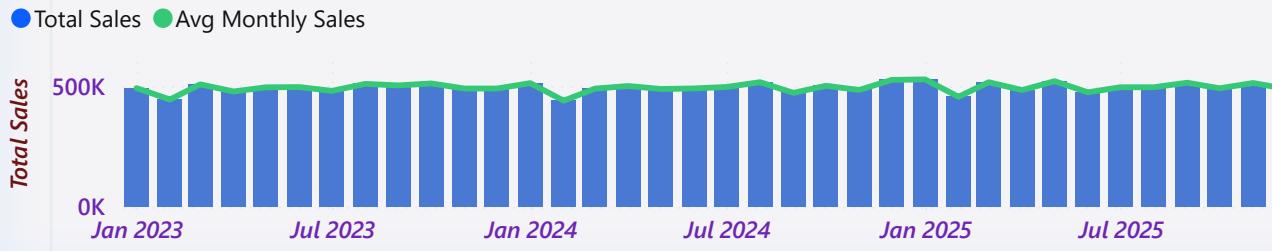
493.73K

Avg Monthly Sales

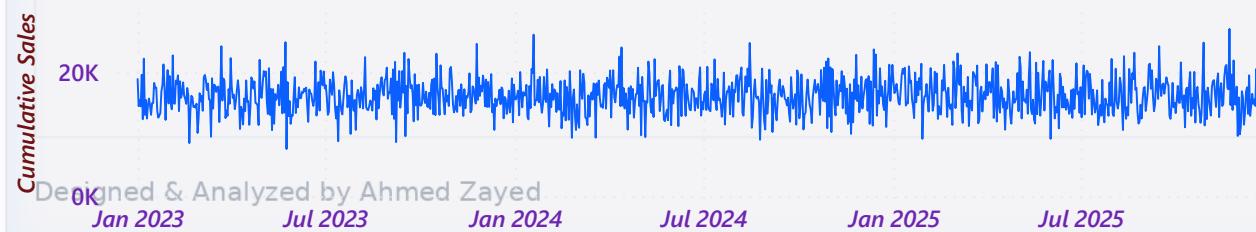
Total Sales and Total Profit by MonthYear



Sales vs Avg Monthly Sales



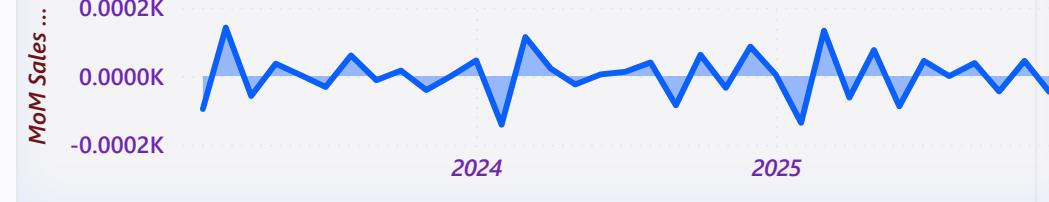
Cumulative Sales by Date



Monthly Sales



MoM Sales Growth % by MonthYear



Month	2023	2024	2025	Total
Apr	477,439.88	499,986.69	483,230.72	1,460,657.29
Aug	508,761.55	515,740.23	494,899.62	1,519,401.40
Dec	489,565.10	525,253.45	488,991.59	1,503,810.14
Feb	444,219.01	439,288.64	455,455.63	1,338,963.28
Jan	491,428.78	511,920.34	527,372.18	1,530,721.30
Jul	479,887.69	496,092.33	494,966.45	1,470,946.47
Jun	495,686.51	490,052.96	473,995.57	1,459,735.04
Total	5,891,439.47	5,911,801.08	5,971,123.06	17,774,363.61