

Adidas US Sales Report



Analysis of Sales Performance

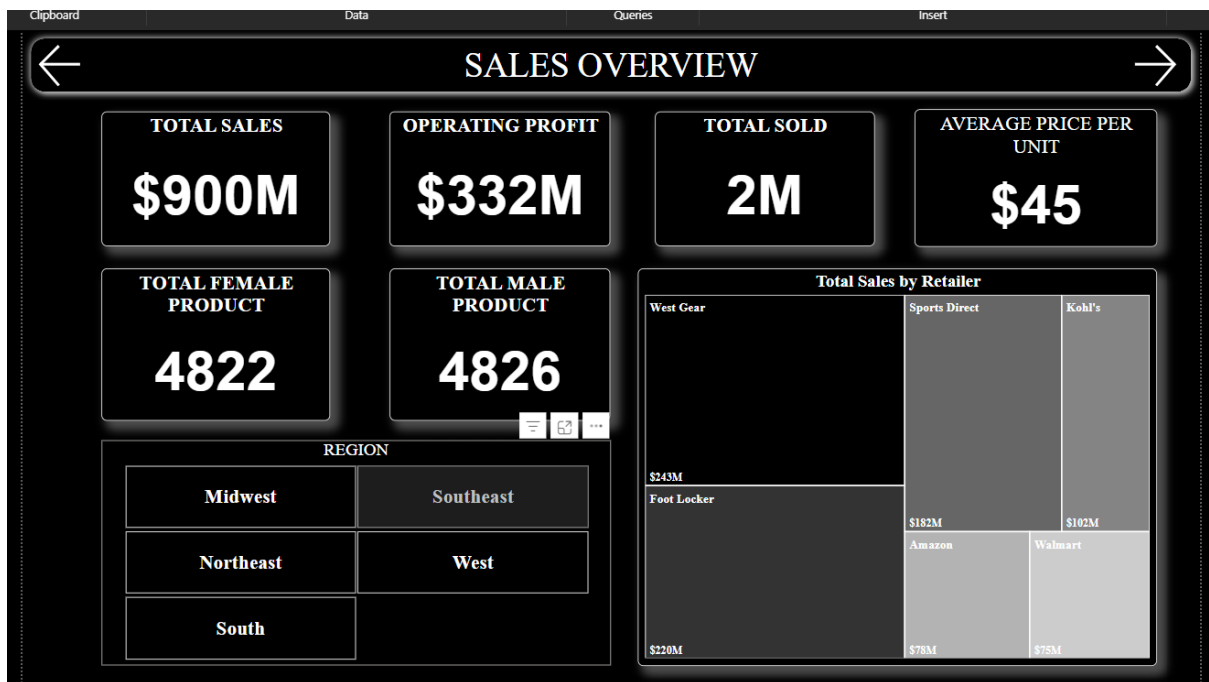
Presented by Jayvardhan

Introduction

This report provides an in-depth analysis of the Adidas US Sales dataset, containing 13 columns and 9,648 rows. The dataset offers valuable insights into various aspects of sales performance, including regional breakdowns, product trends, and retailer contributions.

Specified columns in the dataset:

1. **Retailer:** Name of the retailer.
 2. **Retailer ID:** Unique identifier for each retailer.
 3. **Invoice Date:** Date of the transaction.
 4. **Region:** Geographical region of the sale.
 5. **State:** State where the sale occurred.
 6. **City:** City where the sale occurred.
 7. **Product:** Type of product sold.
 8. **Price per Unit:** Price of one unit of the product.
 9. **Units Sold:** Number of units sold.
 10. **Total Sales:** Revenue generated from the sale.
 11. **Operating Profit:** Profit earned from the sale.
 12. **Operating Margin:** Profit margin as a percentage.
 13. **Sales Method:** Sales channel (e.g., Online, In-store, Outlet).
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Sales Overview

1. Key Metrics:

- Total Sales: \$900M
- Operating Profit: \$332M
- Total Units Sold: 2M
- Average Price Per Unit: \$45

2. Gender-Based Product Insights:

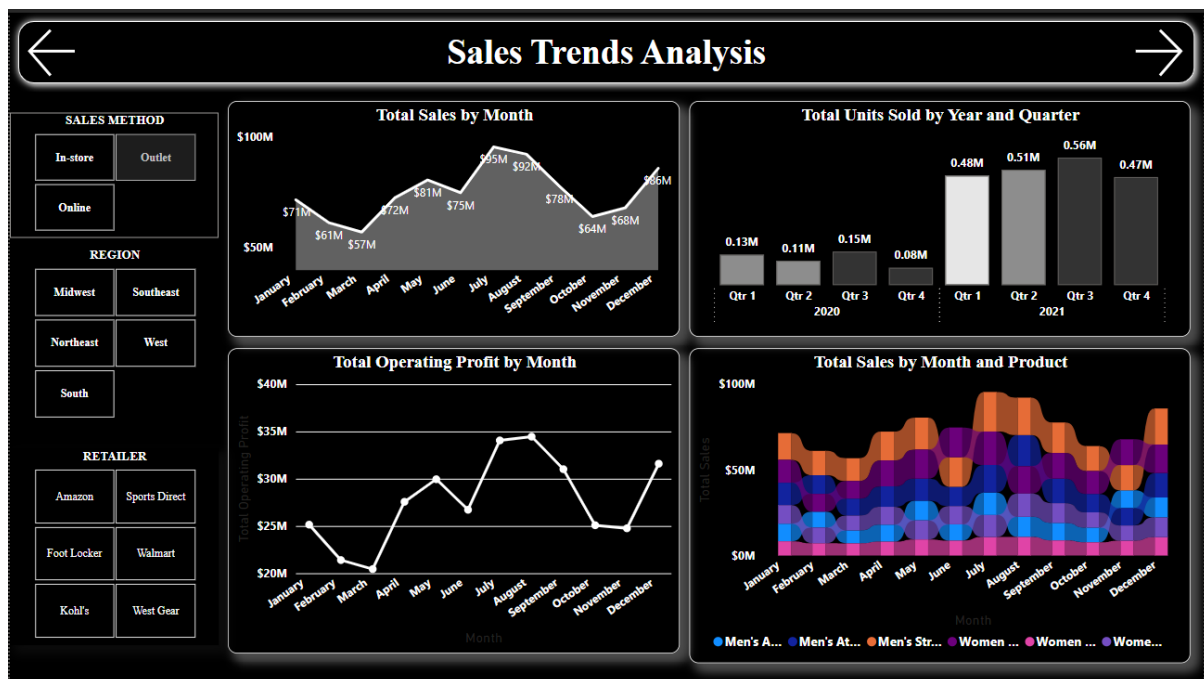
- Total Female Products Sold: 4,822
- Total Male Products Sold: 4,826

3. Top Retailers by Sales:

- West Gear: \$243M
- Foot Locker: \$220M
- Sports Direct: \$182M
- Kohl's: \$102M
- Amazon: \$78M
- Walmart: \$75M

4. Regions Covered:

- Midwest, Southeast, Northeast, West, and South



Sales Trends Analysis

Monthly Trends

- **Total Sales by Month:**
The line chart illustrates the monthly sales trend, with peak sales in July (\$95M) and a notable dip in February (\$61M).
- **Total Operating Profit by Month:**
The profit trend shows April (\$40M) as the highest month, with February marking the lowest profit (\$20M).

Quarterly Insights

- **Total Units Sold by Year and Quarter:**
Bar charts indicate significant sales in Q2 2021 (0.56M units sold), while Q2 2020 had the lowest sales (0.11M).

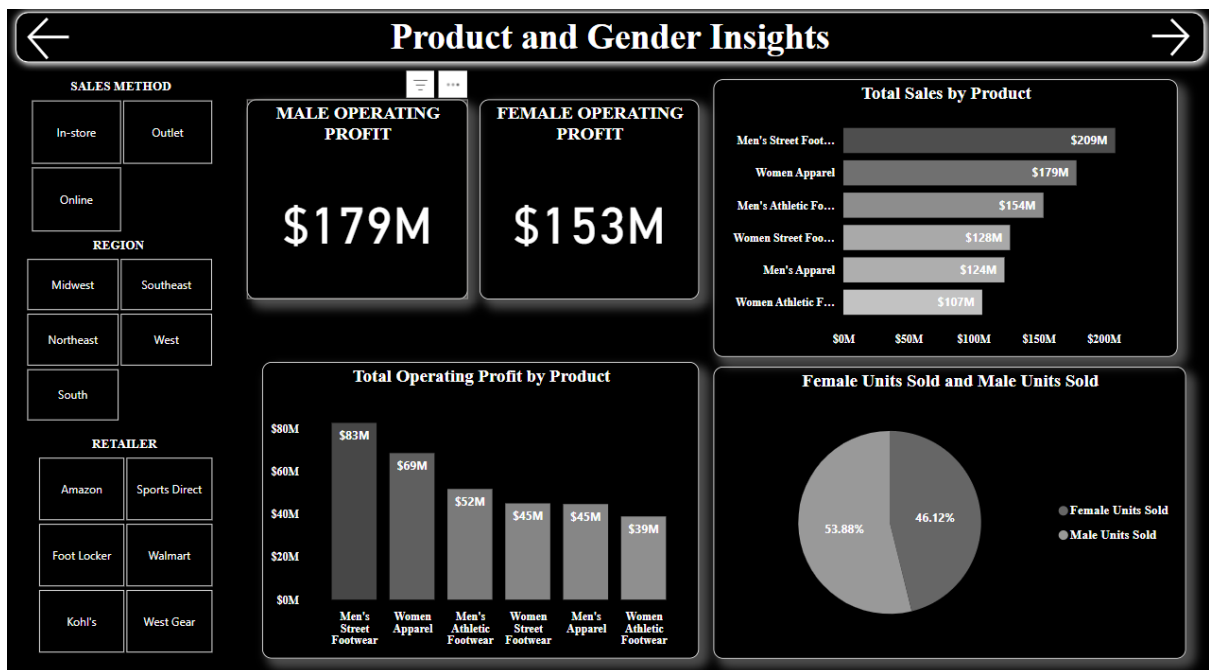
Product-Specific Trends

- **Total Sales by Month and Product:**

The stacked area chart highlights that Men's Street Footwear remains the leading product, while Women's products show consistent but lower sales across months.

Key Filters

- **Sales Methods:** In-Store, Outlet, Online
- **Regions:** Midwest, Southeast, Northeast, West, South
- **Retailers:** Amazon, Foot Locker, Kohl's, Sports Direct, Walmart, West Gear



Product and Gender Insights

Operating Profit Analysis

- **Male Operating Profit: \$179M**
- **Female Operating Profit: \$153M**

Total Sales by Product

- The top-performing product category is Men's Street Footwear (\$209M), followed by Women Apparel (\$179M) and Men's Athletic Footwear (\$154M).

- The lowest-performing category is Women's Athletic Footwear (\$107M).

Operating Profit by Product

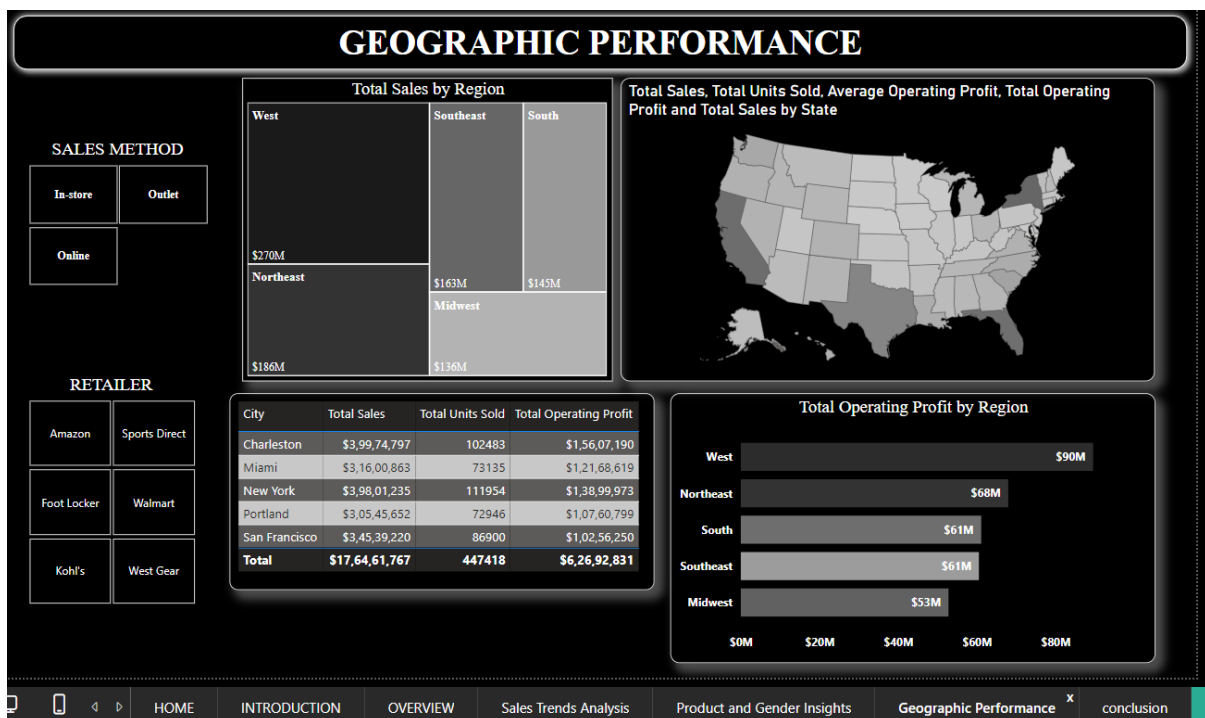
- Men's Street Footwear generated the highest operating profit (\$83M), while Women's Athletic Footwear had the lowest (\$39M).
- Women's Apparel (\$69M) also performed notably well, contributing significantly to the overall female operating profit.

Units Sold by Gender

- Female Units Sold: 53.88%
 - Male Units Sold: 46.12%
- This indicates that female-oriented products have a slight edge in overall unit sales.

Key Filters

- Sales Methods: In-Store, Outlet, Online
- Regions: Midwest, Southeast, Northeast, West, South
- Retailers: Amazon, Foot Locker, Kohl's, Sports Direct, Walmart, West Gear



Geographic Performance

Total Sales by Region

- **West leads with the highest sales at \$270M.**
- **Other regions in order of performance:**
 - **Northeast: \$186M**
 - **Southeast: \$163M**
 - **South: \$145M**
 - **Midwest: \$136M**

Top Cities by Performance

- **Charleston generated the highest operating profit (\$15.6M) with sales totaling \$39.9M.**
- **Other notable cities:**
 - **New York: \$39.8M in sales, \$13.89M operating profit**
 - **Miami: \$31.6M in sales, \$12.16M operating profit**
 - **Portland: \$30.5M in sales, \$10.17M operating profit**
 - **San Francisco: \$43.5M in sales, \$10.26M operating profit**

Operating Profit by Region

- **The West region has the highest total operating profit at \$90M, followed by:**
 - **Northeast: \$68M**
 - **South: \$61M**
 - **Southeast: \$61M**
 - **Midwest: \$53M**

Key Filters

- **Sales Methods: In-Store, Outlet, Online**
- **Retailers: Amazon, Foot Locker, Kohl's, Sports Direct, Walmart, West Gear**

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Conclusion

The analysis of Adidas US Sales data provides a comprehensive view of sales trends, regional performance, and product success. Key takeaways include:

1. **Regional Performance:** The West dominates sales with \$269,943,182, followed by the Northeast and Southeast.
2. **Product Insights:** Men's Street Footwear leads in units sold, highlighting a strong customer preference.
3. **Retailer Success:** West Gear and Foot Locker drive significant revenue, underscoring the importance of strong retail partnerships.
4. **Sales Channels:** Online sales constitute over 50% of total revenue, indicating the growing importance of e-commerce.

Recommendations

1. **Focus on High-Performing Regions:** Strengthen marketing efforts and inventory management in the West and Northeast.
 2. **Enhance Online Sales Strategies:** Invest in digital marketing and optimize the online shopping experience.
 3. **Expand Popular Product Lines:** Increase the production and promotion of Men's Street Footwear to meet demand.
 4. **Collaborate with Key Retailers:** Build stronger partnerships with top retailers to drive further sales growth.
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