**Executive Summary**

This report provides an in-depth analysis of Adidas' sales performance across various dimensions, including **product categories, retailers, regions, sales channels, and time trends**. The objective is to identify key trends, sales drivers, and opportunities for growth.

Key insights from the analysis:  
✔️ **Total sales revenue:** $899.90M  
✔️ **Highest revenue-generating retailer:** West Gear ($242.96M)  
✔️ **Best-performing product category:** Men's Street Footwear ($208.83M)  
✔️ **Strongest sales channel:** In-store ($356.64M)  
✔️ **Highest sales region:** West ($269.94M)  
✔️ **Year-over-year growth:** 294.23% (from 2020 to 2021)  
✔️ **Operating Margin:** 36.91%

**2. Sales Performance Overview**

**2.1 Total Sales & Growth Trend**

* Adidas generated **$899.90M** in total sales over the analysed period.
* Sales significantly increased from **$182.08M in 2020** to **$717.82M in 2021**, reflecting a **294.23% growth**.
* The highest sales occurred in **Q3 ($265.31M) and Q4 ($217.61M)**, suggesting strong holiday and end-of-year sales performance.

**2.3 Sales by Retailer**

* **West Gear was the leading retailer ($242.96M)**, followed by **Foot Locker ($220.09M)** and **Sports Direct ($182.47M)**.
* Amazon and Walmart had relatively lower sales contributions, possibly due to lower product availability or online competition.

**2.4 Sales by Channel (Sales Method)**

* **In-store sales accounted for $356.64M**, making it the strongest sales channel.
* Online sales ($247.67M) showed potential for growth, indicating a need for better digital marketing strategies.
* Outlet stores contributed **$295.59M**, proving their importance in Adidas’ retail strategy.

**2.5 Sales by Region**

* **West region had the highest sales ($269.94M)**, followed by **Northeast ($186.32M)** and **Southeast ($163.17M)**.
* The **Midwest region ($135.80M)** had the lowest sales, indicating potential for market expansion.

**2.6 Monthly Sales Trend**

* The highest sales months were **July ($95.48M)** and **August ($92.17M)**, aligning with summer shopping trends and new releases.
* Sales dipped in **October ($63.91M)**, indicating a potential off-season before holiday shopping picks up.

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| --- | --- |
| Total Sales | $899.90M |
| Year-over-Year Growth | 294.23% |
| Average Order Value | $363.03 |
| Operating Margin | 36.91% |
| Total Units Sold | 2,478,861 |
| Max Units Sold in a Category | 1,275(Men’s Street Footwear) |

|  |  |
| --- | --- |
| **Metric** | **Value** |

**3. Performance Metrics & KPIs: -**

4. Recommendations & Action Plan

1️ Enhance Digital Sales Strategy

* Online sales are strong but still lower than in-store. Investing in better digital marketing, influencer partnerships, and SEO optimization can further boost e-commerce sales.

2️ Expand in the Midwest Region

* The Midwest had the lowest sales ($135.80M), suggesting an opportunity to improve market penetration via promotions and partnerships.

3️ Improve Product Positioning for Women’s Footwear

* Women's Street Footwear had the lowest revenue ($128.00M). Targeted advertising and influencer marketing campaigns could boost this category.

4️ Leverage High-Sales Months

* Adidas should maximize promotions and product launches in July and August to take advantage of peak sales months.

5️ Optimize Inventory Management

* Since Men's Street Footwear had the highest units sold, Adidas should ensure adequate stock levels in high-demand regions.

5. Conclusion

This analysis provides valuable insights into Adidas’ sales trends, customer preferences, and potential areas for growth. By implementing the recommendations, Adidas can further optimize its revenue, enhance customer engagement, and strengthen its market presence.