**Adidas Sales Dataset**

Adidas Sales in United States

1. **Sales Channel Performance:  
   The in-store channel contributes the highest overall sales, particularly showing strong performance in the Midwest region. Meanwhile, the online channel shows notable activity in the Southeast region.**
2. **Peak Sales Month:  
   July 2021 recorded the peak sales performance across all channels and regions.**
3. **Top Regions and States:**
   * **California in the West region stands out as the top sales-generating state.**
   * **New York and Florida also rank among the highest in sales.**
   * **The West region leads overall, with outlets showing particularly strong sales contributions.**
4. **Retailer Performance:  
   The West Gear retailer is the top performer, leading in regional and overall sales.**
5. **Product Category Trends:**
   * **Men’s Street Footwear is the top-selling product overall.**
   * **Women’s Athletic Footwear has the lowest sales.**
   * **Women’s Apparel, Men’s Street Footwear, and Men’s Athletic Footwear are the best-selling categories by state**