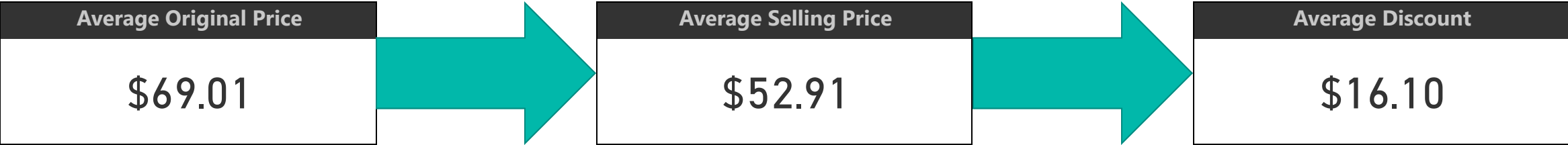




Adidas Product Analysis

Overall Product Performance By Category

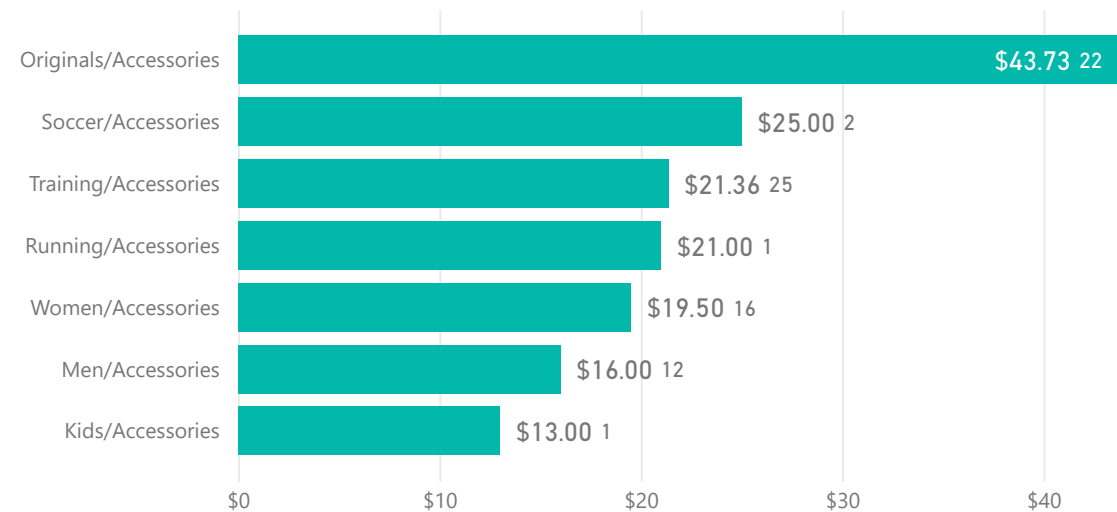


While discounts across categories are stable, the accessories offering has the lowest selling price but highest discount %. Offering a slightly higher discounts to shoes customers will increase sales without significant impact to income.

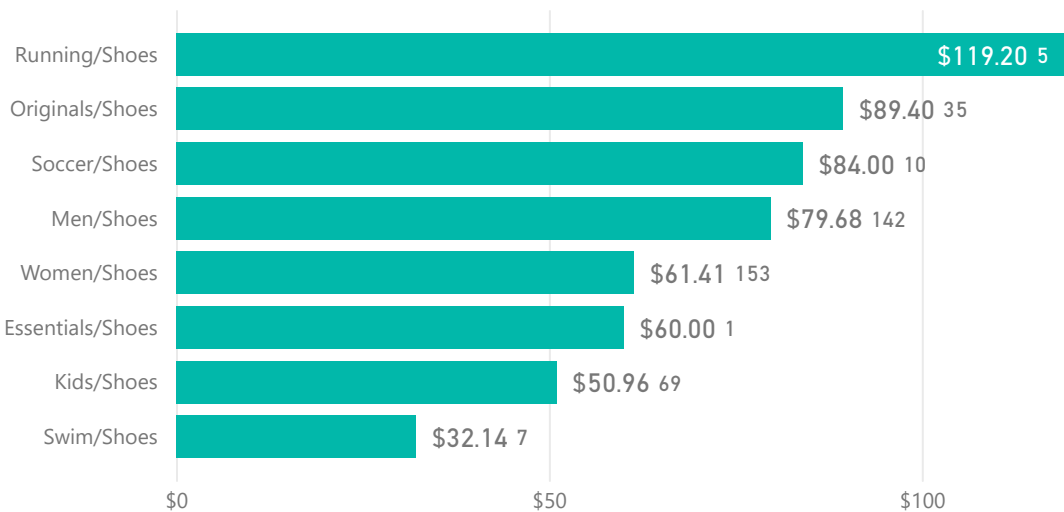


Highest and Lowest Product Performance

Average Selling Price by Group Category



Average Selling Price by Group Category

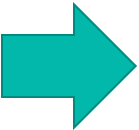
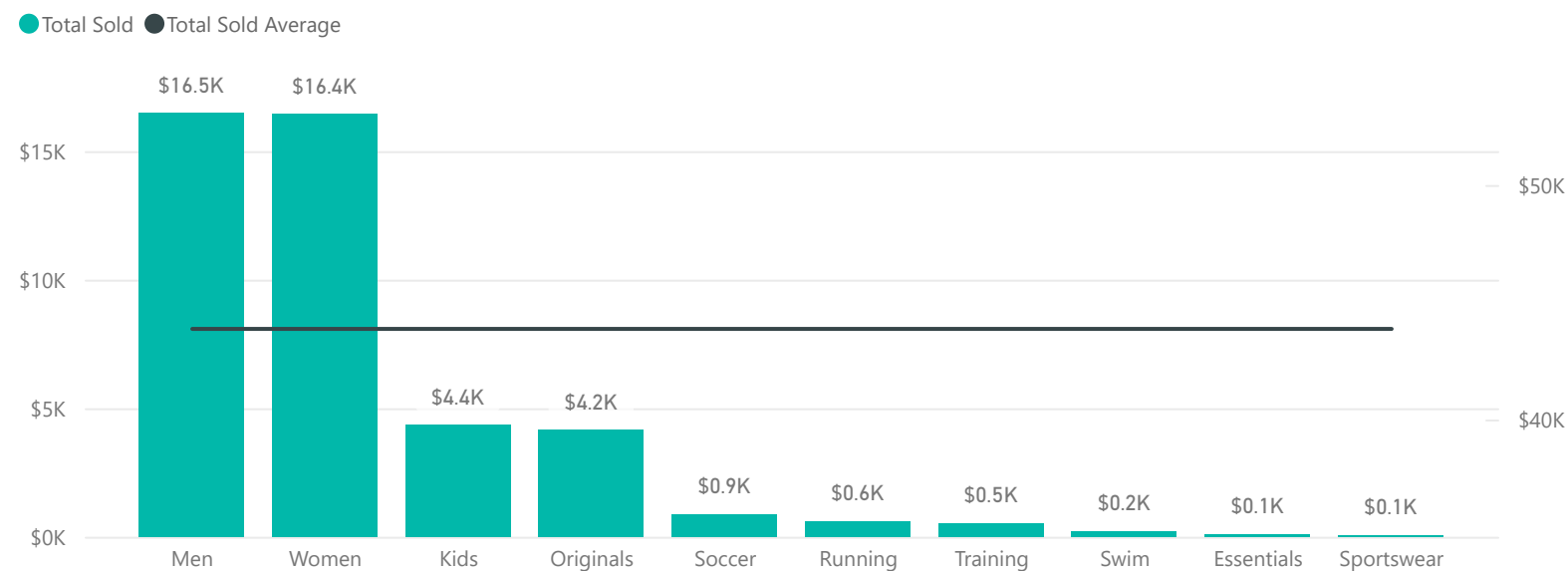


Group Category	Average Selling Price	Reviews	Average Rating	Item Count
Originals/Accessories	\$90.71	156	4.87	7
Blue Version Luxe Backpack	\$196.00	1	5.00	1
Originals Sunglasses OR0032	\$112.00	4	5.00	2
Originals Sunglasses OR0013	\$70.00	3	4.70	1
R.Y.V. Toploader Backpack	\$63.00	7	4.70	1
R.Y.V. Sling Pack	\$41.00	9	5.00	1
Vintage Airliner Luxe Shopper Bag	\$41.00	132	4.70	1
Total	\$90.71	156	4.87	7

Group Category	Average Selling Price	Reviews	Average Rating	Item Count
Originals/Shoes	\$139.73	1768	4.46	11
4D Fusio Shoes	\$180.00	562	4.20	5
NMD_R1 Shoes	\$112.00	3938	4.60	1
ZX 2K Boost Shoes	\$105.00	2540	4.70	5
Running/Shoes	\$119.20	528	4.68	5
Ultraboost DNA 1.0 Shoes	\$144.00	584	4.80	2
Climacool Vento Shoes	\$102.67	491	4.60	3
Total	\$133.31	1381	4.53	16

There is a significantly higher satisfaction with the Top 5 Accessories compared the the Top 5 Shoes. Less people are looking to invest in the accessories, however, for those who do, they spend on par or close to the same as the shoe customer. Dig into what is impacting the satisfaction of the highest costing shoes products.

Demographic Analysis



Assessment

Total Sales are dominated by the Men's and Women's demographic category. Almost triple the growth compared to the next two highest categories, which are kids and originals.

While this may look odd, the overall demographic of the customer base is highly favored towards Men's and Women's Category.

Recommendation: Dig into why the why the women's category is below the average satisfaction level. Increasing this customer base satisfaction will create a returning customer and drive more sales.

