

Adidas Sales Performance Dashboard

Sales Method

In-store

Online

Outlet

Years

2020

2021

Overview

Product

Region

Midwest

Northeast

South

Southeast

West

Product

Men's Apparel

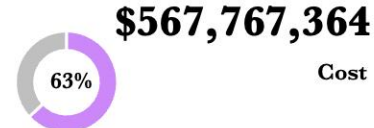
Men's Athletic Footwear

Men's Street Footwear

Women's Apparel

Women's Athletic...

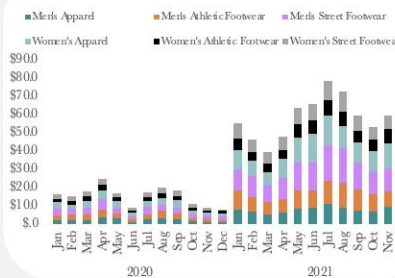
Women's Street Footwear



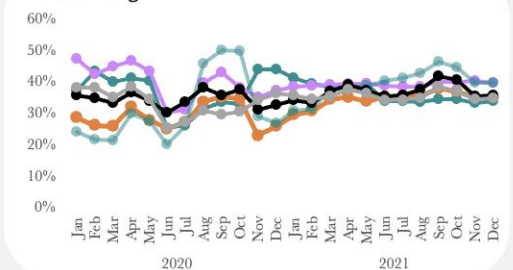
Product matrix

	#units	revenue	profit	margin	avg profit per unit
Men's Apparel	306683	\$124	\$45	36%	\$146
Men's Athletic Footwear	435526	\$154	\$52	34%	\$119
Men's Street Footwear	593320	\$209	\$83	40%	\$140
Women's Apparel	433827	\$179	\$69	38%	\$158
Women's Athletic Footwear	317236	\$107	\$39	37%	\$123
Women's Street Footwear	392269	\$128	\$45	35%	\$115

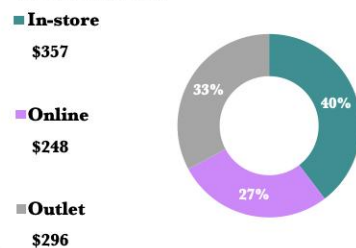
Product revenue



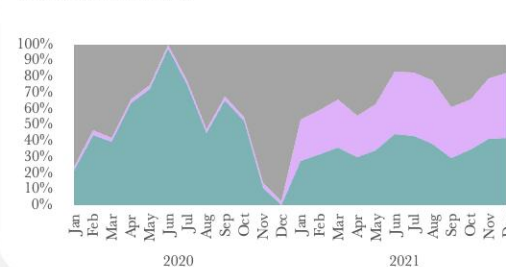
Profit margin



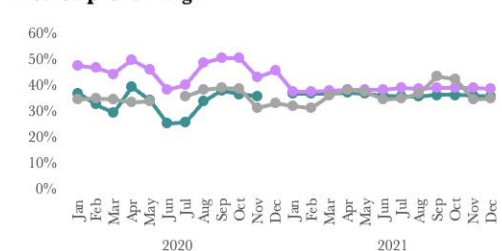
Method revenue



Method revenue %



Method profit margin



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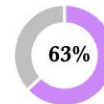
2,478,861
#orders



\$899,902,125
revenue



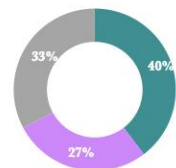
\$567,767,364
Cost



\$332,134,761
Profit

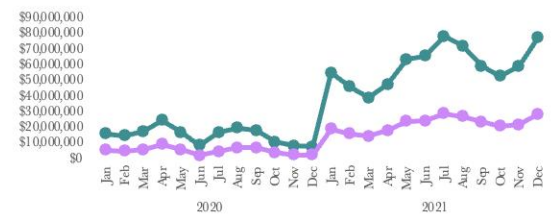


Methods (million)



■ In-store ■ Online ■ Outlet

Revenue & Profit trend



Sales units & Profit margin trend



Retailers (million)



Revenue by state

