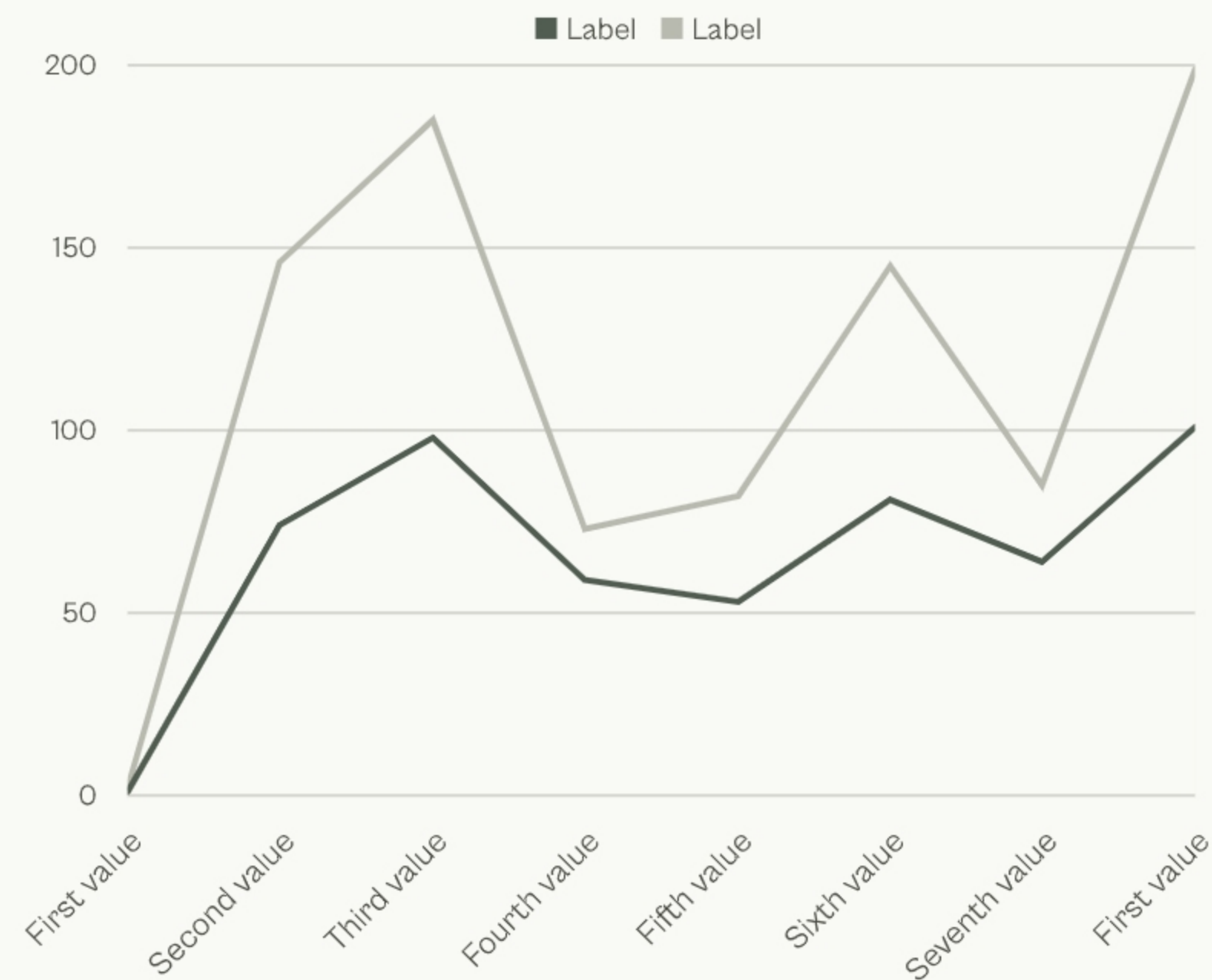
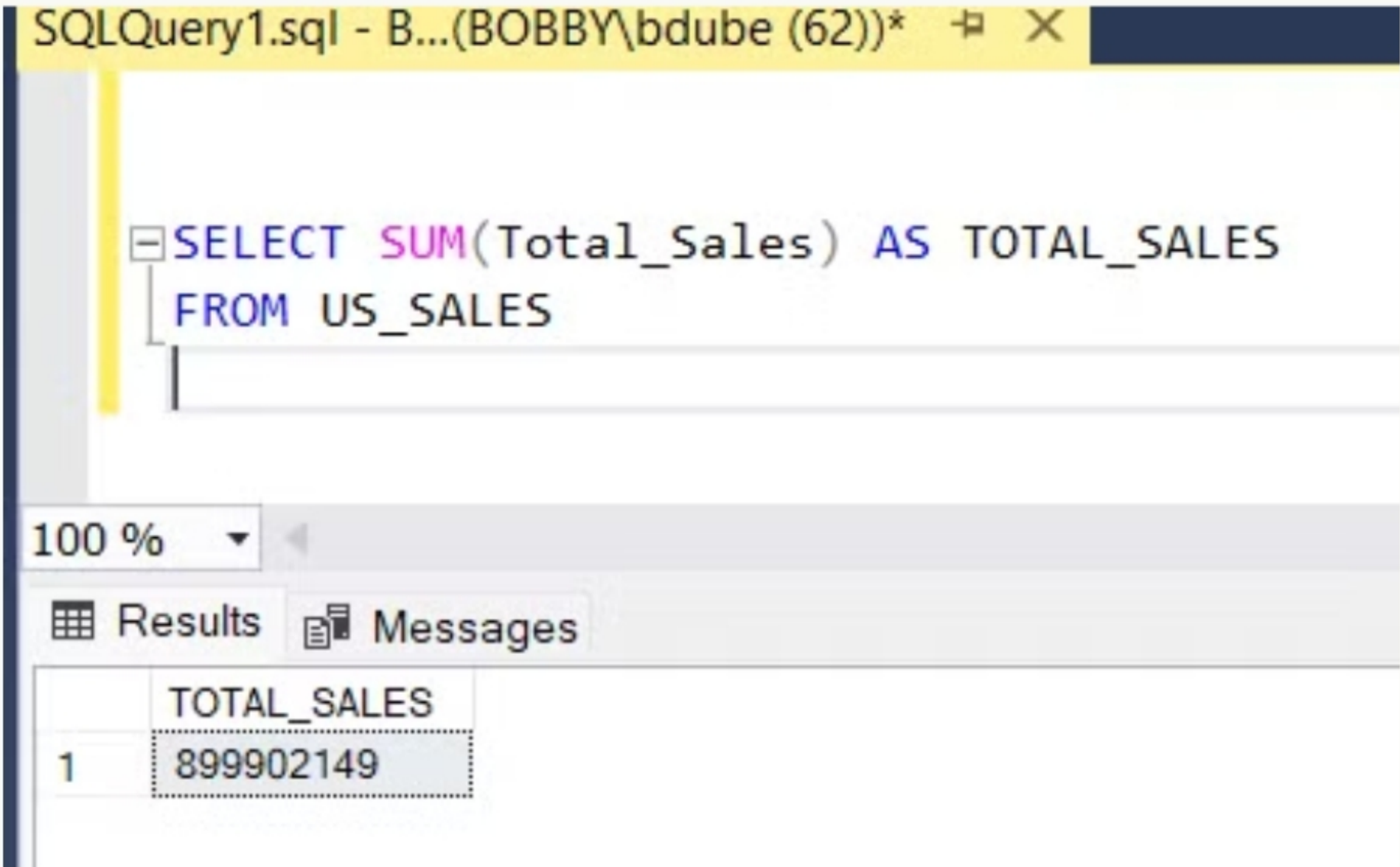


# Adidas US Sales Overview

CREATD BY : BOBBY DUBEY

# Total Sales



Overall \$900 million of revenue generated by Adidas  
in the USA for 01-01-2022 To 31-12-2023

# Total Profit

SQLQuery1.sql - B...(BOBBY\bdube (62))\*

SELECT

ROUND(SUM(Operating\_Profit),2) AS TOTAL\_PROFIT

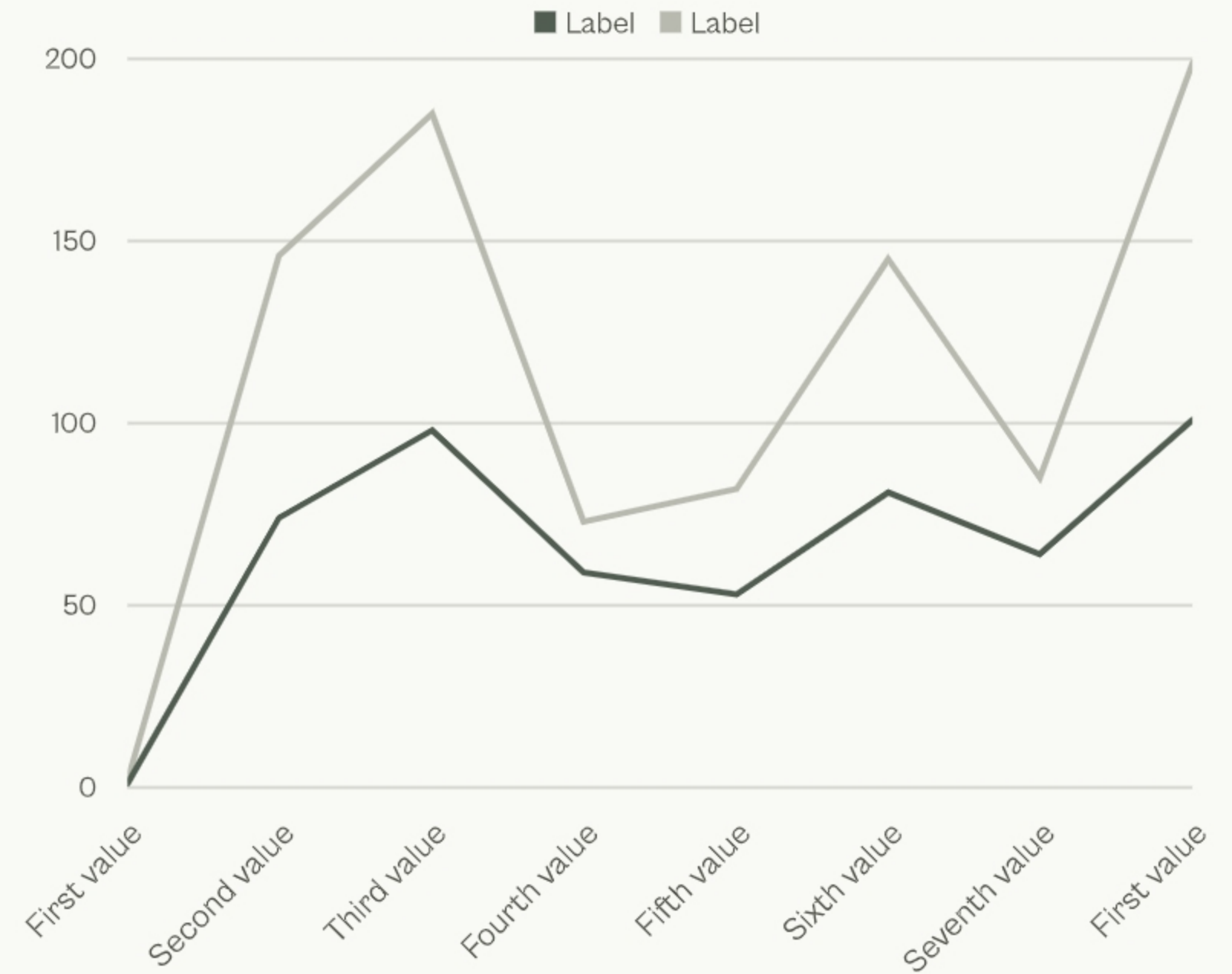
FROM US\_SALES

100 %

Results Messages

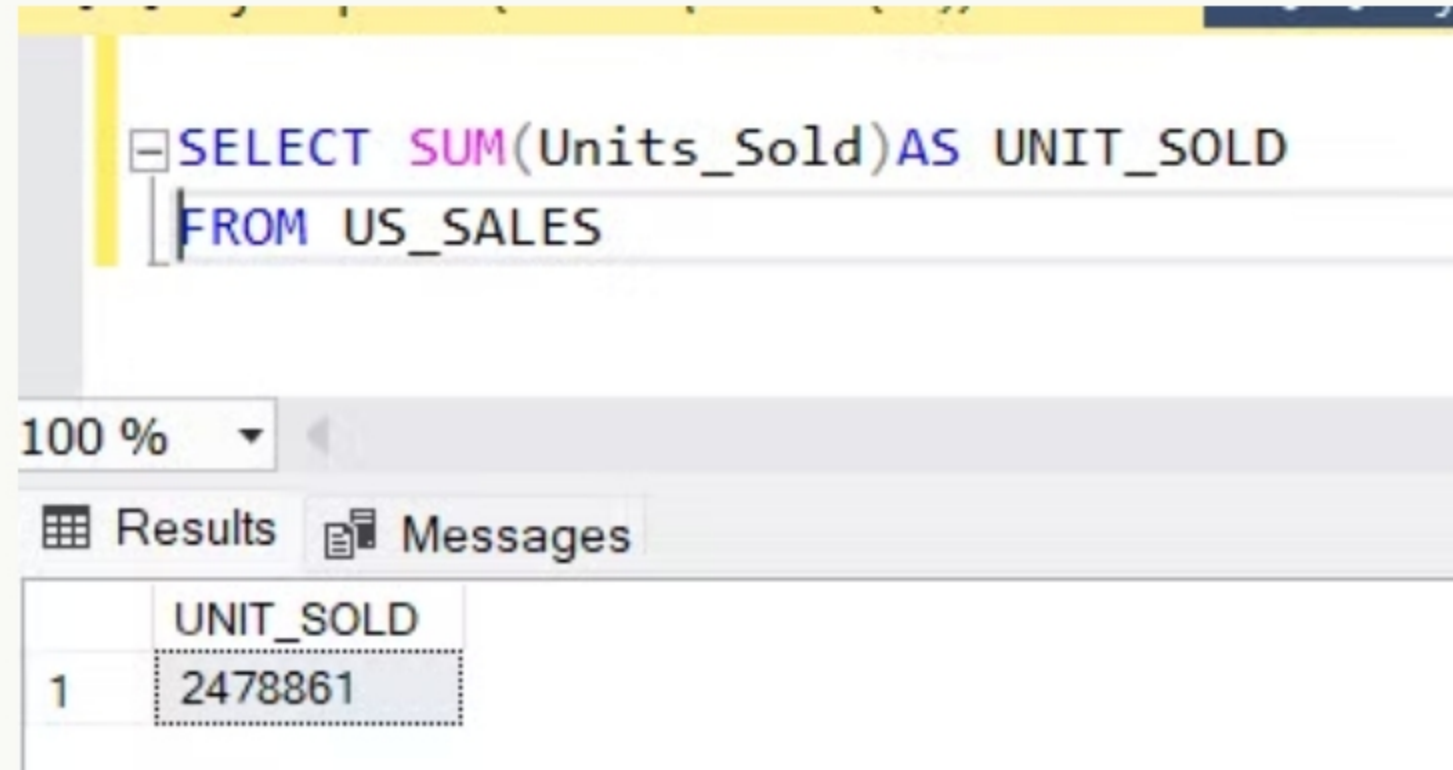
	TOTAL_PROFIT
1	332134769.44

Net income after deducting all expenses is \$ 332M



# Units Sold

1



```
SELECT SUM(Units_Sold) AS UNIT_SOLD
FROM US_SALES
```

100 %

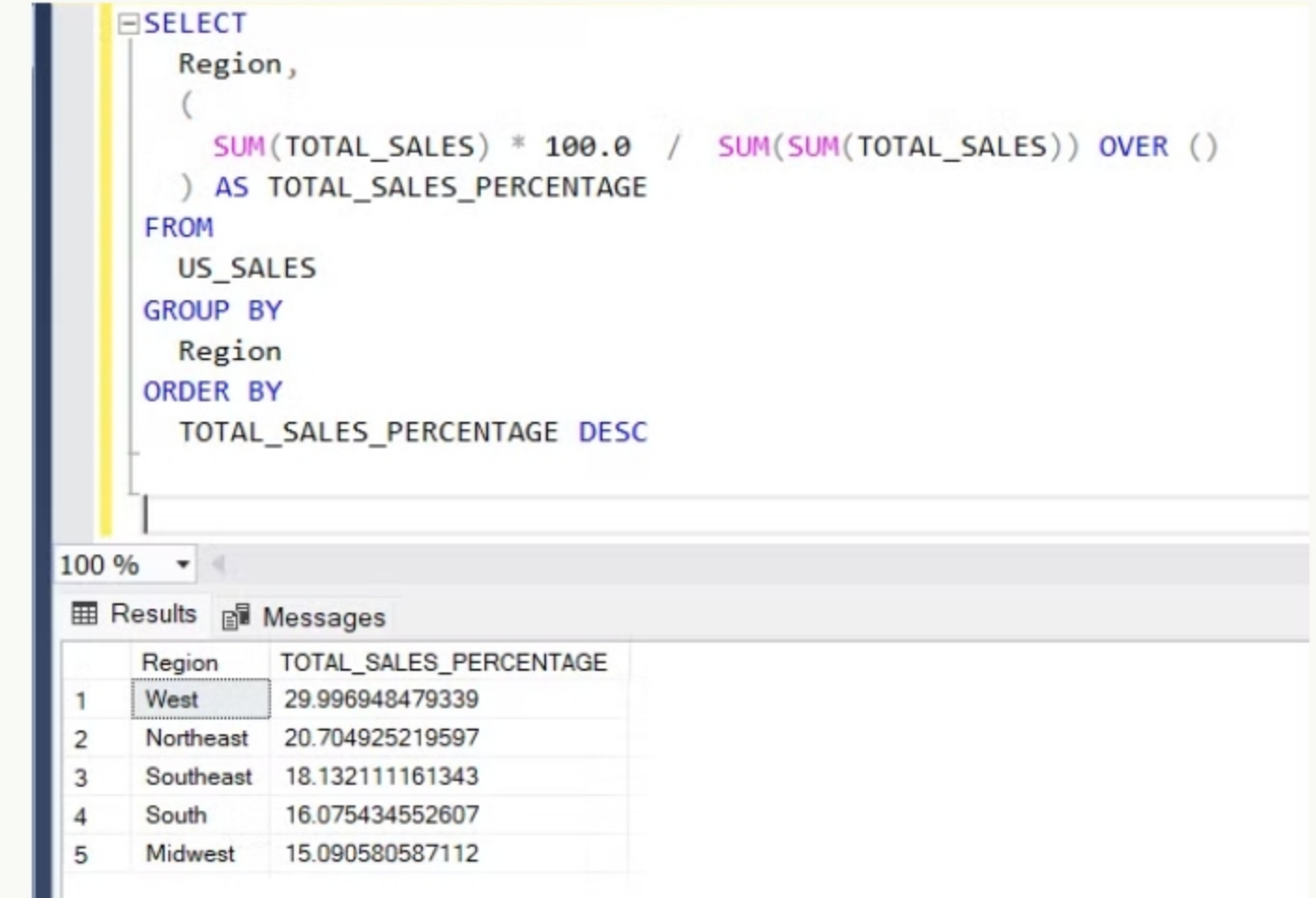
Results Messages

	UNIT_SOLD
1	2478861

## Total Sales

Adidas has sold a total of \$ 2.48 million units in the US.

2



```
SELECT
  Region,
  (
    SUM(TOTAL_SALES) * 100.0 / SUM(SUM(TOTAL_SALES)) OVER ()
  ) AS TOTAL_SALES_PERCENTAGE
FROM
  US_SALES
GROUP BY
  Region
ORDER BY
  TOTAL_SALES_PERCENTAGE DESC
```

100 %

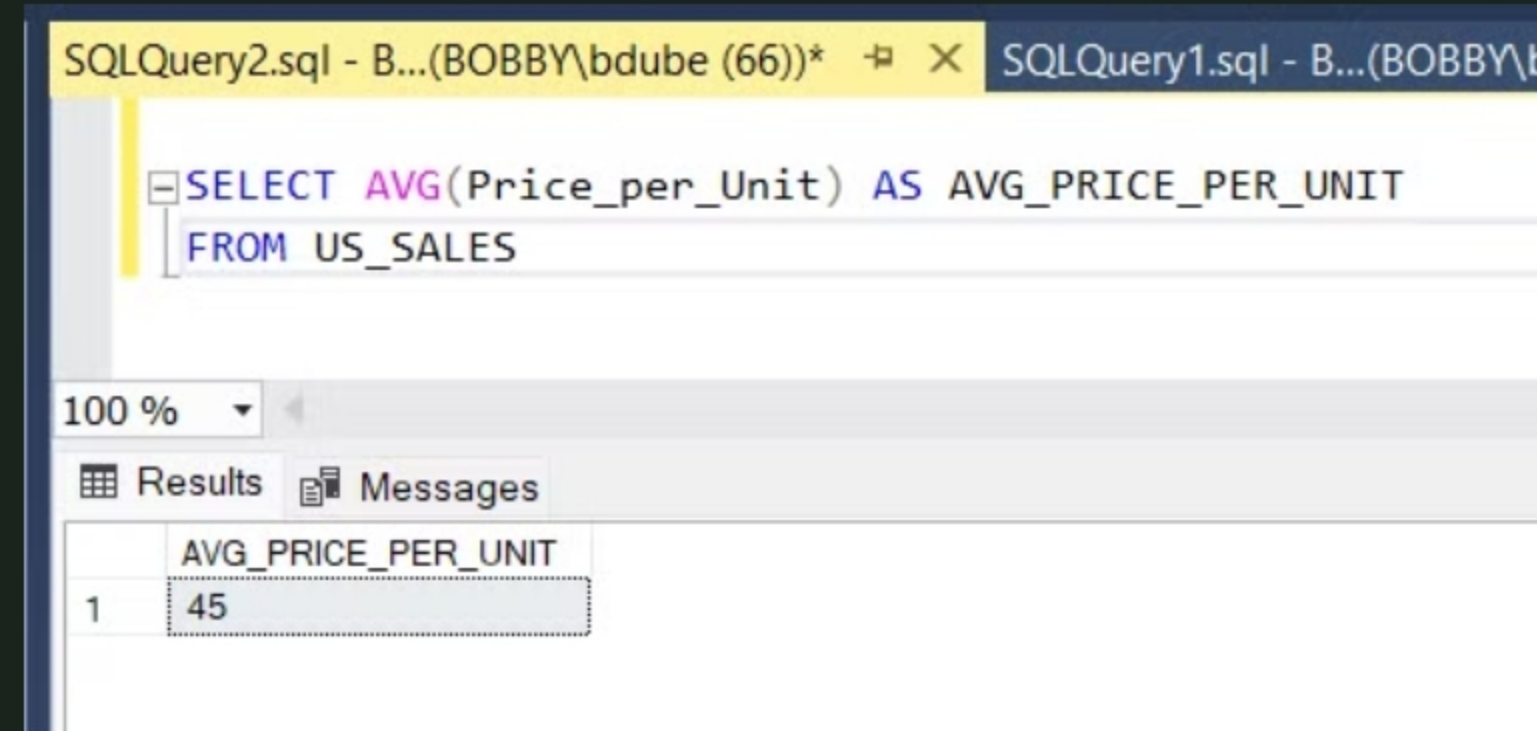
Results Messages

	Region	TOTAL_SALES_PERCENTAGE
1	West	29.996948479339
2	Northeast	20.704925219597
3	Southeast	18.132111161343
4	South	16.075434552607
5	Midwest	15.090580587112

## Key Regions

The top regions for Adidas sales are West, North East, and South East.

Avg Price



The screenshot shows a SQL Server Enterprise Manager window with two tabs: 'SQLQuery2.sql' and 'SQLQuery1.sql'. The 'SQLQuery2.sql' tab is active, displaying the following SQL query:

```
SELECT AVG(Price_per_Unit) AS AVG_PRICE_PER_UNIT  
FROM US_SALES
```

Below the query editor, the 'Results' tab is selected, showing a single row of data. The column header is 'AVG\_PRICE\_PER\_UNIT' and the value is '45'.

	AVG_PRICE_PER_UNIT
1	45

**Average selling price per unit of product**



Sales by Month

```
SELECT MONTH(Invoice_Date) AS MONTH,
SUM(Total_Sales)AS TOTAL_SALES
FROM US_SALES
GROUP BY MONTH(Invoice_Date)
ORDER BY MONTH(Invoice_Date)ASC
```

100 %

Results Messages

	MONTH	TOTAL_SALES
1	1	71479142
2	2	61100153
3	3	56809109
4	4	72339972
5	5	80507695
6	6	74747372
7	7	95480694
8	8	92166221
9	9	77661459
10	10	63911035
11	11	67857340
12	12	85841957



# Breakdown of Total Sales

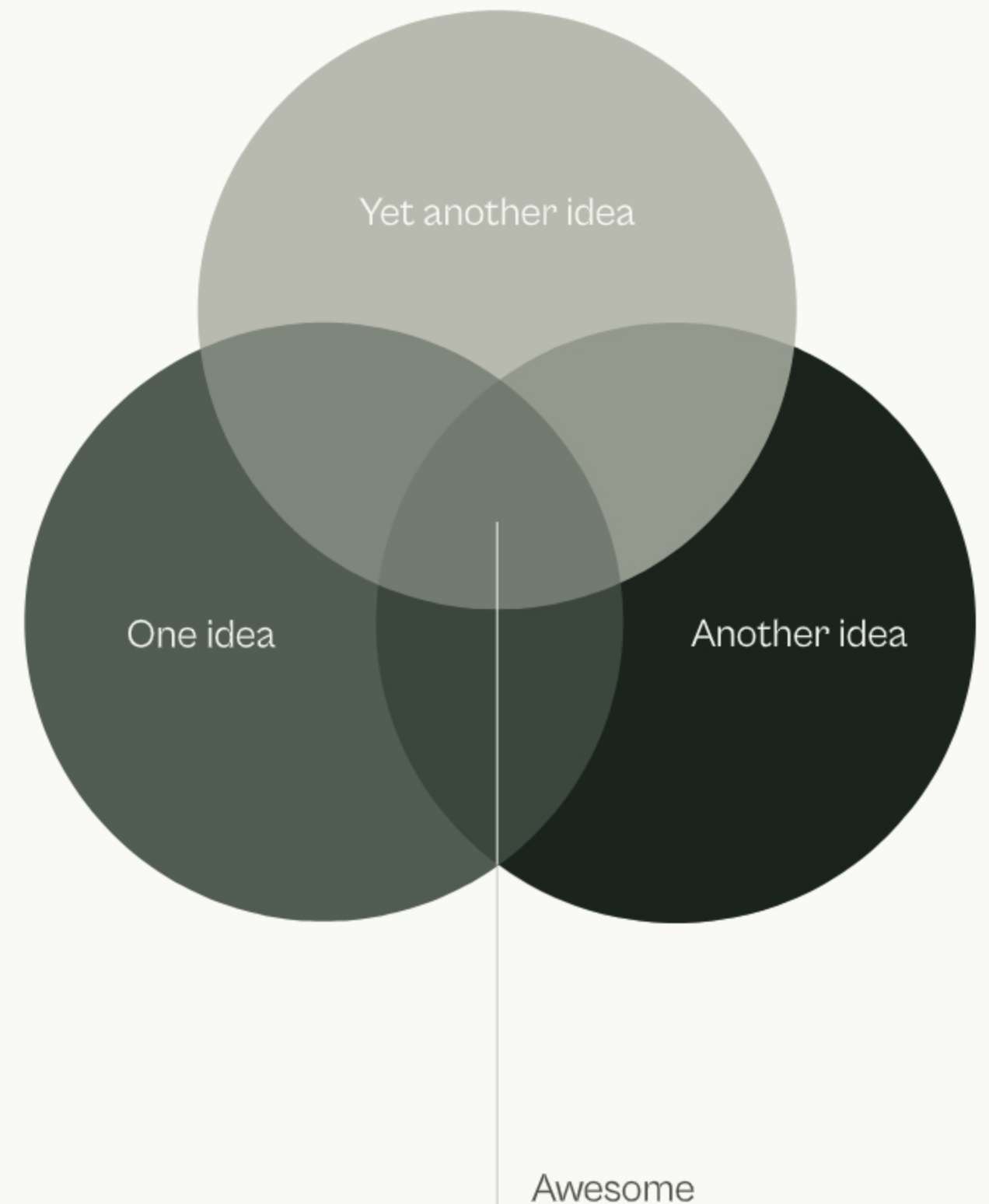
```
SELECT
TOP 10
State,
SUM(Total_Sales)AS TOTAL_SALES
FROM US_SALES
GROUP BY State
ORDER BY TOTAL_SALES DESC
```

100 %

Results Messages

	State	TOTAL_SALES
1	New York	64229039
2	California	60174133
3	Florida	59283714
4	Texas	46359746
5	South Carolina	29285657
6	Washington	26330718
7	North Carolina	23956531
8	Louisiana	23750781
9	Hawaii	22282457
10	Virginia	21575040

Geographical  
distribution of sales  
across regions



SQLQuery1.sql - B...(BOBBY\bdube (67))\*

```

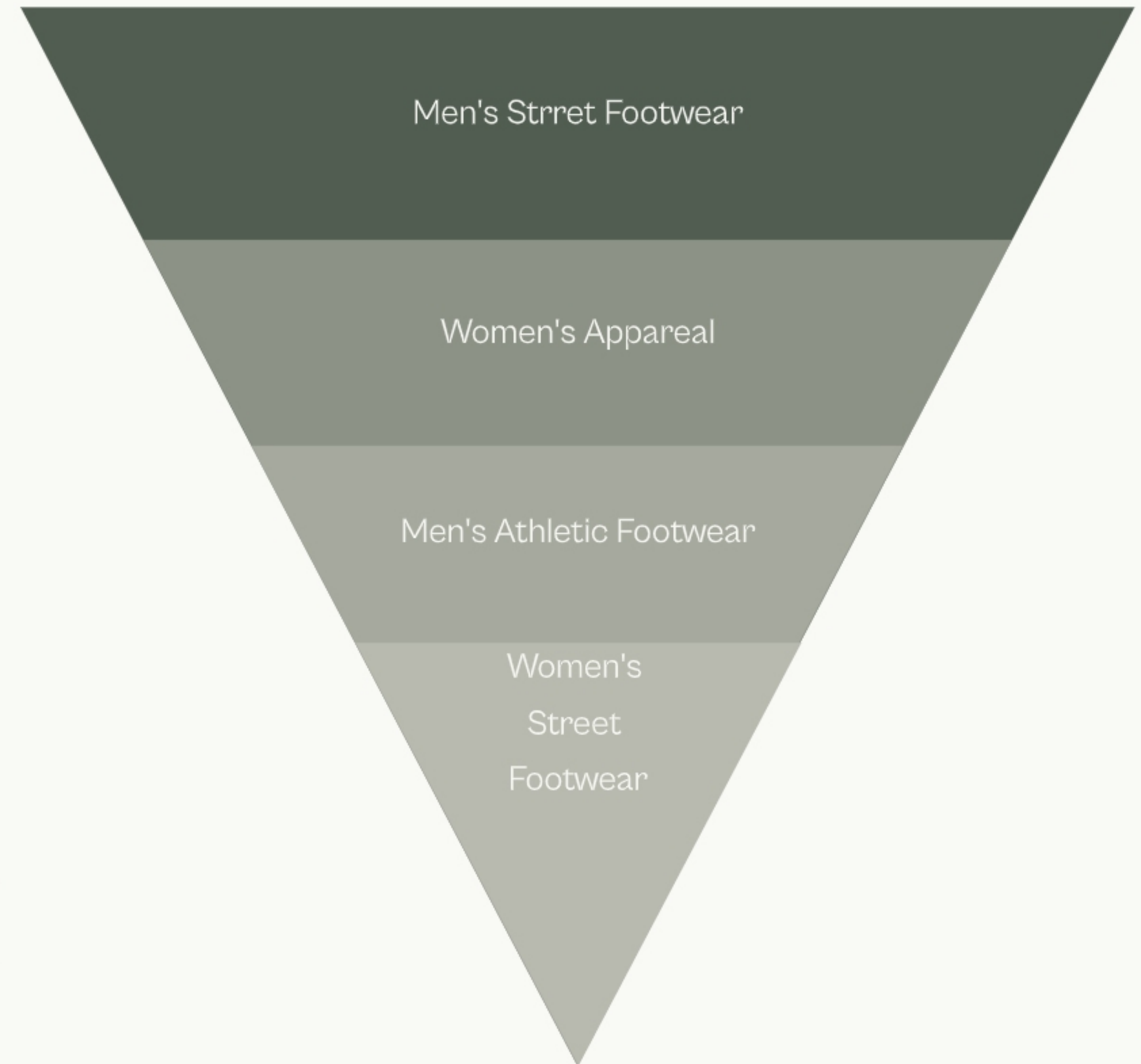
SELECT
  Product,
  SUM(TOTAL_SALES) AS TOTAL_SALES
FROM US_SALES
GROUP BY Product
ORDER BY TOTAL_SALES DESC

```

100 %

Results Messages

	Product	TOTAL_SALES
1	Men's Street Footwear	208826264
2	Women's Apparel	179038860
3	Men's Athletic Footwear	153673680
4	Women's Street Footwear	128002815
5	Men's Apparel	123728634
6	Women's Athletic Footwear	106631896



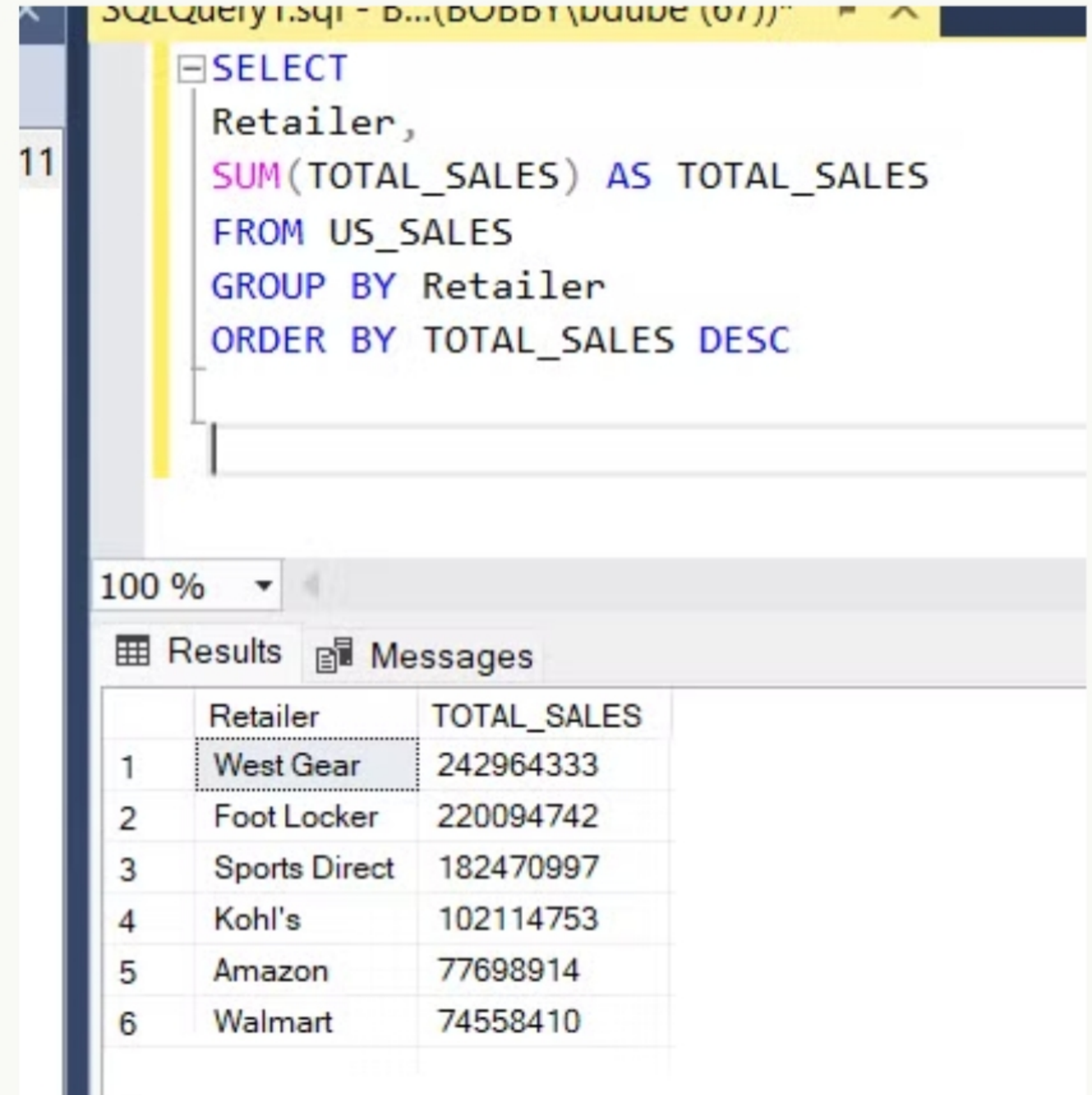
# Distribution of sales based on product categories



# Sales by Retailer

Performance analysis with different retailers

Discover how retailers impact sales performance through in-depth analysis of sales data.



```
SELECT
  Retailer,
  SUM(TOTAL_SALES) AS TOTAL_SALES
FROM US_SALES
GROUP BY Retailer
ORDER BY TOTAL_SALES DESC
```

100 %

Results Messages

	Retailer	TOTAL_SALES
1	West Gear	242964333
2	Foot Locker	220094742
3	Sports Direct	182470997
4	Kohl's	102114753
5	Amazon	77698914
6	Walmart	74558410

# Sales by State

```
SELECT
  TOP 10
  State,
  SUM(Total_Sales)AS TOTAL_SALES
FROM US_SALES
GROUP BY State
ORDER BY TOTAL_SALES DESC
```

	State	TOTAL_SALES
1	New York	64229039
2	California	60174133
3	Florida	59283714
4	Texas	46359746
5	South Carolina	29285657
6	Washington	26330718
7	North Carolina	23956531
8	Louisiana	23750781
9	Hawaii	22282457
10	Virginia	21575040



New York  
Try Pitch  
Leading in sales



California  
Stable performance



Virginia  
Growing market



# Adidas US Sales Overview

THANK YOU