

# ADIDAS SALES ANALYSIS



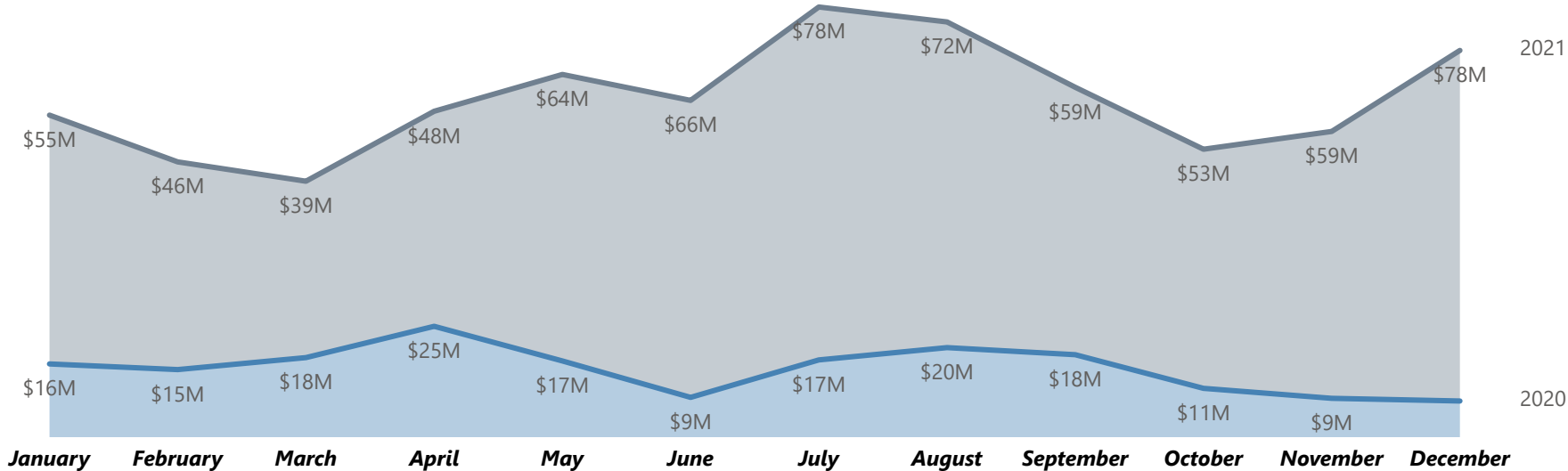
**\$717,821,450**  
Total Sales made in  
**2021**  
Year

**2016512**  
Units Sold  
**2021**  
Year

2020 recorded an overall low sales figures due to the Covid-19 pandemic and the restriction that followed thereafter, However Both 2020 and 2021 show a deep in sales during the months of June and July this should be further looked into.

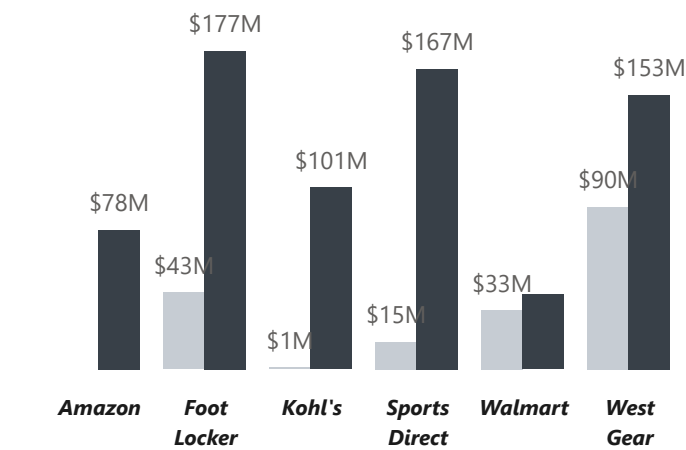
**\$182,080,675**  
Total Sales made in  
**2020**  
Year

**462349**  
Units Sold  
**2020**  
Year

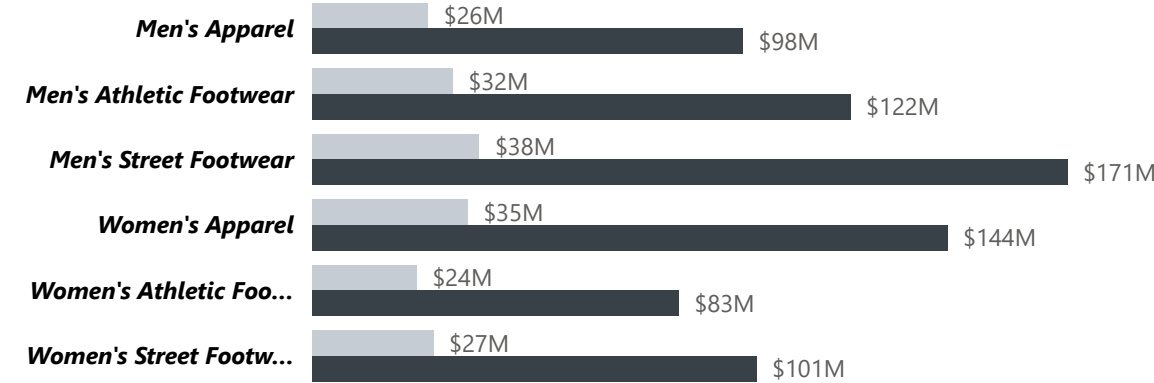


## Total Sales by Retailer

Year ● 2020 ● 2021



Men's street footwear has made the highest sales, To boost overall sales, women's street footwear should be looked into to cater for this demographic for the product to catch up to their male counterparts.



State	Units Sold	Total Sales
New York	169140	\$64,229,039
California	163284	\$60,174,133
Florida	133430	\$59,283,714
Texas	159500	\$46,359,746
South Carolina	72610	\$29,285,637
Washington	46611	\$26,330,718
North Carolina	62936	\$23,956,531
Louisiana	57615	\$23,750,781
Hawaii	40375	\$22,282,457
Virginia	52969	\$21,575,040



State

All

\$717,821,450

Total Sales

2016512

Units Sold

2021

Year

Overall less and less people are buying products In store. Across the board Online sales are the preferred mode of purchase.

\$182,080,675

Total Sales

462349

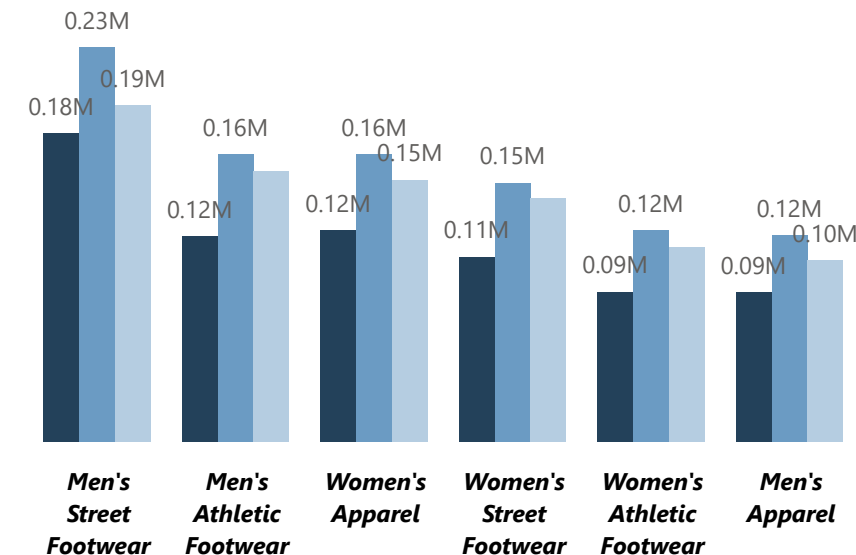
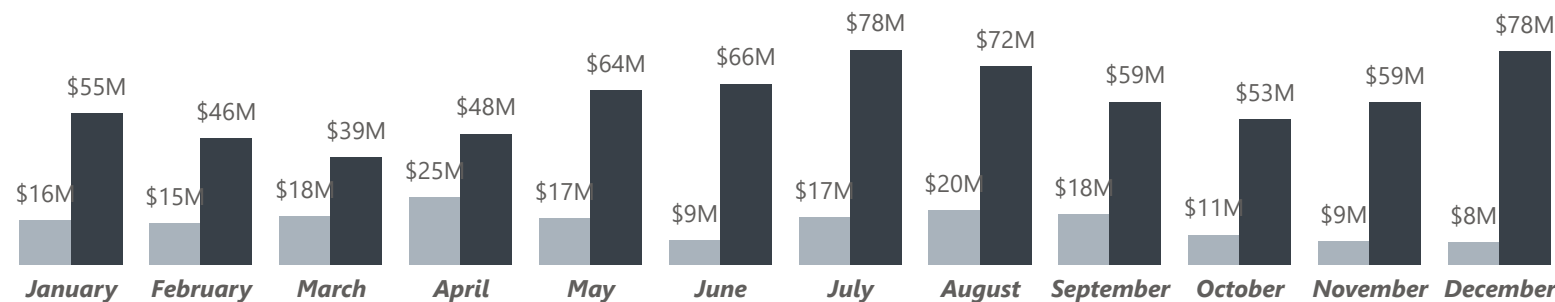
Units Sold

2020

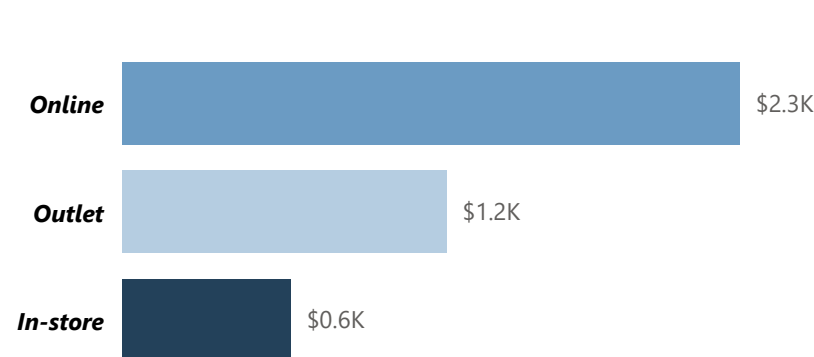
Year

### Total sales throughout the year

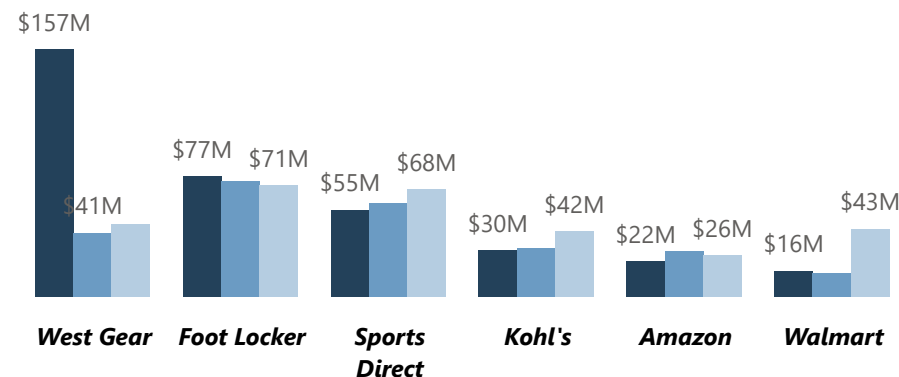
Year ● 2020 ● 2021



Online sales has by far the highest operating Margin Making it the most efficient in maximizing profit



Despite Footlocker having the highest overall sales, West gear leads in in-store sales by far. Amazon mainly sells online giving it an edge in terms of Operating



City	Sum of Units Sold	Sum of Total Sales
Charleston	102483	\$39,974,797
New York	111954	\$39,801,235
San Francisco	86900	\$34,539,220
Miami	73135	\$31,600,863
Portland	72946	\$30,545,652
Orlando	60295	\$27,682,851
Seattle	46611	\$26,330,718
Los Angeles	76384	\$25,634,913
Houston	90322	\$25,456,882
Albany	57186	\$24,427,804