

SALES

1/1/2024



8/31/2024



Category

All



Store

All



Metric

Sales with VAT



Time Period

Month



Gross Margin
42 %

2023: -1,214,600,422
2022: -975,328,292



Sales with VAT
7,013,519,918

2023: 8,228,120,340 -14.8% ↓
2022: 7,988,848,210 -12.2% ↓

Stores

Texas	1,083,978,115	15.5 %
Massachusetts	664,222,828	9.5 %
Illinois	590,171,049	8.4 %
New York	550,559,667	7.8 %
Florida	541,113,916	7.7 %
North Carolina	456,923,765	6.5 %
Michigan	452,873,355	6.5 %
Washington	449,433,371	6.4 %
Pennsylvania	438,584,584	6.3 %
Virginia	399,137,965	5.7 %
Ohio	384,780,635	5.5 %
New Jersey	370,045,959	5.3 %
Arizona	278,991,202	4.0 %
Georgia	277,091,675	4.0 %
Missouri	75,611,832	1.1 %

Sellers

Skylar Martinez	258,266,225	3.7 %
Lydia Gonzalez	216,944,837	3.1 %
Freya Wright	213,597,680	3.0 %
Ivy Davis	207,115,254	3.0 %
Tiffany Lee	206,274,055	2.9 %
Everly Perez	197,803,499	2.8 %
Evelyn Garcia	194,568,270	2.8 %
Maddie Clark	184,833,196	2.6 %
Noah Garcia	184,807,450	2.6 %
Bella Hill	178,822,803	2.5 %
Hannah Green	178,324,595	2.5 %
Sadie Johnson	173,353,970	2.5 %
Lily Adams	159,468,335	2.3 %
Avery Baker	156,979,040	2.2 %
Gabriella Lewis	150,576,755	2.1 %
Iris Harris	136,081,113	1.9 %

2024 2023 2022

2.0bn

1.5bn

1.0bn

0.5bn

0.0bn

2024M01

2024M02

2024M03

2024M04

2024M05

2024M06

2024M07

2024M08



BUDGETS

9/1/2024



9/13/2024



Store

All

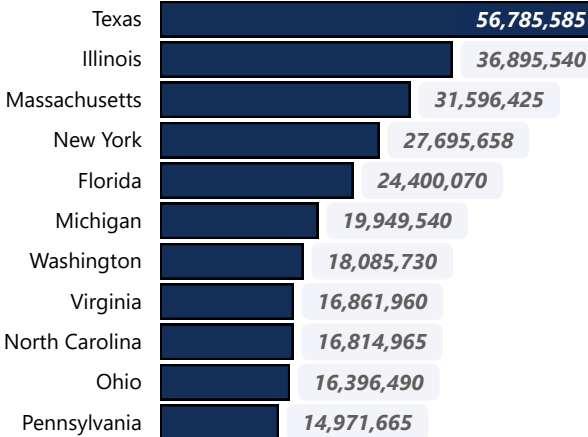
Sales

317,113,648

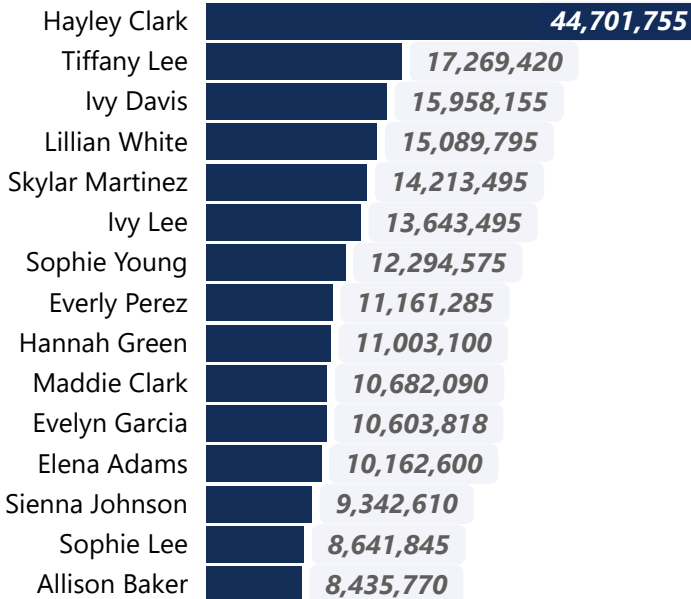
Units

1,097

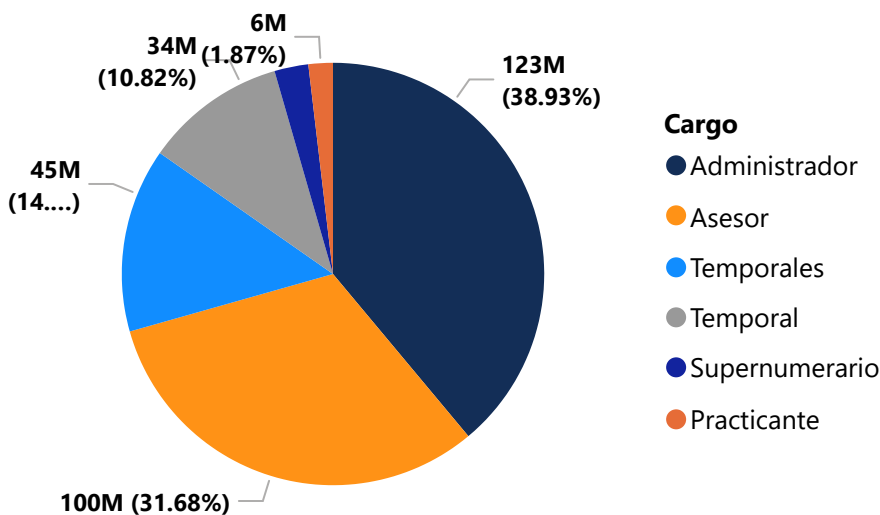
Stores



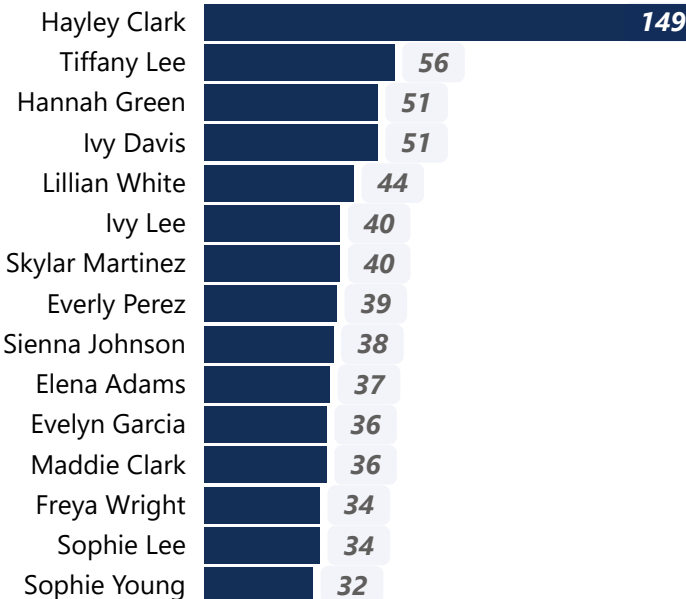
Sales (\$)



Positions



Sales (Und)



CATEGORIES

1/1/2024



8/31/2024



Category

All



Stores

All



Metric

Sales with VAT



Time Period

Month



Gross Margin
42 %

2023: -1,214,600,422

2022: -975,328,292



Sales with VAT
7,013,519,918

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Brand

Adidas



Apomax



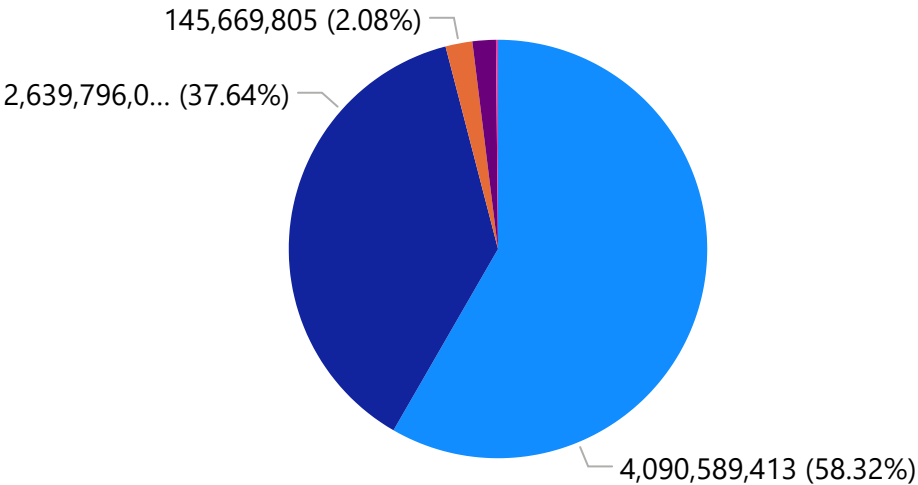
Apolo



Asics



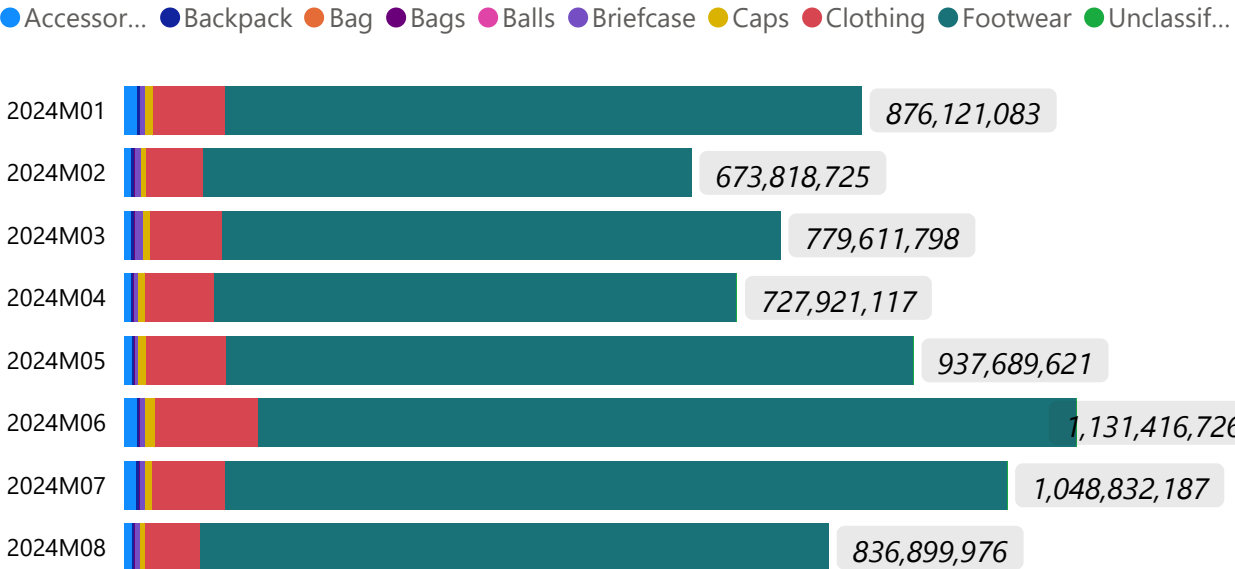
Gender



Gender

- Man
- Woman
- Junior
- Unisex
- Other

Product Type



BRANDS

Categories

All

Brands

All

Metric

Sales with VAT

Time Period

Month

Gross Margin
42 %

2023: -1,214,600,422
2022: -975,328,292

Sales with VAT
7,013,519,918

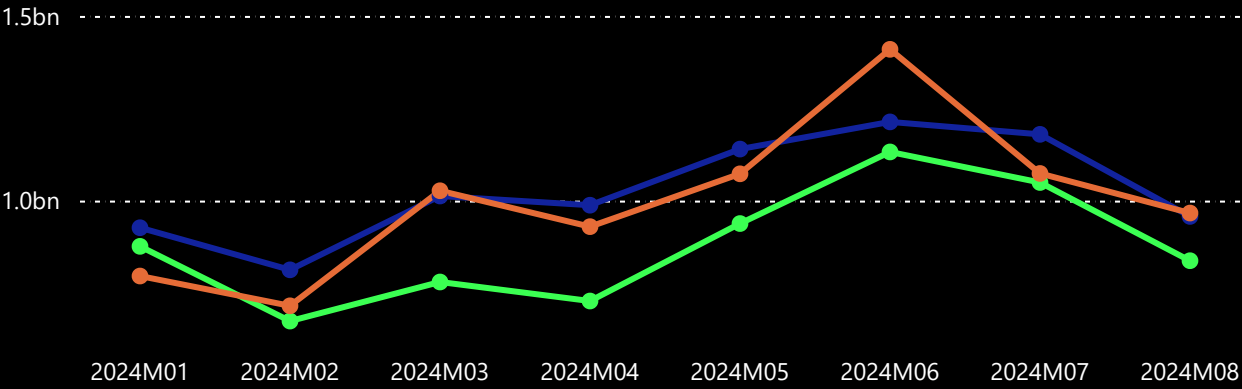
2023: 8,228,120,340 -14.8% ↓
2022: 7,988,848,210 -12.2% ↓

1/1/2024

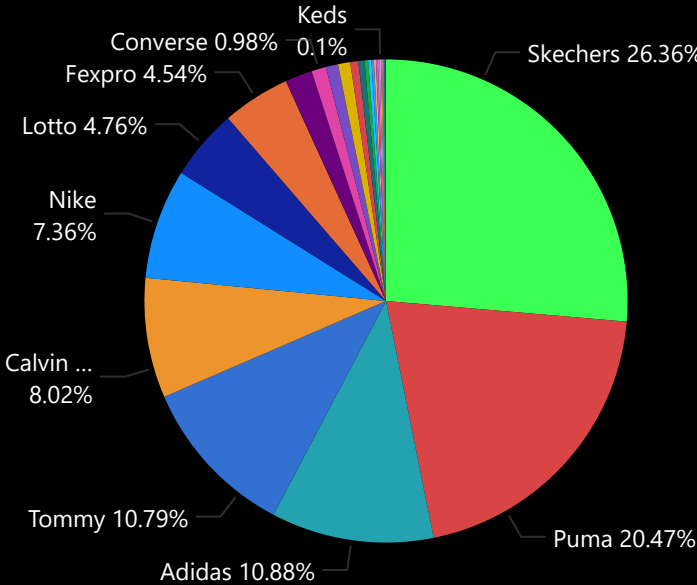
8/31/2024



Current Last Year 2 Last Year



Brands Analysis								
Brands	Units	Sales with VAT	Gross Sales	Cogs	Margin	Margin%	Discounts	Discounts %
Skechers	6,999	1,848,993,069	1,567,113,167	880,948,845	686,164,322	44 %	249,416,886	11.9 %
Puma	6,442	1,435,895,835	1,212,347,501	684,644,848	527,702,653	44 %	267,377,107	15.7 %
Adidas	2,404	763,167,294	643,686,051	418,457,109	225,228,942	35 %	65,831,386	7.9 %
Tommy	2,341	756,929,288	640,884,924	384,710,569	256,174,355	40 %	156,458,534	17.1 %
Calvin klein	1,379	562,724,505	474,457,123	228,677,140	245,779,983	52 %	33,556,747	5.6 %
Nike	1,425	516,314,026	435,643,410	352,964,262	82,679,148	19 %	125,611,780	19.6 %
Lotto	1,846	334,163,156	281,431,754	113,763,317	167,668,437	60 %	13,272,476	3.8 %
Fexpro	1,855	318,233,012	268,184,430	121,893,123	146,291,307	55 %	35,457,628	10.0 %
Asics	406	127,691,193	108,407,922	66,341,499	42,066,423	39 %	12,323,835	8.8 %
Converse	267	68,449,540	58,005,769	53,640,515	4,365,254	8 %	41,033,051	37.5 %
Guk	384	57,503,432	48,591,029	22,828,633	25,762,396	53 %	3,038,505	5.0 %
Rs21	362	57,259,075	48,646,063	36,830,823	11,815,240	24 %	24,419,519	29.9 %
Urban	283	37,532,910	32,170,273	23,067,352	9,102,921	28 %	18,023,211	32.4 %
Reebok	107	28,852,150	24,245,512	17,665,494	6,580,018	27 %	5,015,572	14.8 %
Swissbrand	79	16,990,360	14,277,616	6,585,047	7,692,569	54 %	518,009	3.0 %
Vitek	121	15,366,075	12,912,669	8,648,000	4,264,669	33 %	4,840,864	24.0 %
Oneill	77	11,370,583	9,687,405	6,836,667	2,850,738	29 %	4,132,819	26.7 %
Total	27,280	7,013,519,918	5,928,125,677	3,467,444,672	2,460,681,005	42 %	1,092,432,037	13.5 %



REFERENCES

9/7/2024

9/7/2024

Categories	Stores	Metri	Time Period
All	All	Sales with VAT	Month

Gross Margin

46 %

2023: 29,335,676

2022: 25,449,551

Sales with VAT

47,713,396

2023: 18,377,720 159.6% ↑

2022: 22,263,845 114.3% ↑

Stores		
StateName	Valor	%
Texas	8,056,130	16.88%
Illinois	7,350,890	15.41%
New York	5,031,611	10.55%
Florida	4,374,975	9.17%
Massachusetts	3,589,240	7.52%
Washington	3,530,535	7.40%
Michigan	3,219,455	6.75%
Pennsylvania	2,680,535	5.62%
Virginia	2,130,315	4.46%
Georgia	2,078,365	4.36%
Total	47,713,396	100.00%

Brands		
Marca	Valor	%
Puma	8,962,535	18.78%
Skechers	8,055,295	16.88%
Calvin klein	7,638,300	16.01%
Adidas	6,574,220	13.78%
Tommy	3,793,080	7.95%
Nike	3,744,250	7.85%
Fexpro	2,569,230	5.38%
Lotto	2,042,840	4.28%
New era	1,241,926	2.60%
Asics	973,820	2.04%
Total	47,713,396	100.00%

References Analysis											
Item	Reference	Units	Sales with VAT	Gross Sales	COGS	Gross Margin	Margin%	Discounts	%	Brand	
Tenis Nike Air Force One Mujer	DD8959100	1	699,950	588,193	295,707	292,486	50 %	0	0 %	Nike	
Tenis CK Low Top Lace Hombre	HM0HM014290LB	1	629,900	529,328	249,045	280,283	53 %	0	0 %	Calvin klei	
Tenis CK Low Top Lace Hombre	HM0HM0142301J	1	519,900	436,891	192,810	244,081	56 %	0	0 %	Calvin klei	
HM0HM0125402T TENNIS CALVIN LOW TOP HB	HM0HM0125402T	1	509,900	428,487	194,666	233,821	55 %	0	0 %	Calvin klei	
Tenis CK Basket Cupsole Mujer	YW0YW013010GM	1	489,900	411,681	184,776	226,905	55 %	0	0 %	Calvin klei	
Tenis CK Basket Cupsole Mujer	YW0YW013010GM	1	489,900	411,681	184,776	226,905	55 %	0	0 %	Calvin klei	
Tenis CK Basket Cupsole Hombre	YM0YM005740K4	1	459,900	386,471	176,742	209,730	54 %	0	0 %	Calvin klei	
Tenis CK Basket Cupsole Hombre	YM0YM0093301W	1	459,900	386,471	176,742	209,729	54 %	0	0 %	Calvin klei	
FM0FM04874XJS TENNIS TOMMY BASKET STREET	FM0FM04874XJS	1	489,900	411,681	202,162	209,519	51 %	0	0 %	Tommy	
Total		173	47,713,396	40,098,810	21,465,956	18,632,854	46 %	3,455,692	7 %		

DISCOUNTS



5/1/2024



7/31/2024



Categories

All

Stores

All

Time Period

Year

Brands

All

Metric

Discounts

Sales

3,118,620,644

Discounts

586,707,120

Discount %

15.83 %

Time Period	2024			Total		
Store	Sales	Discounts	Discounts %	Sales	Discounts	Discounts %
Michigan	101,140,930	101,140,930	33.9 %	101,140,930	101,140,930	33.9 %
Texas	78,385,543	78,385,543	13.4 %	78,385,543	78,385,543	13.4 %
Virginia	54,218,557	54,218,557	23.1 %	54,218,557	54,218,557	23.1 %
New York	47,194,635	47,194,635	15.7 %	47,194,635	47,194,635	15.7 %
Ohio	39,032,199	39,032,199	17.6 %	39,032,199	39,032,199	17.6 %
Pennsylvania	38,127,331	38,127,331	16.6 %	38,127,331	38,127,331	16.6 %
Washington	32,597,061	32,597,061	14.3 %	32,597,061	32,597,061	14.3 %
Georgia	32,115,049	32,115,049	19.3 %	32,115,049	32,115,049	19.3 %
North Carolina	31,192,395	31,192,395	14.0 %	31,192,395	31,192,395	14.0 %
Florida	30,603,867	30,603,867	11.6 %	30,603,867	30,603,867	11.6 %
Massachusetts	30,551,525	30,551,525	10.0 %	30,551,525	30,551,525	10.0 %
Missouri	21,963,290	21,963,290	32.5 %	21,963,290	21,963,290	32.5 %
Illinois	20,991,463	20,991,463	7.1 %	20,991,463	20,991,463	7.1 %
New Jersey	18,682,407	18,682,407	11.2 %	18,682,407	18,682,407	11.2 %
Arizona	9,910,868	9,910,868	8.3 %	9,910,868	9,910,868	8.3 %
Total	586,707,120	586,707,120	15.8 %	586,707,120	586,707,120	15.8 %

INVENTORY

3/31/2024

9/7/2024



Categories

All

Gender

All

Brands

All

Warehouses

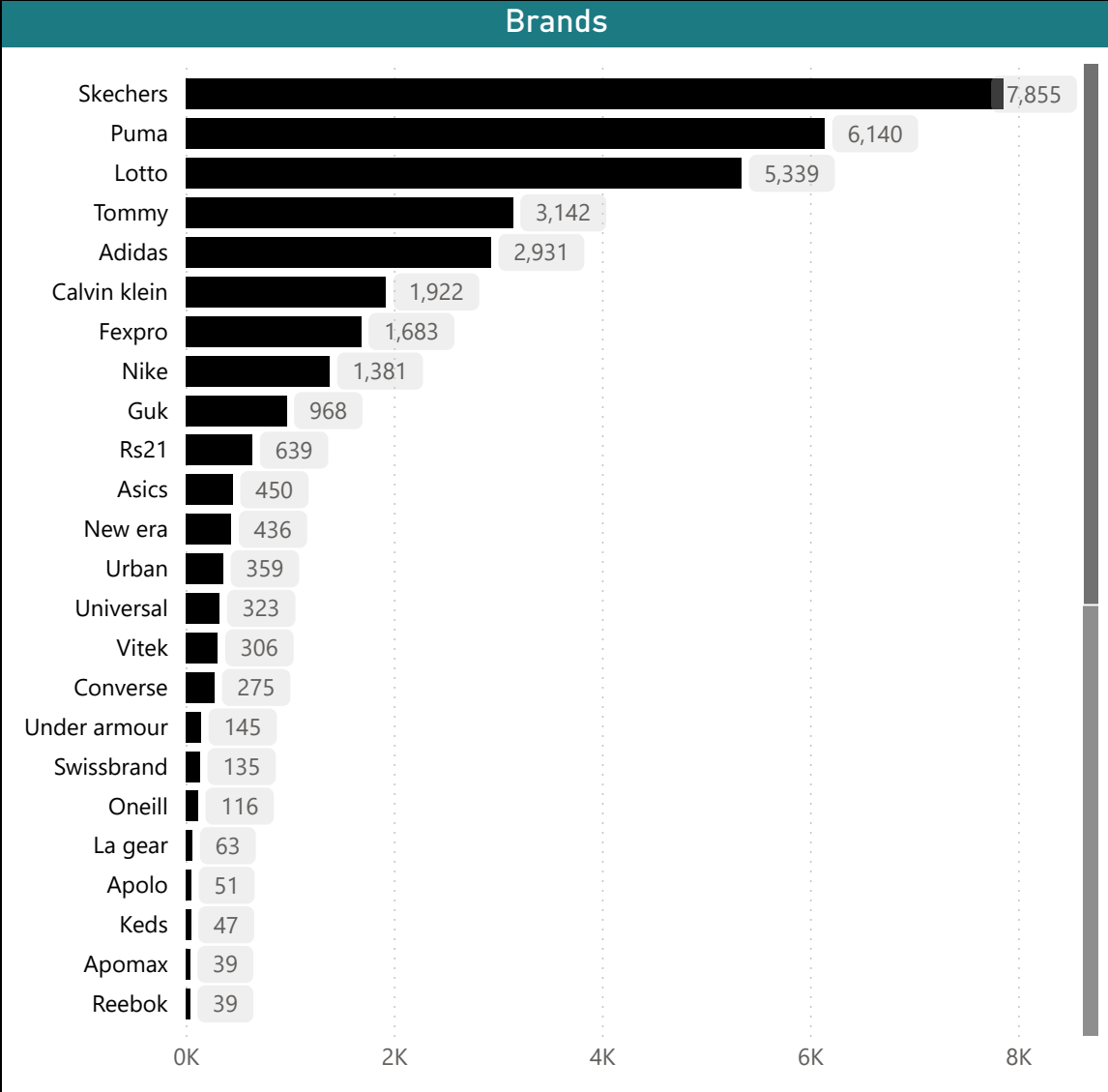
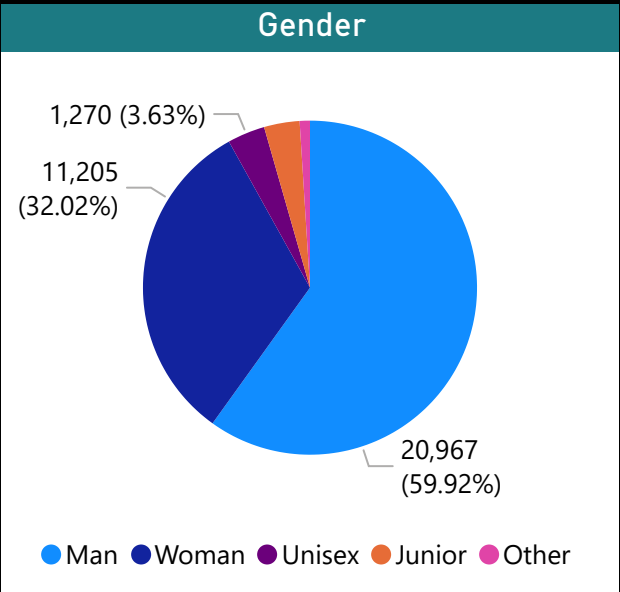
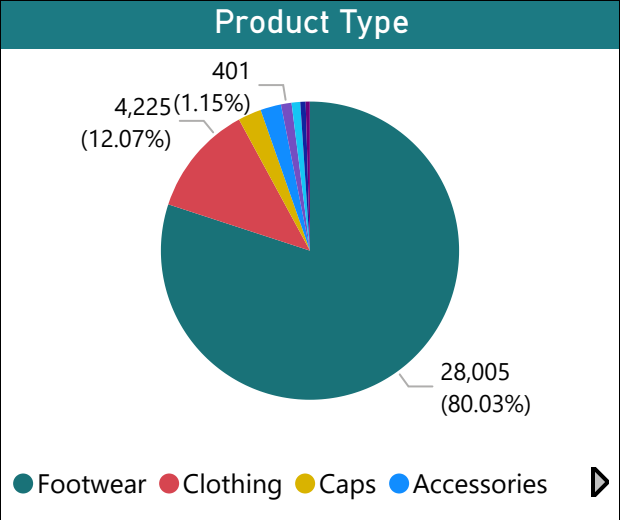
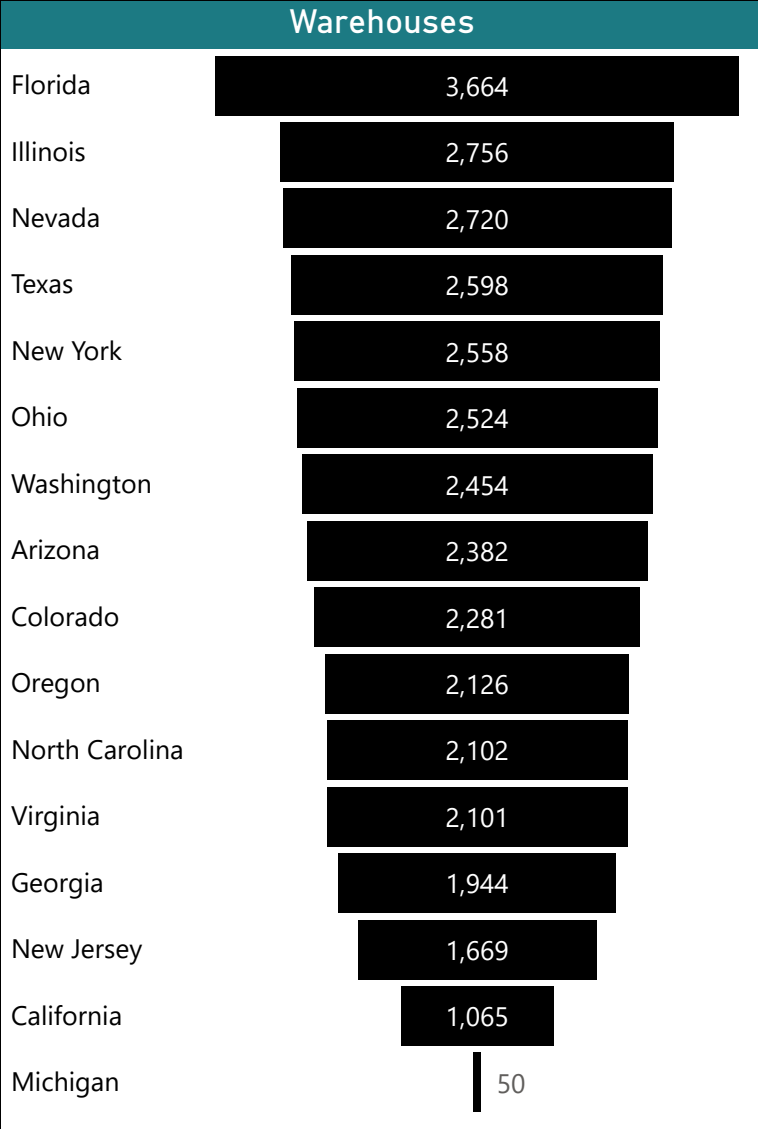
All

Current Stock

34,994

Inventory Cost

4,415,956,303



AGE ANALYSIS

3/31/2024

9/7/2024

Edad

0

10000



Categories

All

Genders

All

Brands

All

Warehouses

All

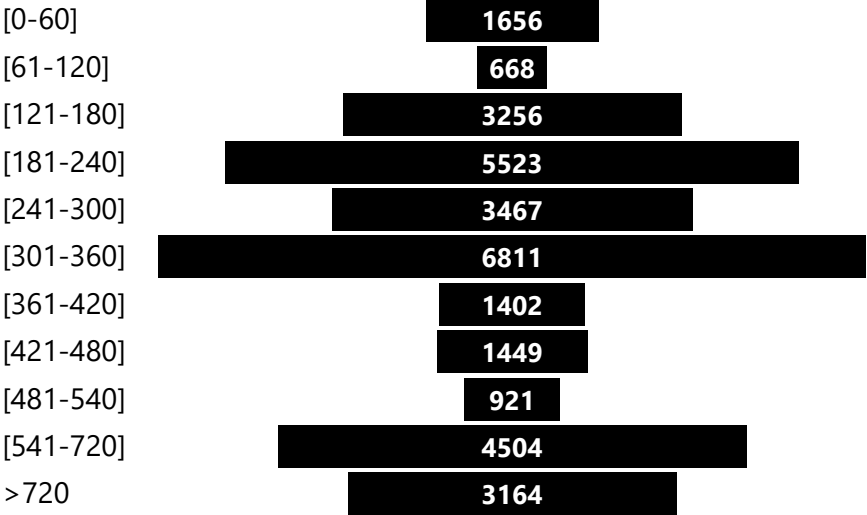
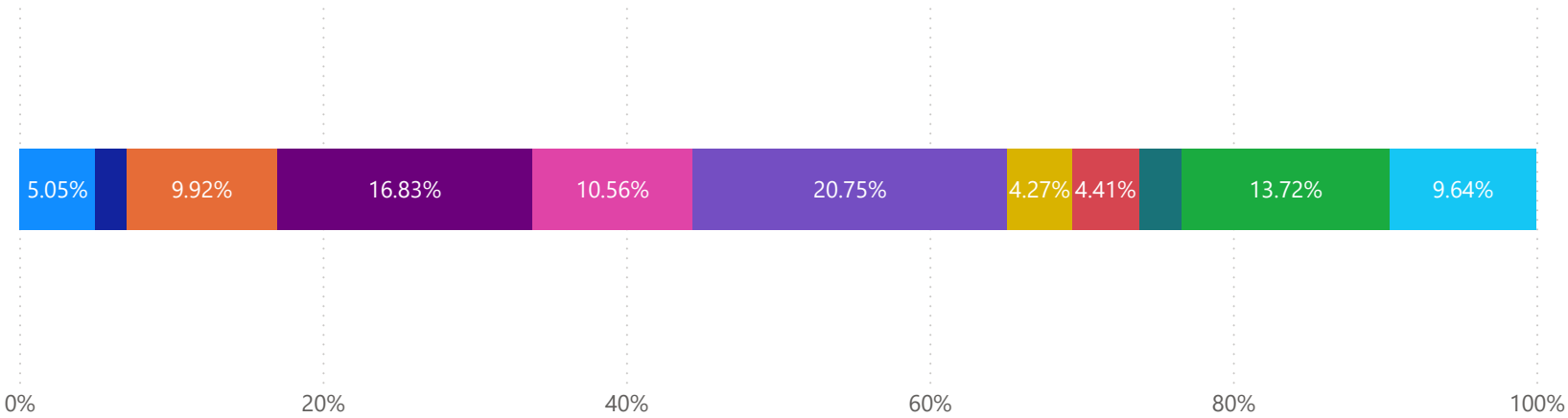
Current Stock

34,642

Inventory Cost

4,406,817,594

[0-60] [61-120] [121-180] [181-240] [241-300] [301-360] [361-420] [421-480] [481-540] [541-720] >720



Ages by Warehouse																		
Warehouse	[0-60]	%	[61-120]	%	[121-180]	%	[181-240]	%	[241-300]	%	[301-360]	%	[361-420]	%	[421-480]	%	[481-540]	%
Colorado									261	7.53%	160	2.35%	39	2.78%	61	4.21%	94	10.2
Nevada	118	7.13%	45	6.74%	198	6.08%	292	5.29%	396	11.42%	552	8.10%	98	6.99%	74	5.11%	68	7.3
Florida	190	11.47%	83	12.43%	225	6.91%	541	9.80%	351	10.12%	777	11.41%	181	12.91%	163	11.25%	77	8.3
Washington	107	6.46%	35	5.24%	197	6.05%	304	5.50%	296	8.54%	489	7.18%	95	6.78%	96	6.63%	95	10.3
North Carolina	10	0.60%	29	4.34%	206	6.33%	248	4.49%	225	6.49%	455	6.68%	80	5.71%	115	7.94%	63	6.8
Texas	111	6.70%	54	8.08%	245	7.52%	414	7.50%	180	5.19%	548	8.05%	91	6.49%	115	7.94%	81	8.7
Oregon	17	1.03%	25	3.74%	189	5.80%	261	4.73%	320	9.23%	403	5.92%	67	4.78%	90	6.21%	63	6.8
Ohio	207	12.50%	76	11.38%			253	4.58%	219	6.32%	466	6.84%	133	9.49%	138	9.52%	57	6.1
New York	189	11.41%	55	8.23%	206	6.33%	383	6.93%	233	6.72%	617	9.06%	144	10.27%	108	7.45%	72	7.8
New Jersey	38	2.29%	50	7.49%	176	5.41%	309	5.59%	172	4.96%	258	3.79%	88	6.28%	52	3.59%	33	3.5
Virginia	105	6.34%	34	5.09%	9	0.28%	163	2.95%	200	5.77%	522	7.66%	100	7.13%	129	8.90%	57	6.1
Arizona	180	10.87%	69	10.22%	204	6.27%	408	7.20%	184	5.21%	482	7.08%	89	6.25%	128	8.82%	87	9.4
Total	1656	100.00%	668	100.00%	3256	100.00%	5523	100.00%	3467	100.00%	6811	100.00%	1402	100.00%	1449	100.00%	921	100.0

DAILY AND HOURLY SALES

Categories

All

Stores

All

Metric

Sales with VAT

Time Period

Month

Gross Margin

46 %

2023: -75,088,090

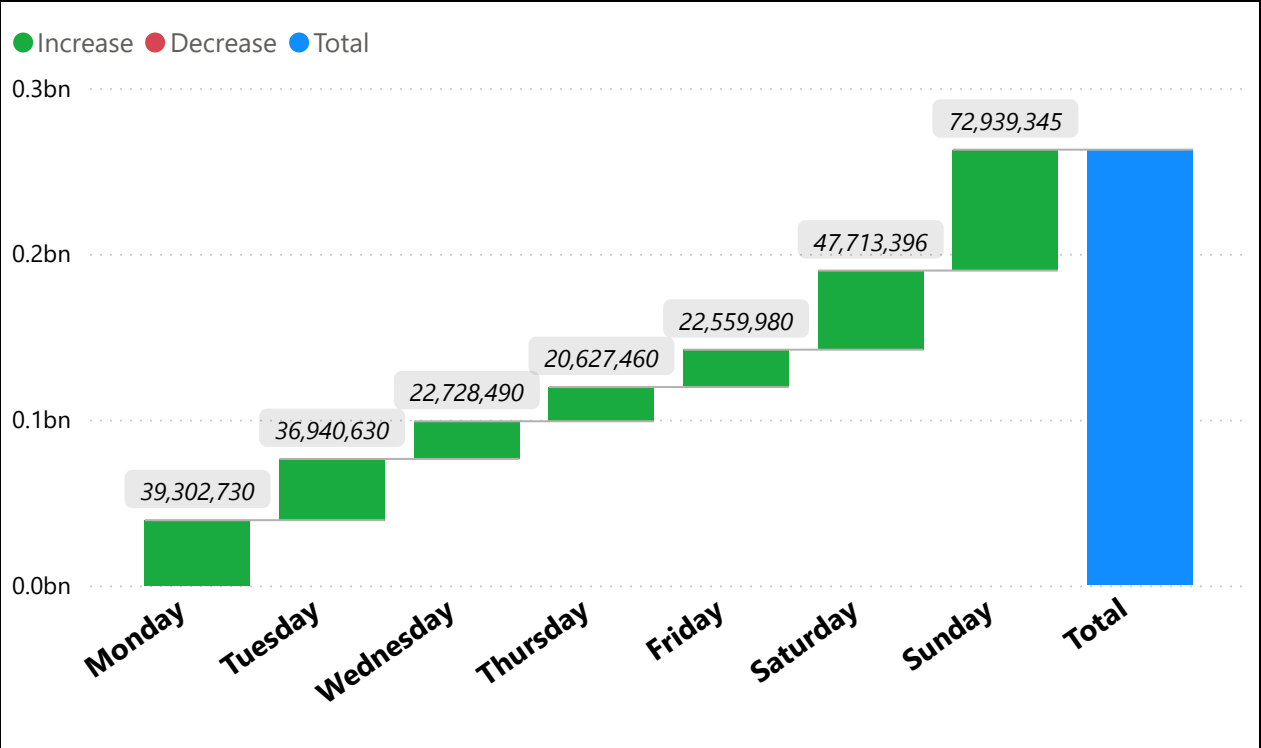
2022: -97,090,212

Sales with VAT

262,812,031

2023: 337,900,121 -22.2% ↓

2022: 359,902,243 -27% ↓



9/1/2024

9/10/2024

