



EXECUTIVE
SUMMARY



IN-DEPTH
ANALYSIS

ANALYSIS METRIC

TOTAL SALES
\$89.99M

TOTAL SALES

UNITS SOLD
2.48M

UNITS SOLD

OPERATING
PROFIT

OPERATING PROFIT
\$33.21M

OPERATING
MARGIN

OPERATING MARGIN
42.30%



EXECUTIVE SUMMARY

OP PROFIT MOM%
9.52%

AVG PRICE/UNIT
\$45.22

Year
All

Quarter
All

Month
All

Gender
All

Retailer
All

Sales Method
All

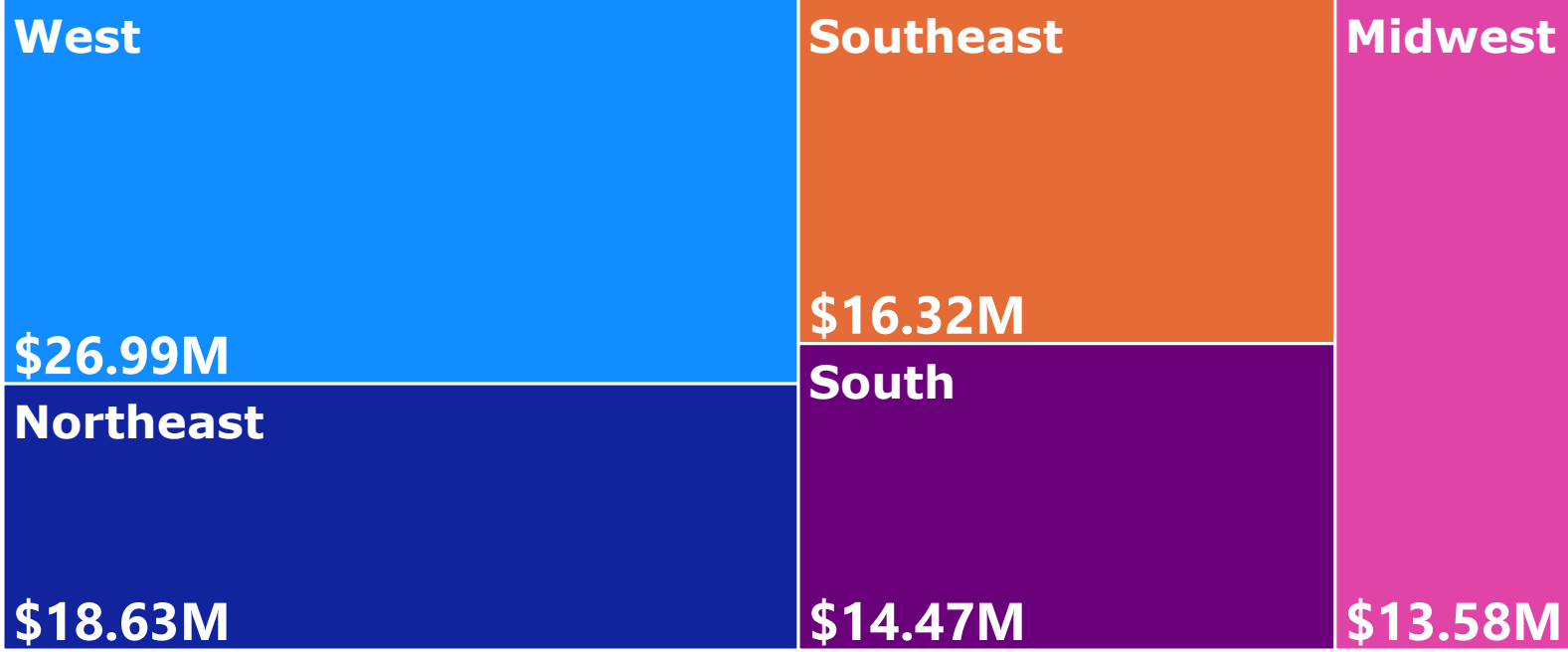
Product
All

Region
All

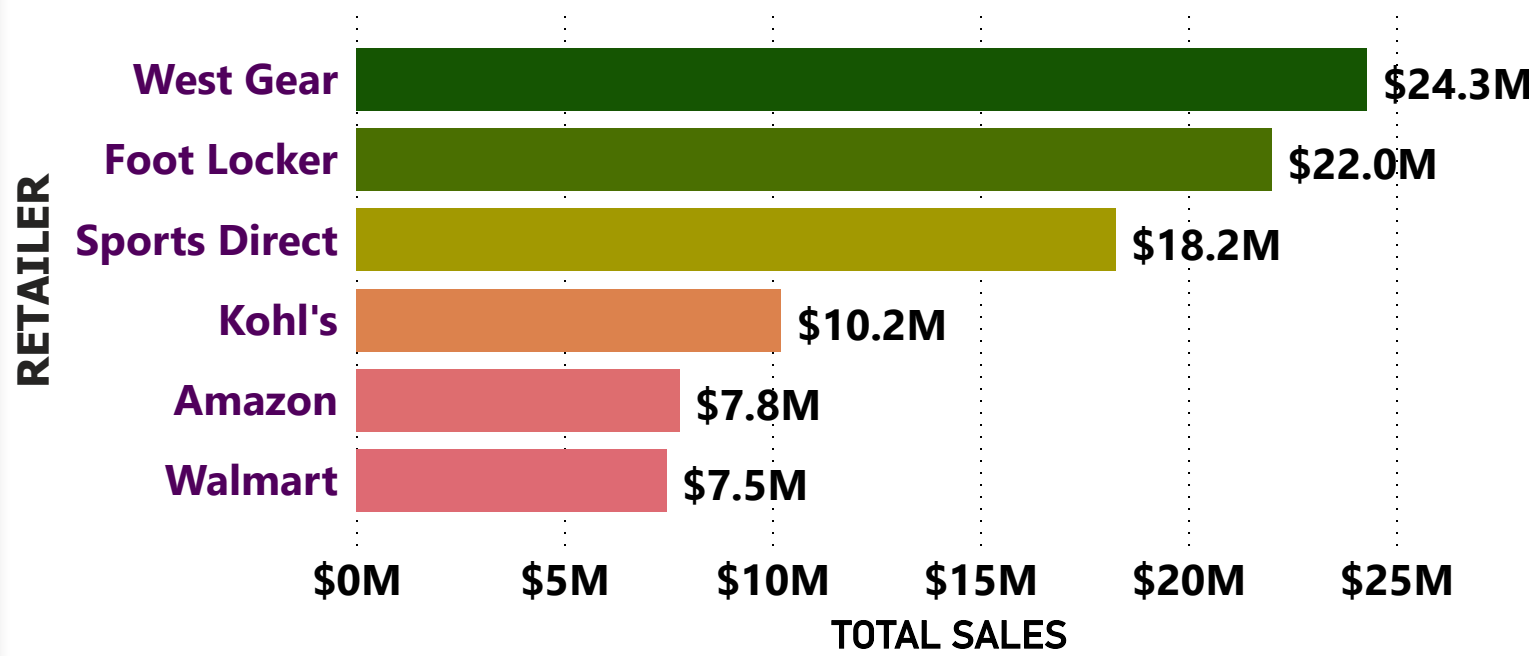
State
All

City
All

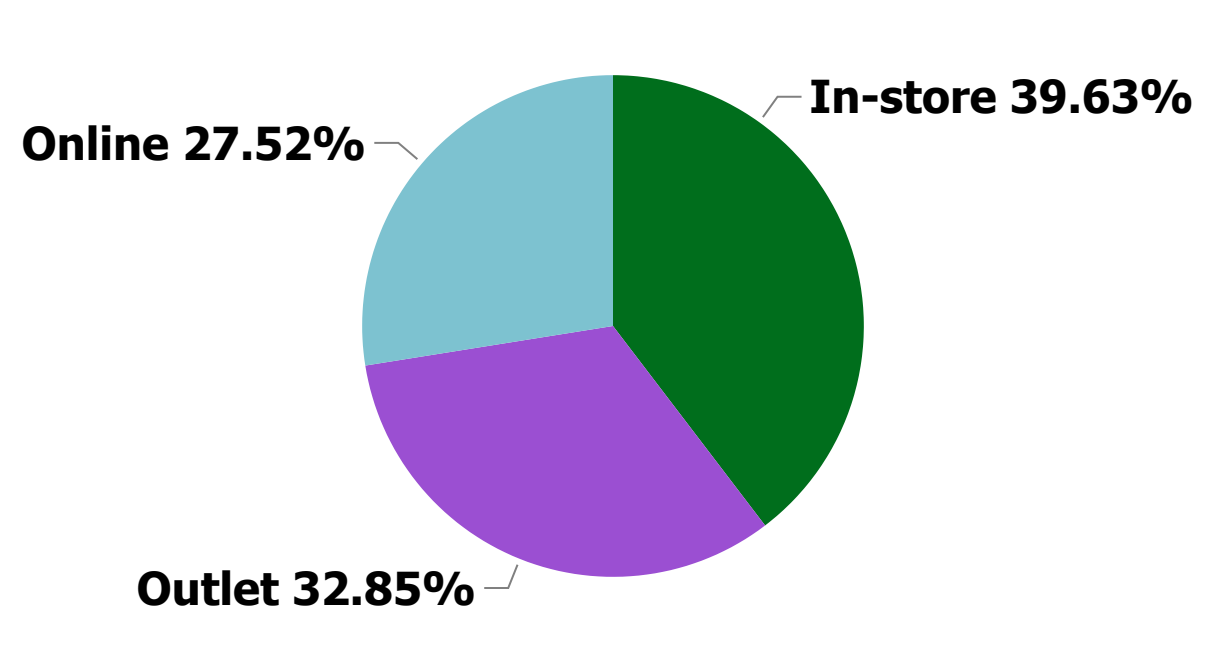
REGION WISE - TOTAL SALES



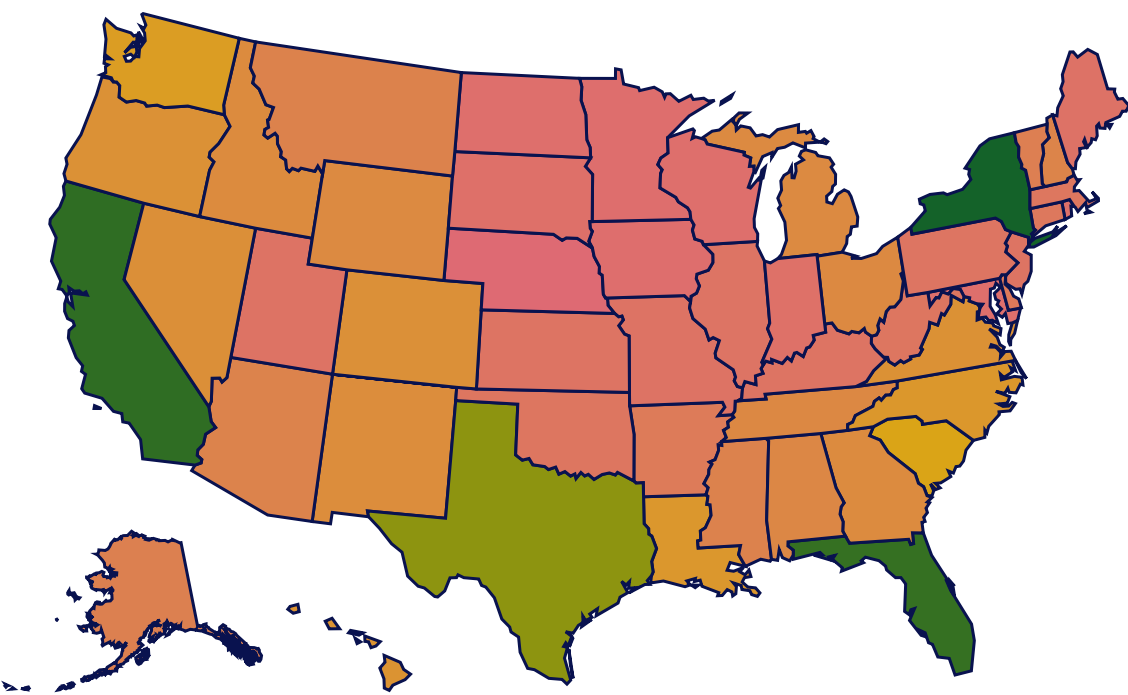
RETAILER WISE - TOTAL SALES



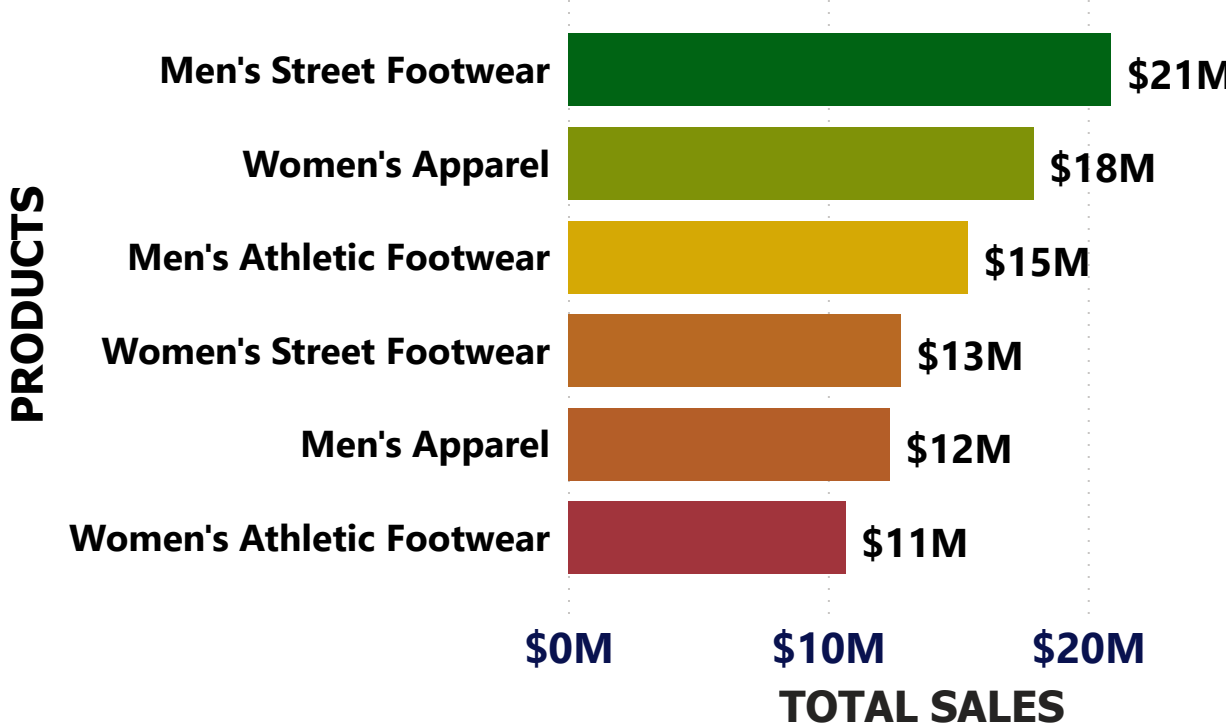
SALES METHOD WISE - TOTAL SALES



GEOGRAPHY WISE - TOTAL SALES



PRODUCT WISE - TOTAL SALE

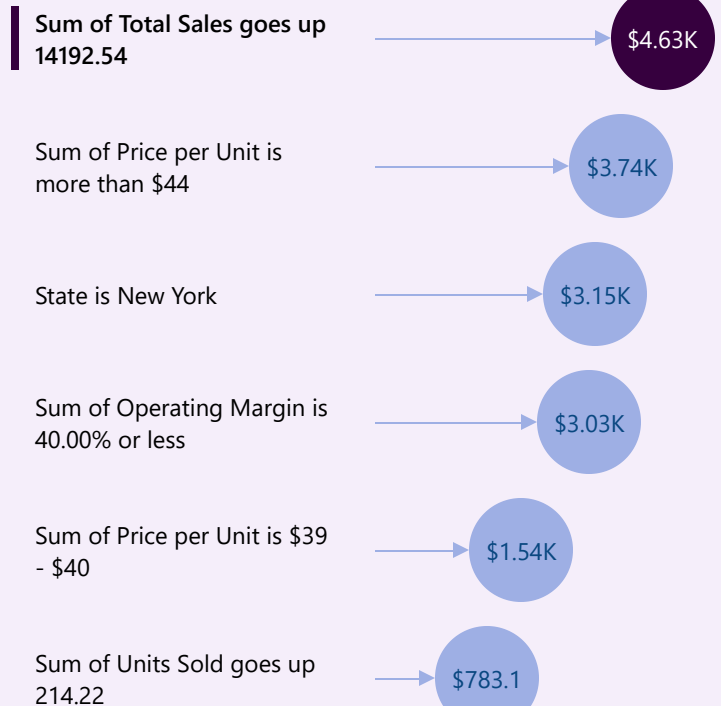


ANALYZING KEY INFLUENCERS

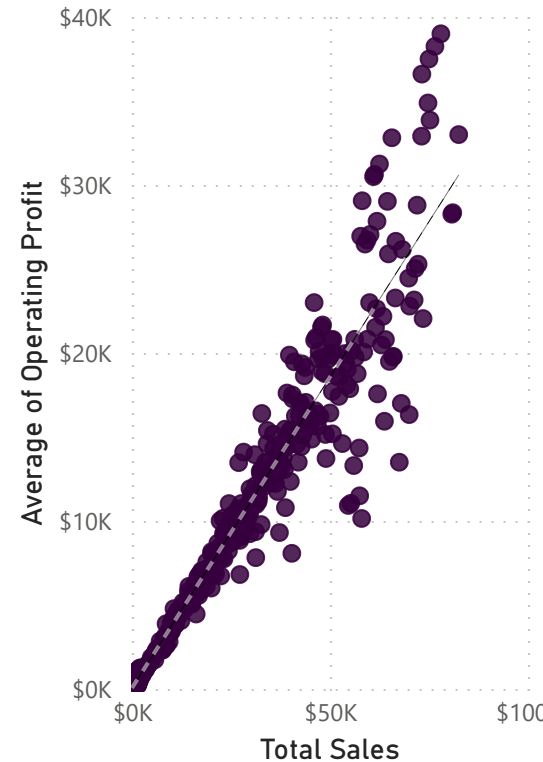
Key influencers Top segments

What influences Operating Profit to Increase ?

When... ...the average of Operating Profit increases by



On average when Sum of Total Sales increases, Operating Profit also increases.



SALES OVERVIEW

At \$2,42,96,433.30, West Gear had the highest Sum of Total Sales and was 225.87% higher than Walmart, which had the lowest Sum of Total Sales at \$74,55,841.

West Gear accounted for 27.00% of Sum of Total Sales.

Across all 6 Retailer, Sum of Total Sales ranged from \$74,55,841 to \$2,42,96,433.30.

SPORTS PRODUCT ANALYSIS



EXECUTIVE SUMMARY



IN-DEPTH ANALYSIS

RETAILER

All



TOTAL SALES
\$89.99M



UNITS SOLD
2,479K



OPERATING PROFIT
\$33.21M



OPERATING MARGIN
42.30%

Midwest

Northeast

South

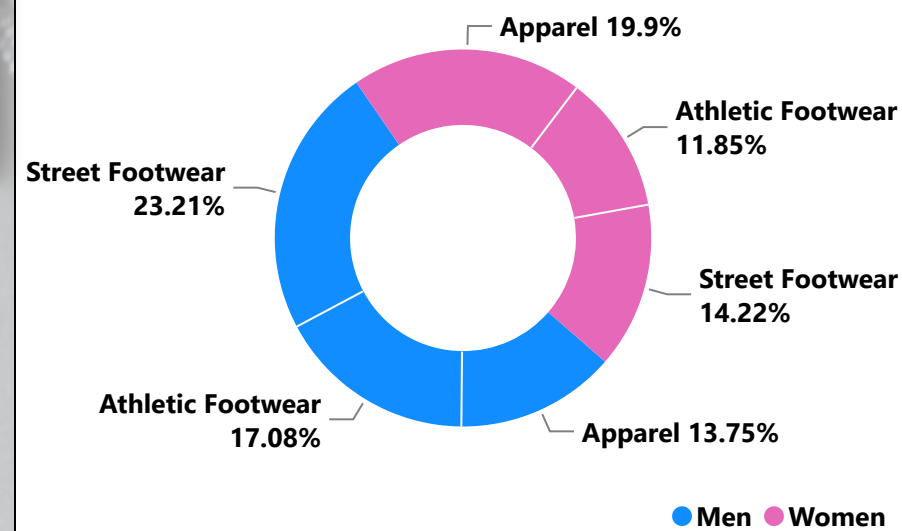
Southeast

West

CHOOSE RANGE

01-01-2020 31-12-2021

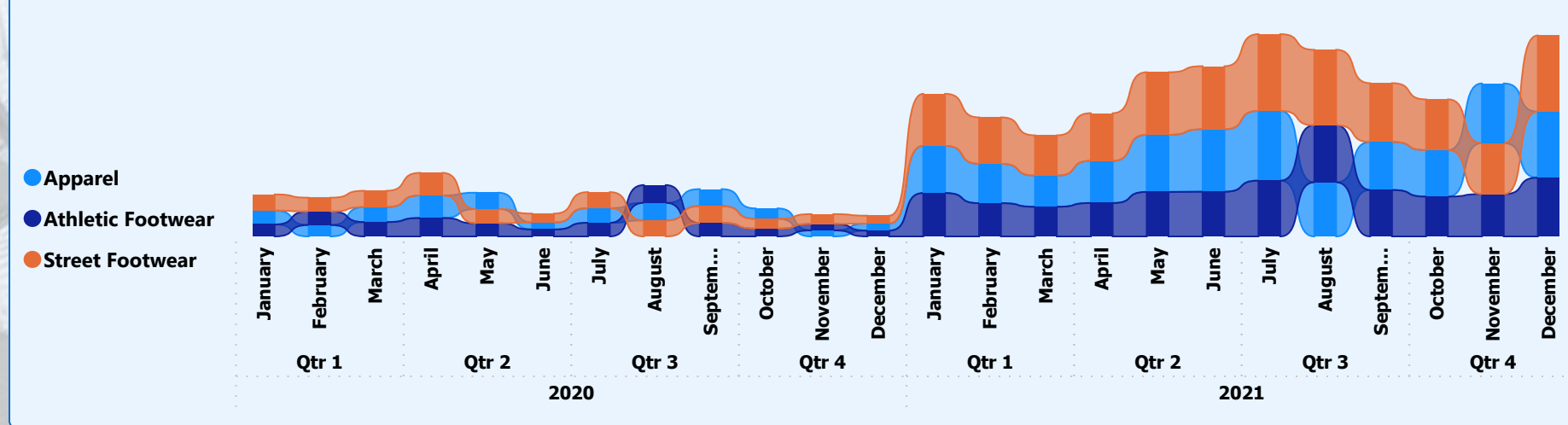
DISTRIBUTION SALES GENDER WISE



PRODUCT WISE PERFORMANCE OVER TIME

RETAILER WISE PERFORMANCE OVER TIME

SALES OF PRODUCT OVER TIME



TOP CITIES

WORST CITIES

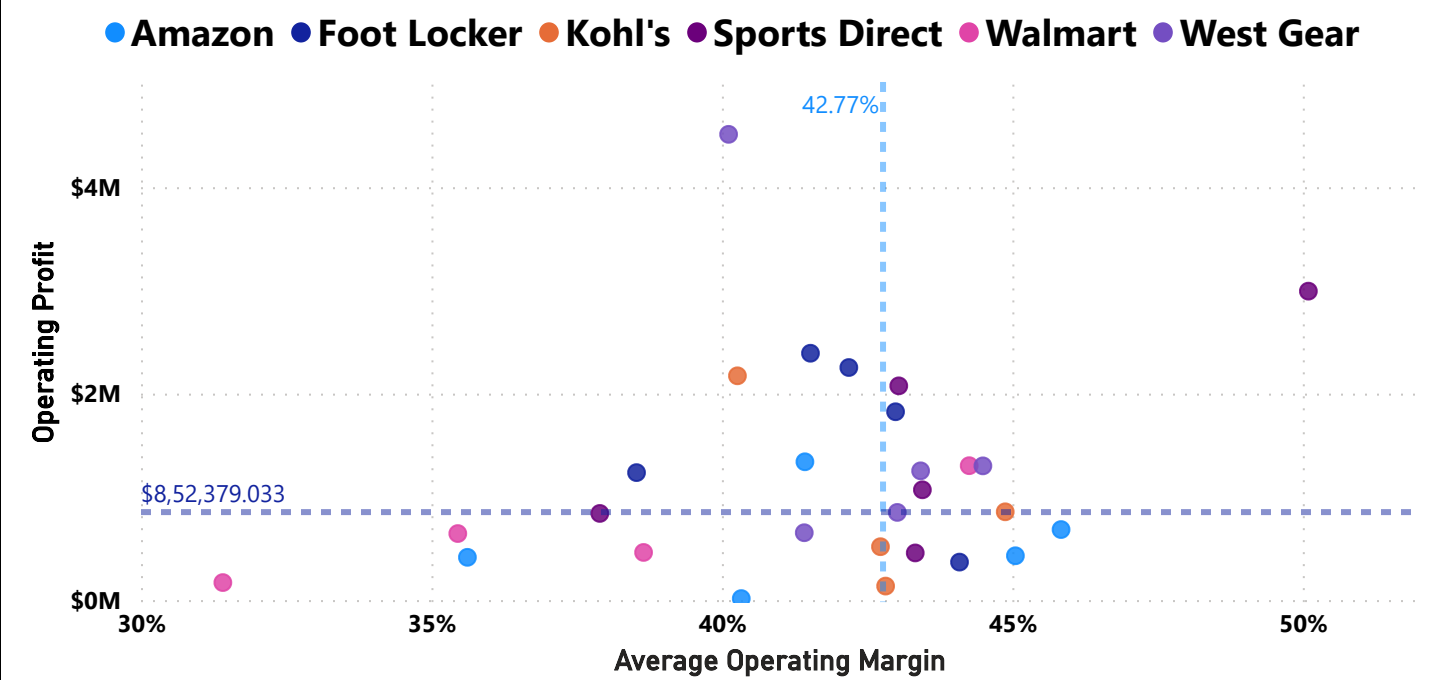
BEST PERFORMING CITIES BASED ON SALES

City	Apparel	Athletic Footwear	Street Footwear	
Charleston	\$14,61,266.10	\$10,88,894.80	\$14,47,318.80	\$39,97,479.70
New York	\$14,63,655.90	\$11,50,257.60	\$13,66,210.00	\$39,80,123.50
San Francisco	\$11,71,229.30	\$11,08,439.00	\$11,74,253.70	\$34,53,922.00
Miami	\$11,67,468.20	\$8,80,286.70	\$11,12,331.40	\$31,60,086.30
Portland	\$9,52,622.90	\$9,17,142.20	\$11,84,800.10	\$30,54,565.20
Orlando	\$8,67,406.20	\$8,88,530.30	\$10,12,348.60	\$27,68,285.10
Seattle	\$8,05,546.00	\$8,62,440.90	\$9,65,084.90	\$26,33,071.80
Los Angeles	\$8,91,916.80	\$8,05,587.30	\$8,65,987.20	\$25,63,491.30
Houston	\$8,30,222.30	\$8,44,972.10	\$8,70,493.80	\$25,45,688.20
Albany	\$8,65,266.20	\$6,80,260.70	\$8,97,253.50	\$24,42,780.40
Charlotte	\$8,79,755.20	\$6,68,075.10	\$8,47,822.80	\$23,95,653.10
New Orleans	\$7,52,468.40	\$7,80,449.70	\$8,42,160.00	\$23,75,078.10
Total	\$1,34,74,617.70	\$1,20,89,708.80	\$1,41,91,647.90	\$3,97,55,974.40

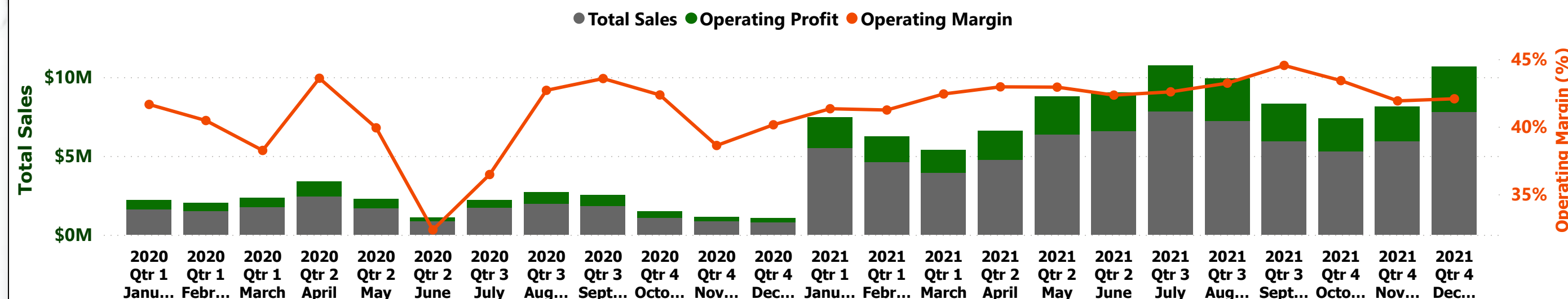
REGION WISE

STATE WISE

CITY WISE

HOW DISTRIBUTED IS THE PERFORMANCE : REGION WISE ?
(OPERATING PROFIT VS OPERATING MARGIN)

SALES TO PROFIT ANALYSIS OVER THE TIME WITH OPERATING MARGIN UNDER CONSIDERATION



IN-DEPTH ANALYSIS

ANALYSIS

REGION SPECIFIC ANALYSIS

- North East has shown significant increase in sales with almost 3x growth than last year.
- West has also show growth with a sudden spike in sales in Jan,2021
- Midwest sales has Doubled with Jul,2021 being the most profitable month
- South has seen the maximum spike in sales with almost 5x growth YOY .
- South-East has shown 4x sales growth .
- All over May,2021 to September,2021 has shown good times in the business thus this timeline can be used in future for aggressive marketing to boost up sales all over the country.

OPERATING PROFIT & OPERATING MARGIN ANALYSIS

- While most of the profit are highly concentrated at 42.32% , Sports Gear has been able to generate more Profit Margins in multiple states including Alabama, Tennessee , etc.
- Birmingham while has shown good profit margins for Sports Direct , its the Charleston via Foot Locker that garnered the best profits.
- Region wise , while West Gear in West has produced the maximum revenue , Sports Direct in South has shown the Maximum Profit Margin.

RETAILER ANALYSIS

- Amazon sales are highly concentrated in North-East and Mid West . While they are missing sales in West which is lucrative area . They are highly online dominated.
- Kohl's has a highly West dominated market with no presence in North East. Meanwhile Sales have gone down after May,2021
- Sports Direct is having a highly concentrated and south dominated market and showing a Head and Shoulder Pattern in sales figure over time.
- Walmart has no presence in MidWest . It had a good run in 2020 , sales falling now although sales peaked at Jul,2021
- West Gear has a good in-store sales.
- Walmart has no sales in MidWest although competitors has done good sales here. Men's Street Footwear and Women Apparel will be a good bet for Walmart to enter in this region .
- Kohl's on the other hand has no presence in South East. A collaboration with Walmart to target both their weak areas can give them a strong competitive advantage and good profit margins.