

Adidas Profitability Overview

Operating Profit
332.1M

Total Revenue
899.9M

Total Units Sold
2.5M

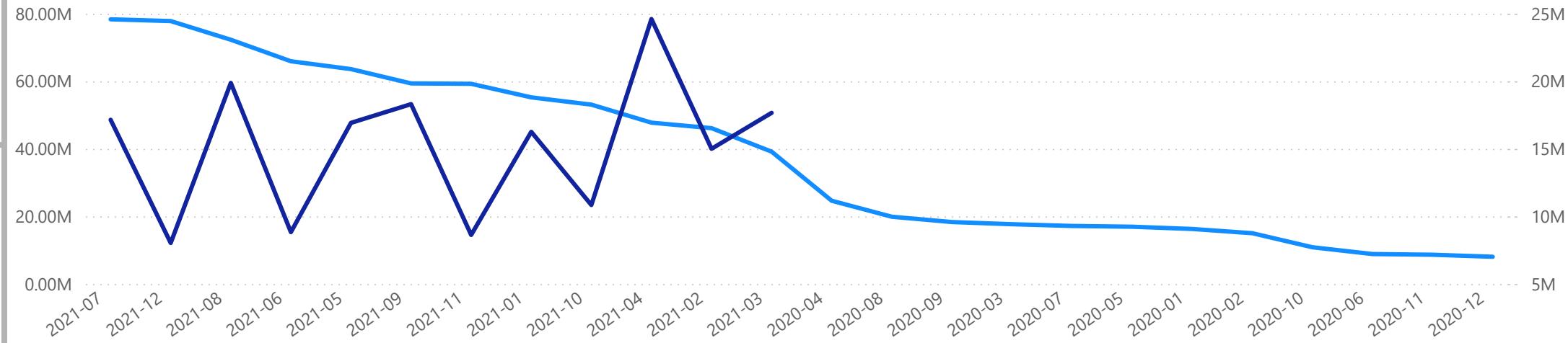
Gross Margin
36.9%

region

All

Revenue Trend Over Time

Total Revenue Revenue LY



Year

All

Top 5 Retailers by Profit

West Gear 85.67M

Foot Locker 80.72M

Sports Direct 74.33M

Kohl's 36.81M

Amazon 28.82M

Profit by Product Category

Men'S 179.41M

Women'S 152.72M

0.0M

20.0M

40.0M

60.0M

80.0M

0.0M

50.0M

100.0M

150.0M

Retailer Profitability Deep Dive

Retailer Revenue

899.9M

Retailer Profit

250.23M

Avg Margin %

36.9%

region

All

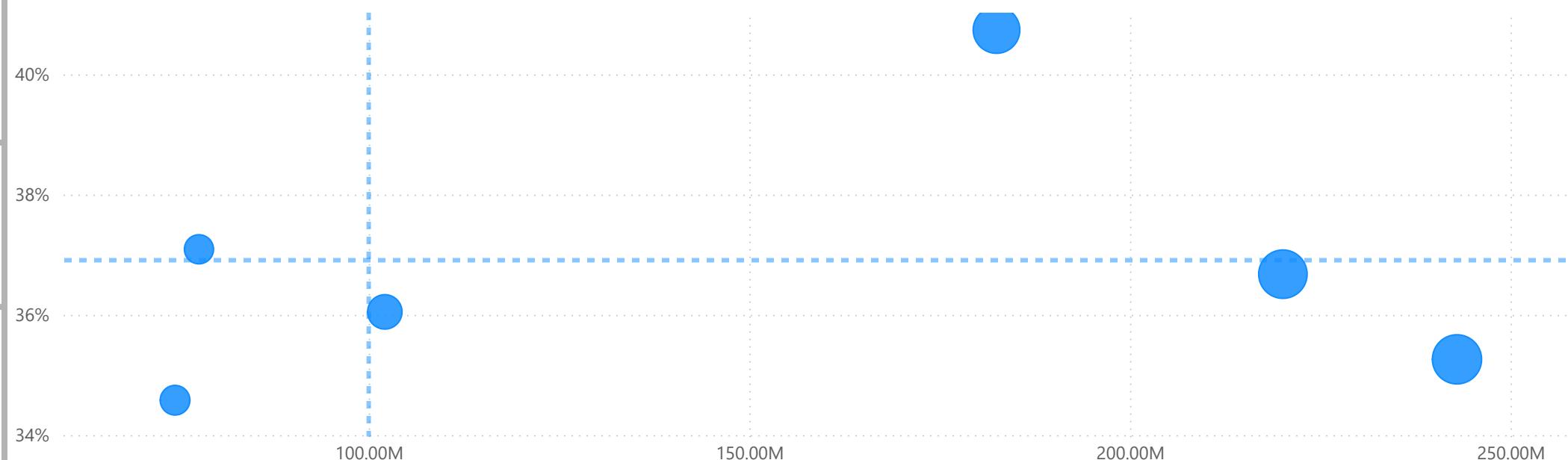
Year

All

sales_method

All

Retailer Revenue vs Margin Analysis



Retailer Profitability Summary

retailer	Total Operating Profit	Total Revenue	Gross Margin %	Total Allocated Costs Dynamic	Net Profit After Alloc	Total Units
West Gear	8,56,67,873	24,29,64,333	35.26%	2,14,98,313	6,41,69,560	6,25,262
Foot Locker	8,07,22,125	22,00,94,720	36.68%	2,02,75,181	6,04,46,943	6,04,369
Sports Direct	7,43,32,955	18,24,70,997	40.74%	1,68,97,480	5,74,35,475	5,57,640
Kohl's	3,68,11,253	10,21,14,753	36.05%	93,63,775	2,74,47,478	2,87,375
Amazon	2,88,18,503	7,76,98,912	37.09%	71,90,088	2,16,28,416	1,97,990
Total	30,63,52,709	82,53,43,715	37.12%	7,52,24,837	23,11,27,872	22,72,636

Product & Category Profitability

Product Revenue

899.9M

Product Profit

250.23M

Avg Product Margin %

36.9%

region

All

Year

All

sales_method

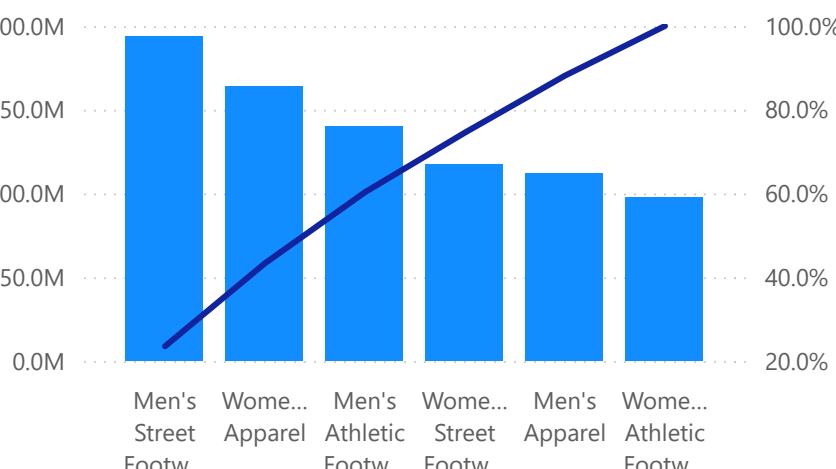
All

Product-Level Profitability Summary

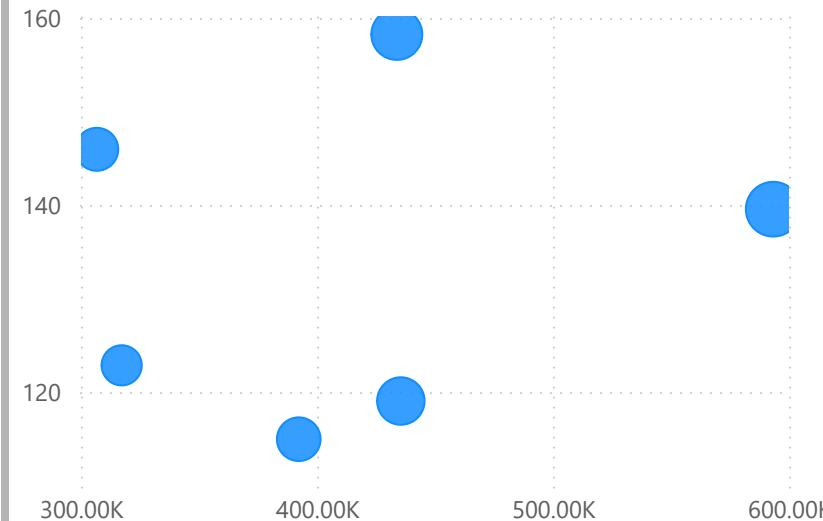
product	grouped_category	Total Revenue	Total Units	Total Operating Profit	Gross Margin %	Profit per Unit
Women's Athletic Footwear	Women'S	9,78,69,104	2,90,401	3,57,36,732	36.51%	123.06
Women's Street Footwear	Women'S	11,75,38,633	3,60,524	4,15,35,793	35.34%	115.21
Men's Apparel	Men'S	11,22,37,952	2,76,177	4,15,96,439	37.06%	150.62
Men's Athletic Footwear	Men'S	14,00,73,276	3,98,369	4,78,17,631	34.14%	120.03
Women's Apparel	Women'S	16,37,22,761	3,95,825	6,23,02,520	38.05%	157.40
Men's Street Footwear	Men'S	19,39,01,989	5,51,340	7,73,63,594	39.90%	140.32
Total		82,53,43,715	22,72,636	30,63,52,709	37.12%	134.80

Pareto Analysis – Revenue Concentration

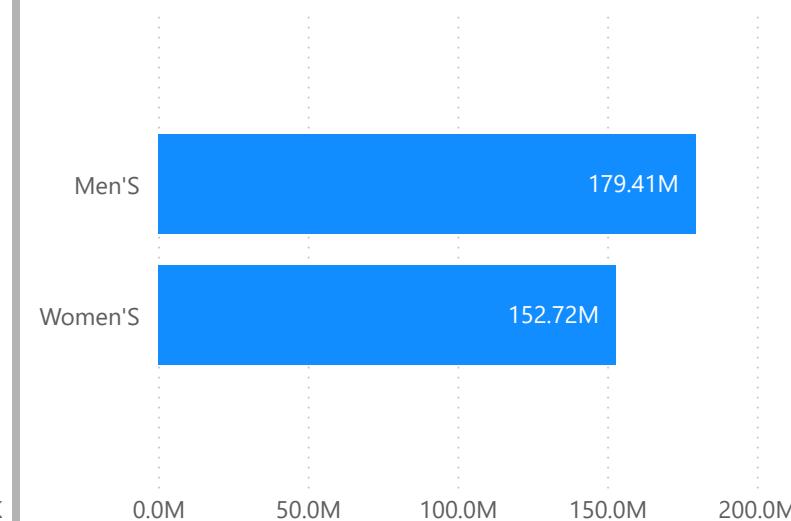
● Total Revenue ● Cumulative Revenue %



PRODUCT SCATTER



Profit by Product Category



Pricing & What-If Simulation

Simulated Revenue

902.05M

Simulated Profit

92.50M

Profit Impact

-239.64M

Price Elasticity

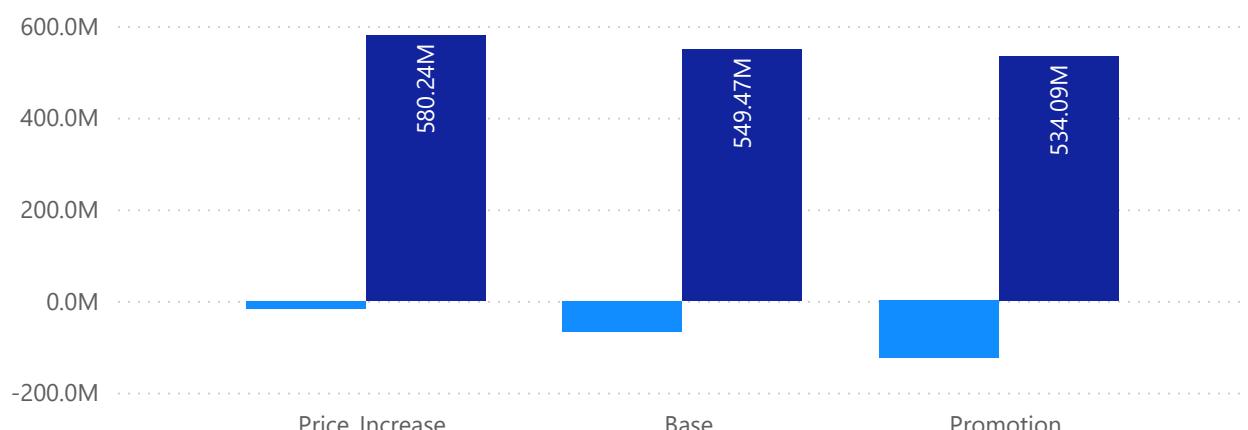
-0.50

Product-Level Pricing Simulation

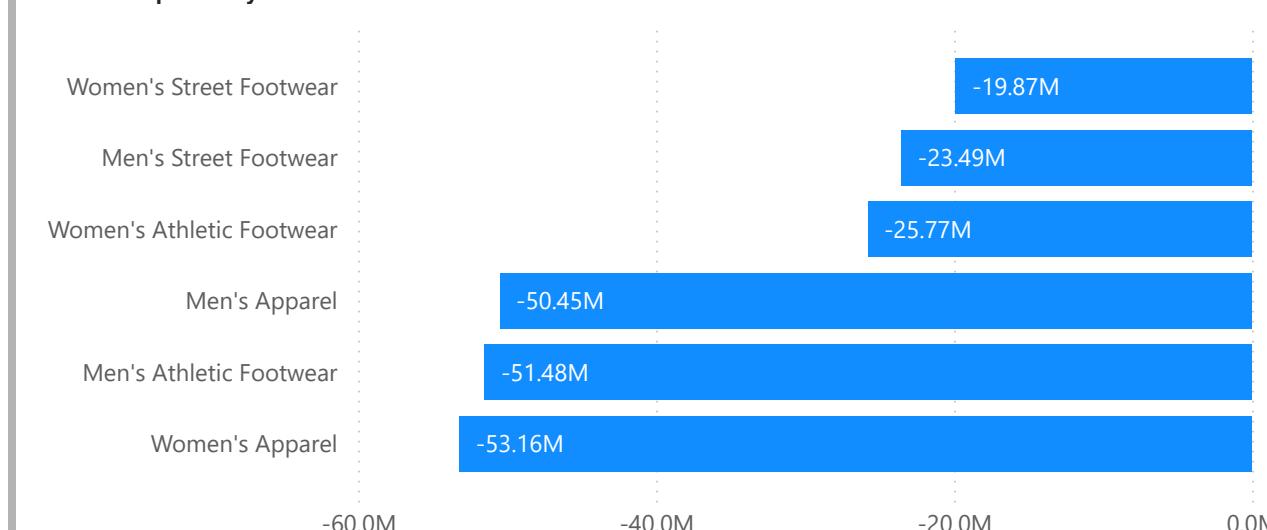
product	base price	Simulated Price	base units	Simulated Units	base profit	Simulated Profit	Profit Delta
Women's Street Footwear	4,894.71	326.31	58,84,035	3,60,524	67,64,37,402.15	2,31,86,691.40	-1,83,49,101.32
Men's Street Footwear	5,279.43	351.96	88,99,800	5,51,340	1,24,20,33,909.30	5,51,13,188.62	-2,22,50,405.87
Women's Athletic Footwear	5,041.92	336.13	47,58,540	2,90,401	58,46,36,774.10	1,20,88,807.15	-2,36,47,925.30
Men's Apparel	6,051.62	403.44	46,00,245	2,76,177	67,14,45,454.95	-51,25,446.65	-4,67,21,885.76
Men's Athletic Footwear	5,292.69	352.85	65,32,890	3,98,369	77,77,03,322.85	3,37,086.95	-4,74,80,543.59
Women's Apparel	6,190.45	412.70	65,07,405	3,95,825	1,02,97,64,558.40	1,41,29,544.75	-4,81,72,974.78
Total	32,750.82	363.90	3,71,82,915	22,72,636	4,98,20,21,421.75	8,48,02,712.04	-22,15,49,996.80

Revenue - Profit Relation

● Sum of total_profit ● Sum of total_revenue



Profit Impact by Product (What-If)



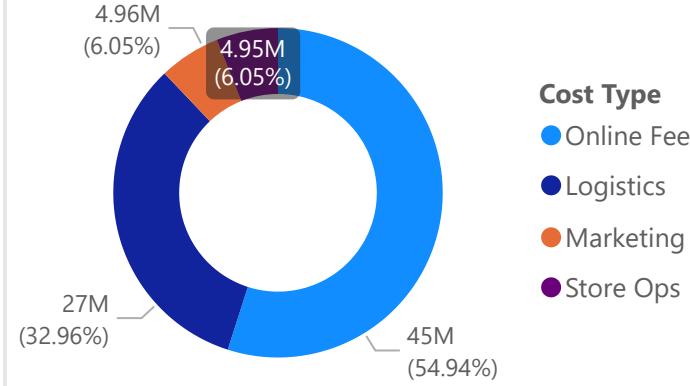
Allocated Costs	Net Profit (Post-Allocation)
81.90M	250.23M

Operating Profit (Pre-Allocation)
332.13M

Cost Allocation & Scenario Comparison

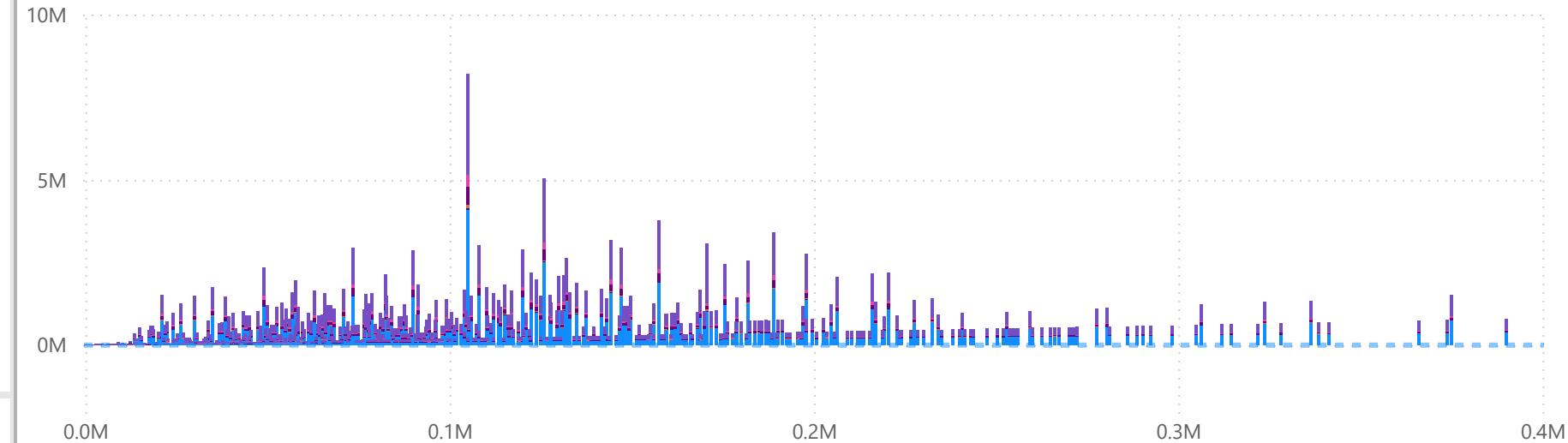
region	▼	Year	▼
All	▼	All	▼
sales_method	▼	retailer	▼
All	▼	All	▼

Cost Composition Breakdown



Profit Walk: Operating → Net Profit

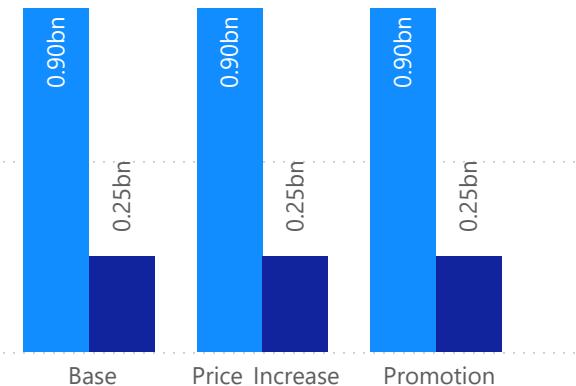
● Total Operating Profit ● Alloc_Marketing ● Alloc_OnlineFee ● Alloc_StoreOps ● Alloc_Logistics ● Net Profit After Alloc



Scenario Comparison: Revenue & Profit

● Total Revenue All Products ● Net Profit After Alloc

1.0bn



Retailer Profitability Summary

scenario	Revenue	Operating Profit	Allocated Costs	Net Profit After Alloc	Margin %
Base	54,94,70,253.89	30,63,52,708.84	7,52,24,836.96	23,11,27,872	37.12%
Price_Increase	58,02,40,704.01	30,63,52,708.84	7,52,24,836.96	23,11,27,872	37.12%
Promotion	53,40,85,300.03	30,63,52,708.84	7,52,24,836.96	23,11,27,872	37.12%
Total	1,66,37,96,257.93	30,63,52,708.84	7,52,24,836.96	23,11,27,872	37.12%

Geographic & Regional Performance

Regional Net Profit: 250.23M | Regional Revenue: 899.9M | Regional Margin %: 36.9%

Year ▾

All ▾

sales_method ▾

All ▾

product ▾

All ▾

Sales Channel Mix by Region

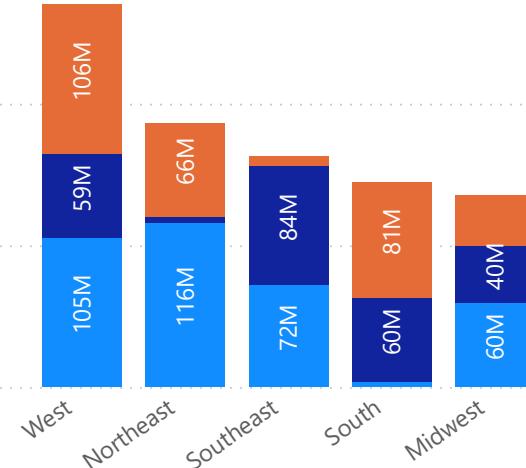
sales_method... ● in-store ● online ● outlet

0.3bn

0.2bn

0.1bn

0.0bn



Revenue Trend By Region

Midwest

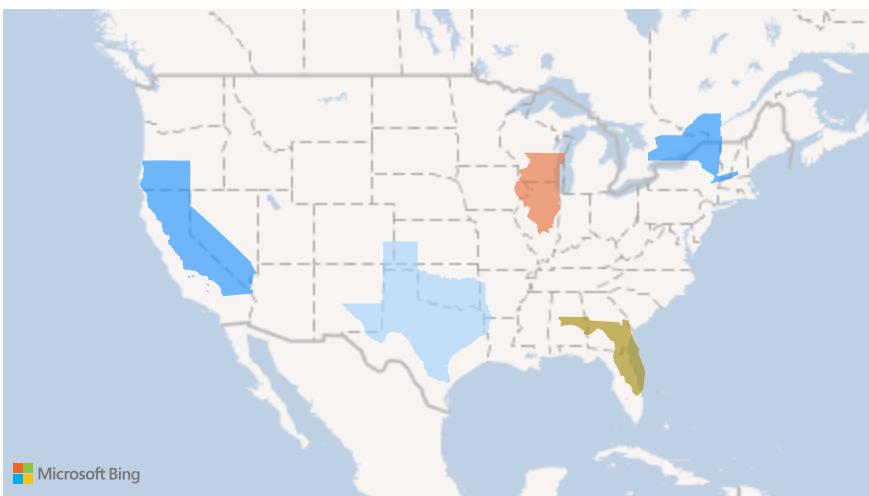
South

Northeast

Southeast

Net Profit By State

region ● Midwest ● Northeast ● South ● Southeast ● West



Regional Profitability Summary

state	Total Revenue	Total Units	Total Operating Profit	Net Profit After Alloc	Gross Margin %
California	26,31,52,174	674612	8,79,12,203.43	6,43,33,154	33.41%
New York	17,26,12,062	466553	6,34,03,450.13	4,85,75,768	36.73%
Illinois	13,58,00,459	391337	5,28,11,346.48	4,03,59,567	38.89%
Florida	14,21,65,697	364987	5,41,08,725.97	4,03,37,826	38.06%
Texas	11,16,13,323	375147	4,81,16,982.83	3,75,21,557	43.11%
Total	82,53,43,715	2272636	30,63,52,708.84	23,11,27,872	37.12%

QA, Validation, Data Dictionary & Appendix

Total Records 9648	Key Assumptions <ul style="list-style-type: none"> Cost allocation based on unit volume and revenue share Constant price elasticity applied across products Returns and discounts assumed embedded in net sales No inventory holding cost modeled Data reflects Adidas US sales only 	Data Quality and Validation Check <table border="1"> <thead> <tr> <th>Validation check</th><th>Affected Rows</th><th>Status</th></tr> </thead> <tbody> <tr> <td>negative_profit_count</td><td>0</td><td>OK</td></tr> <tr> <td>price_mismatch_count</td><td>3890</td><td>ATTENTION</td></tr> <tr> <td>reconciliation_diff</td><td>0</td><td>OK</td></tr> <tr> <td>zero_units_with_sales</td><td>0</td><td>OK</td></tr> <tr> <td>Total</td><td>3890</td><td></td></tr> </tbody> </table>						Validation check	Affected Rows	Status	negative_profit_count	0	OK	price_mismatch_count	3890	ATTENTION	reconciliation_diff	0	OK	zero_units_with_sales	0	OK	Total	3890	
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Negative Profit Rows 0																									
Zero Units Rows 0																									
Transaction-Level Detail (Exportable)																									
Year	Quarter	Month	Day	product	grk	Alloc_Logistics	Alloc_Marketing																		
2020	Qtr 1	January	1	Men's Street Footwear	Me	58,17,059.67	1102680																		
2020	Qtr 1	January	1	Men's Street Footwear	Me	42,02,198.28	796738																		
2020	Qtr 1	January	1	Men's Street Footwear	Me	49,11,682.83	791650																		
2020	Qtr 1	January	1	Women's Apparel	Wo	35,26,158.99	721048																		
2020	Qtr 1	January	1	Women's Apparel	Wo	29,36,073.12	580802																		
2020	Qtr 1	January	2	Men's Athletic Footwear	Me																				
2020	Qtr 1	January	2	Men's Athletic Footwear	Me																				
2020	Qtr 1	January	2	Men's Athletic Footwear	Me																				
2020	Qtr 1	January	2	Men's Street Footwear	Me																				
Total						2,47,60,311.45	4545272																		

This model follows a star schema with Fact_Sales at the center and Date, Product, Retailer, and Region dimensions. Measures are calculated using DAX and validated against Excel outputs.