

# Adidas Profitability Overview

Operating Profit  
332.1M

Total Revenue  
899.9M

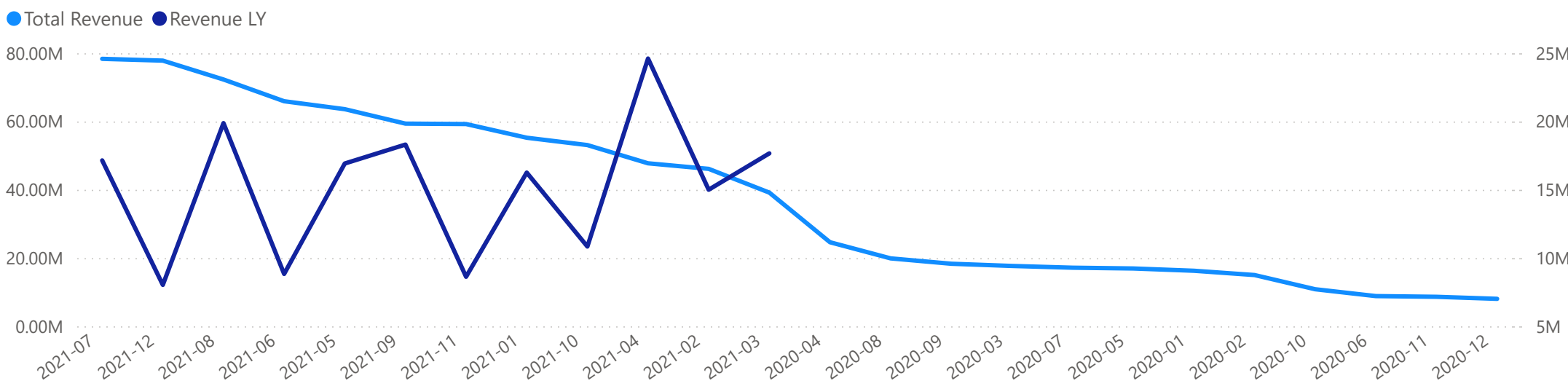
Total Units Sold  
2.5M

Gross Margin  
36.9%

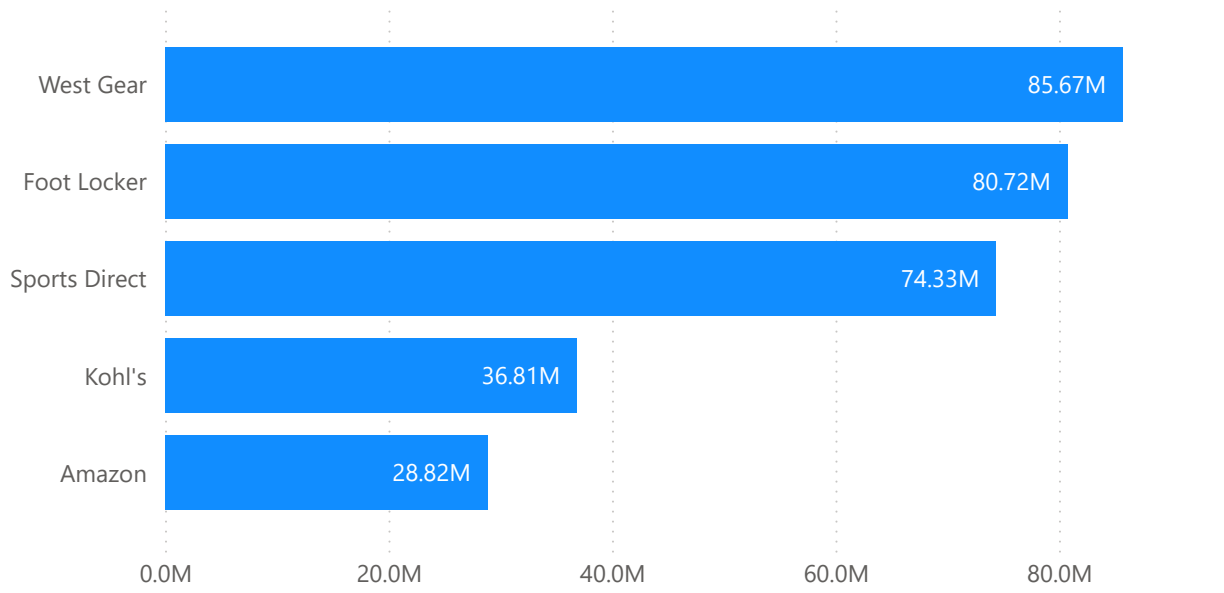
region  
All

Year  
All

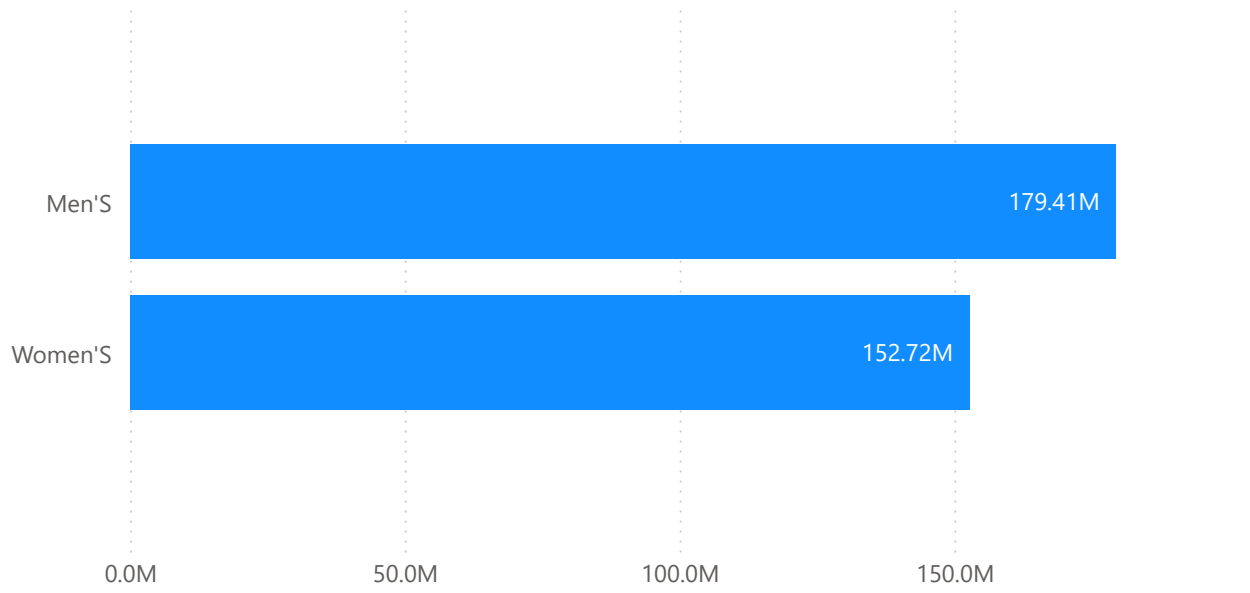
Revenue Trend Over Time

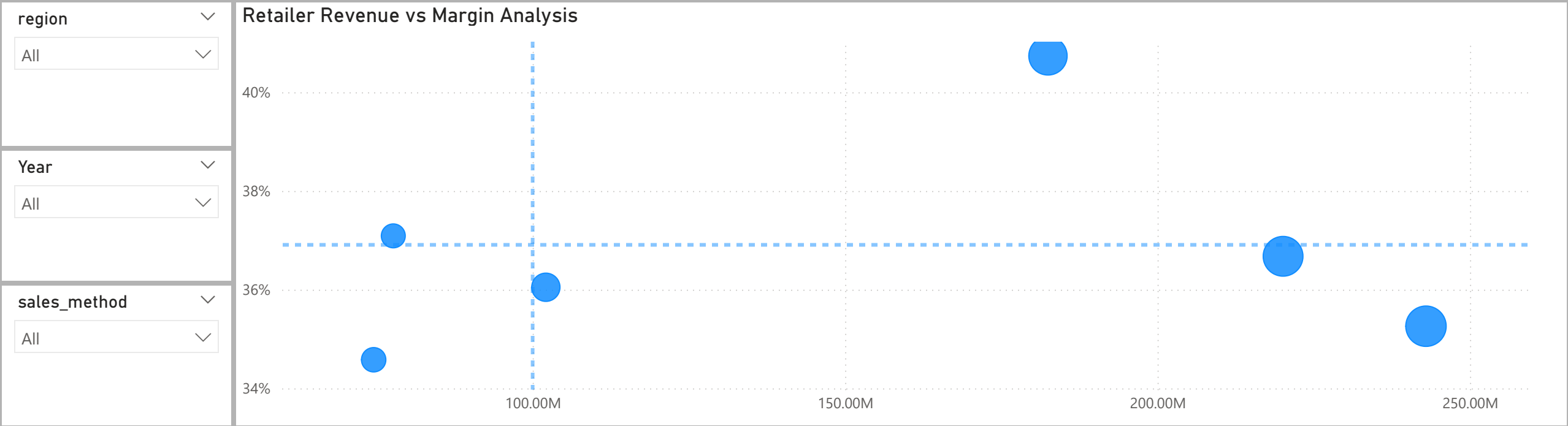


Top 5 Retailers by Profit



Profit by Product Category





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%
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region

All

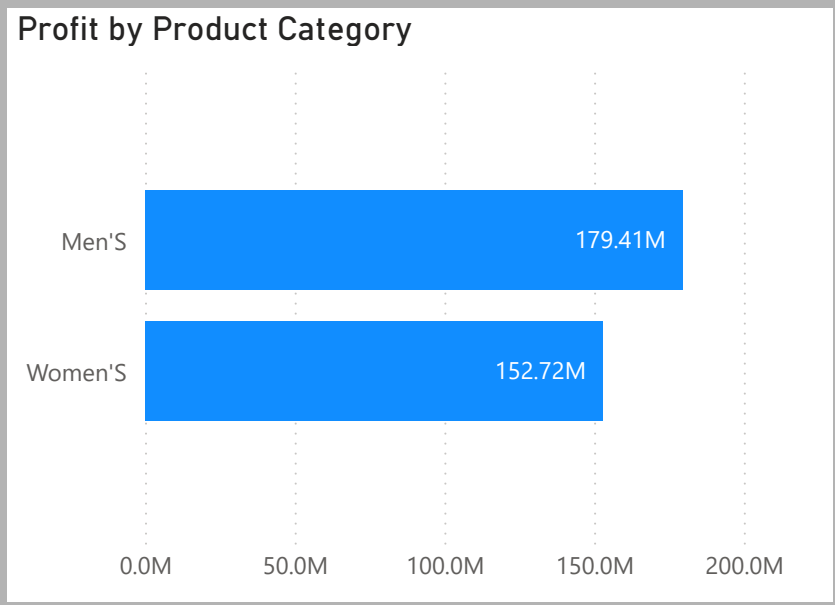
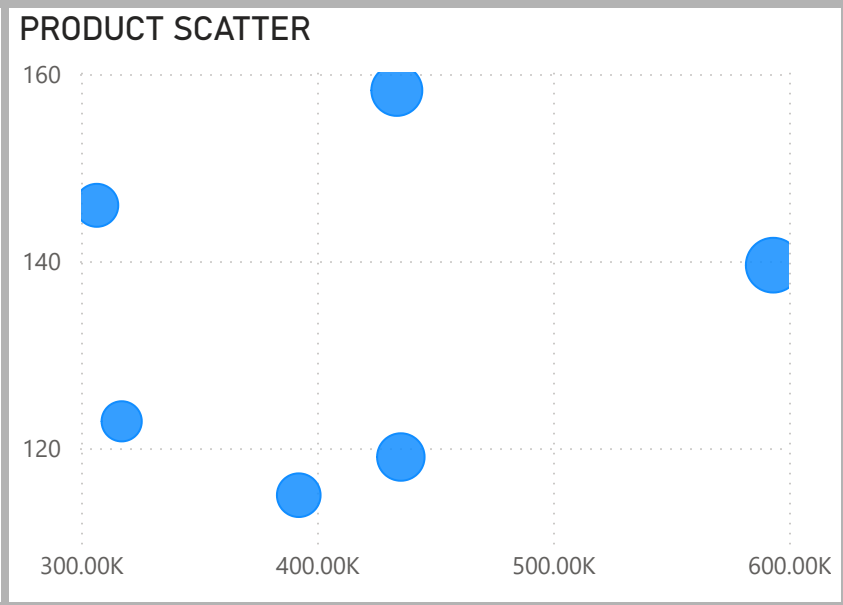
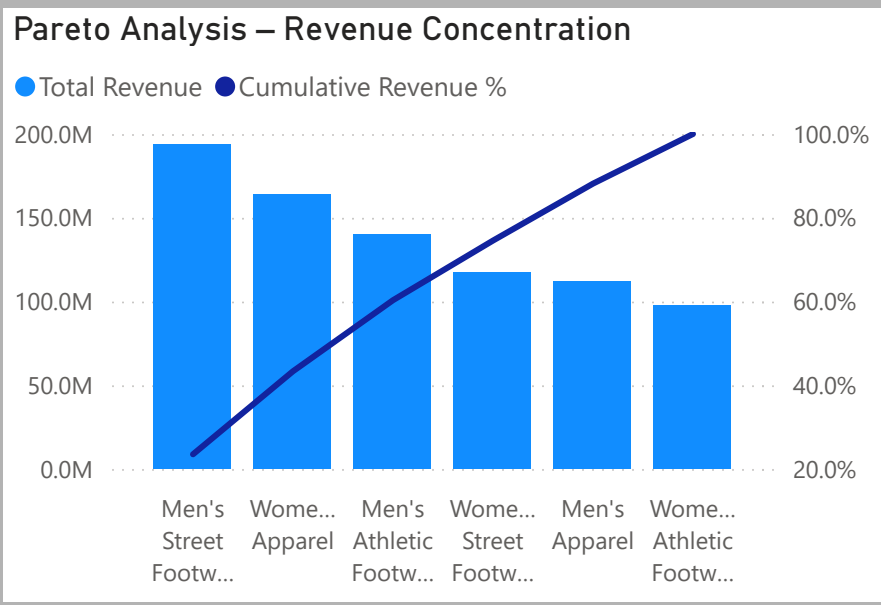
Year

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



Pricing & What-If Simulation

Simulated Revenue  
902.05M

Simulated Profit  
92.50M

Profit Impact  
-239.64M

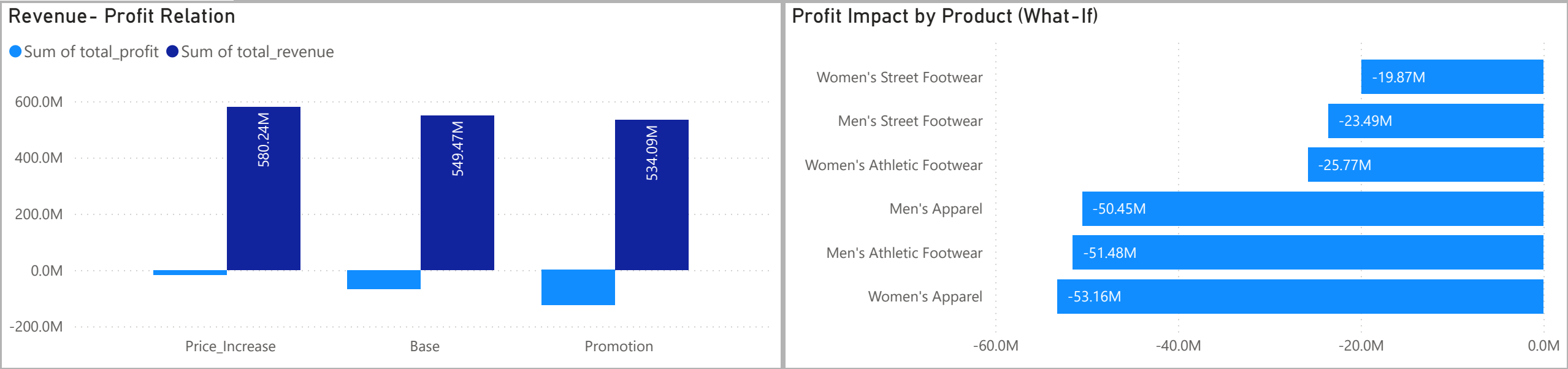
Price Elasticity

-0.50

Price Change %

0.00

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



Allocated Costs  
81.90M

Net Profit (Post-Allocation)  
250.23M

Operating Profit (Pre-Allocation)  
332.13M

Cost Allocation & Scenario Comparison

region

All

Year

All

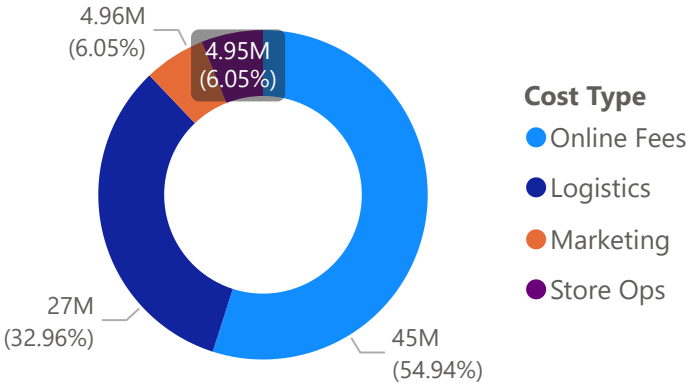
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All

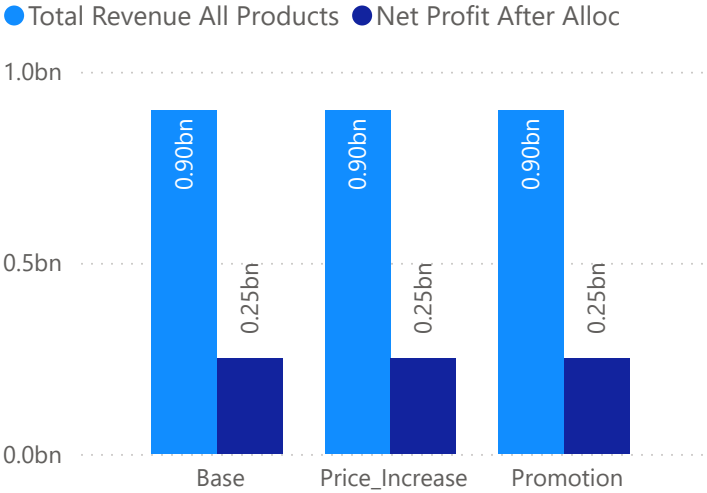
retailer

All

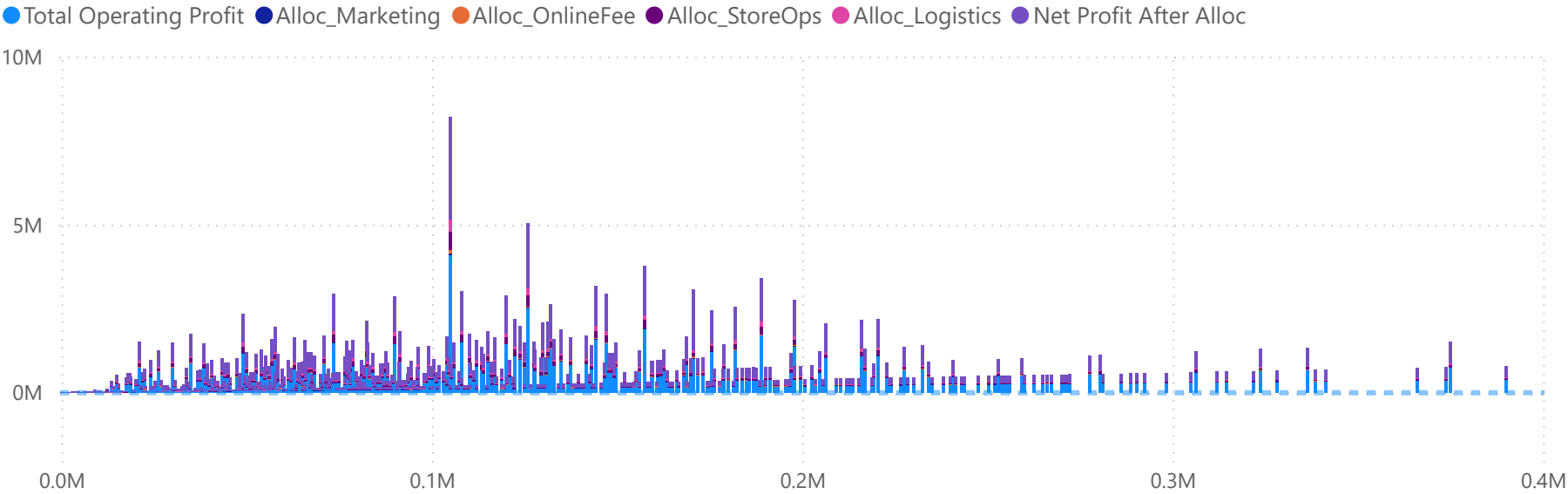
Cost Composition Breakdown



Scenario Comparison: Revenue & Profit



Profit Walk: Operating → Net Profit



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	Regional Revenue	Regional Margin %
250.23M	899.9M	36.9%

Year

All

sales\_method

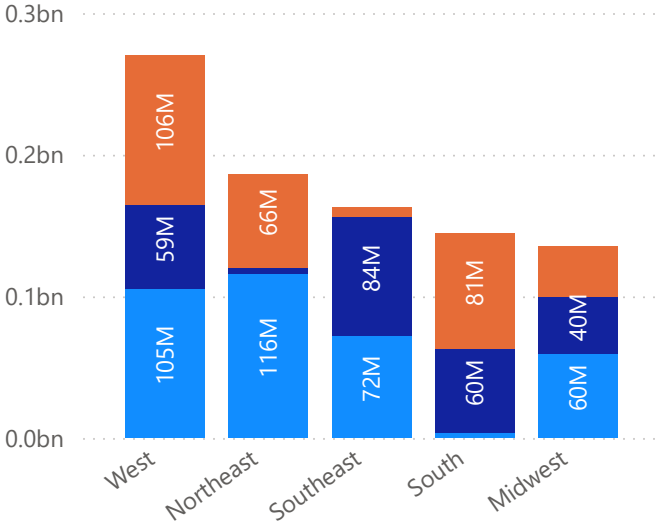
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product

All

## Sales Channel Mix by Region

sales\_met... in-store online outlet



## Revenue Trend By Region

Midwest

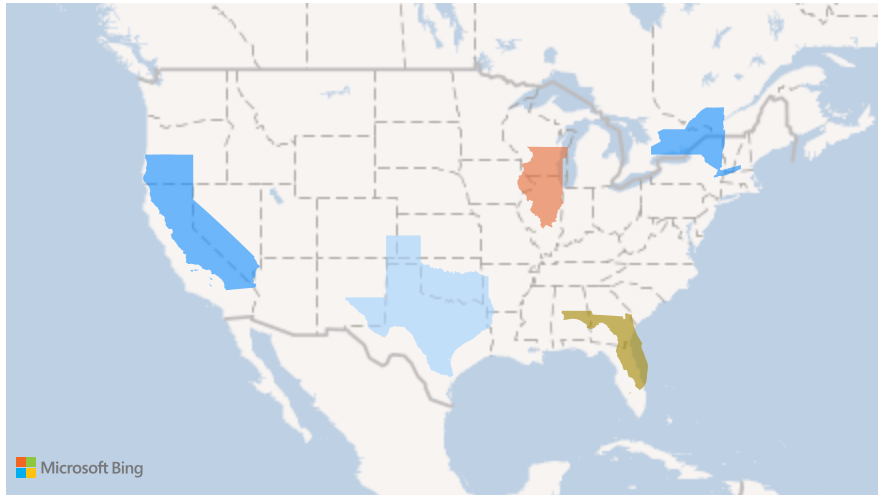
Northeast

South

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"><li>Cost allocation based on unit volume and revenue share</li><li>Constant price elasticity applied across products</li><li>Returns and discounts assumed embedded in net sales</li><li>No inventory holding cost modeled</li><li>Data reflects Adidas US sales only</li></ul>	Data Quality and Validation Check		
Negative Profit Rows 0		Validation check	Affected Rows	Status
Zero Units Rows 0		negative_profit_count	0	OK
		price_mismatch_count	3890	ATTENTION
		reconciliation_diff	0	OK
		zero_units_with_sales	0	OK
		Total	3890	

Transaction-Level Detail (Exportable)					
Year	Quarter	Month	Day	product	gr
2020	Qtr 1	January	1	Men's Street Footwear	Me
2020	Qtr 1	January	1	Men's Street Footwear	Me
2020	Qtr 1	January	1	Men's Street Footwear	Me
2020	Qtr 1	January	1	Women's Apparel	Wo
2020	Qtr 1	January	1	Women's Apparel	Wo
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					

product	Alloc_Logistics	Alloc_Marketing
Men's Street Footwear	58,17,059.67	1102680
Men's Athletic Footwear	42,02,198.28	796738
Women's Apparel	49,11,682.83	791650
Women's Street Footwear	35,26,158.99	721048
Women's Athletic Footwear	29,36,073.12	580802
Total	2,47,60,311.45	4545272

Technical Notes	
Measures written in DAX and validated against Excel	
Allocation logic based on unit and revenue shares	
What-if pricing assumes constant elasticity	
Model uses star schema design	

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.