

DASHBOARD ADIDAS  
SALES USA



Año

2020

2021

Canal de Venta

In-store

Online

Outlet

Categoría

Apparel

Footwear

Region

Midwest

Northeast

South

Southeast

West

Ingresos Totales

US\$119.996M

Unidades Vendidas

2.5M

Monto Ganado

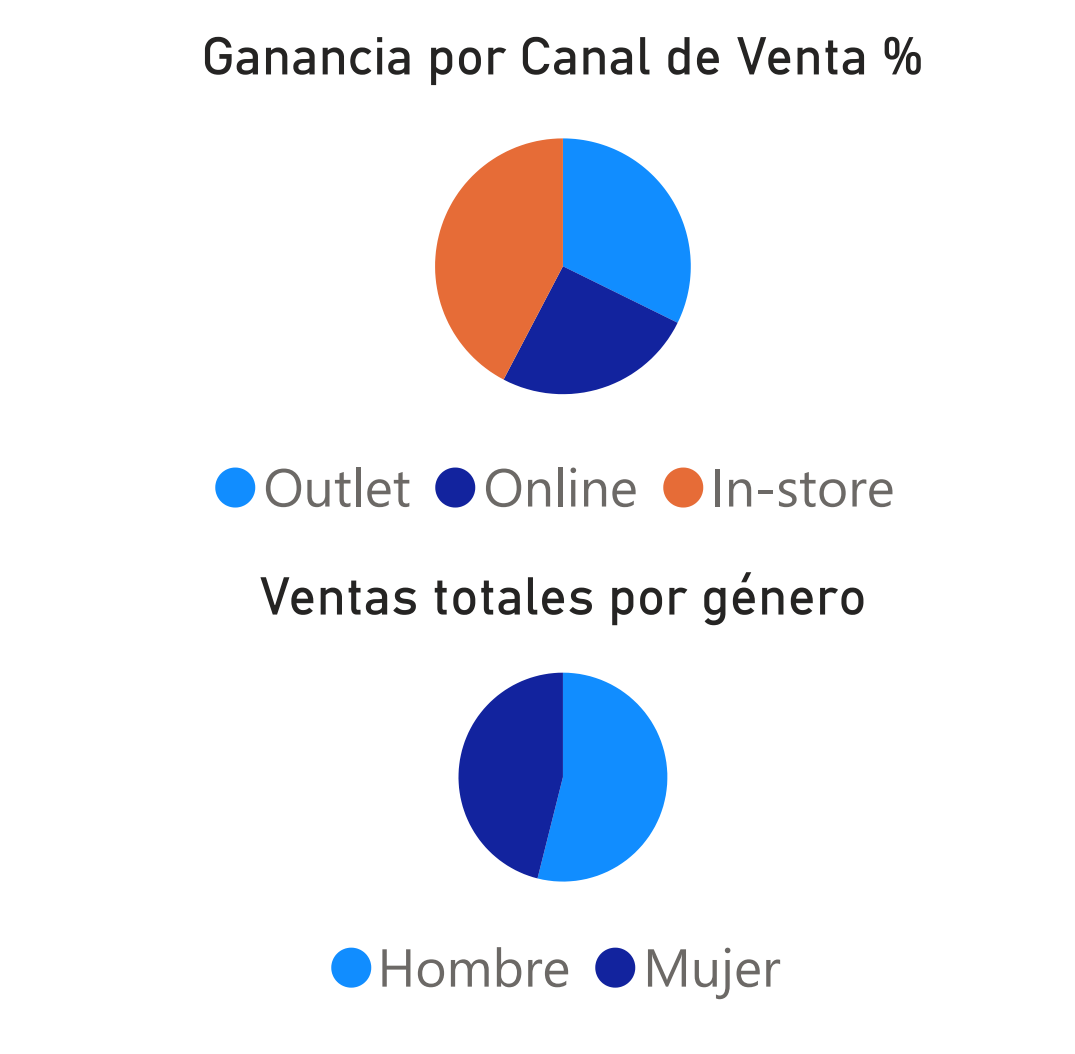
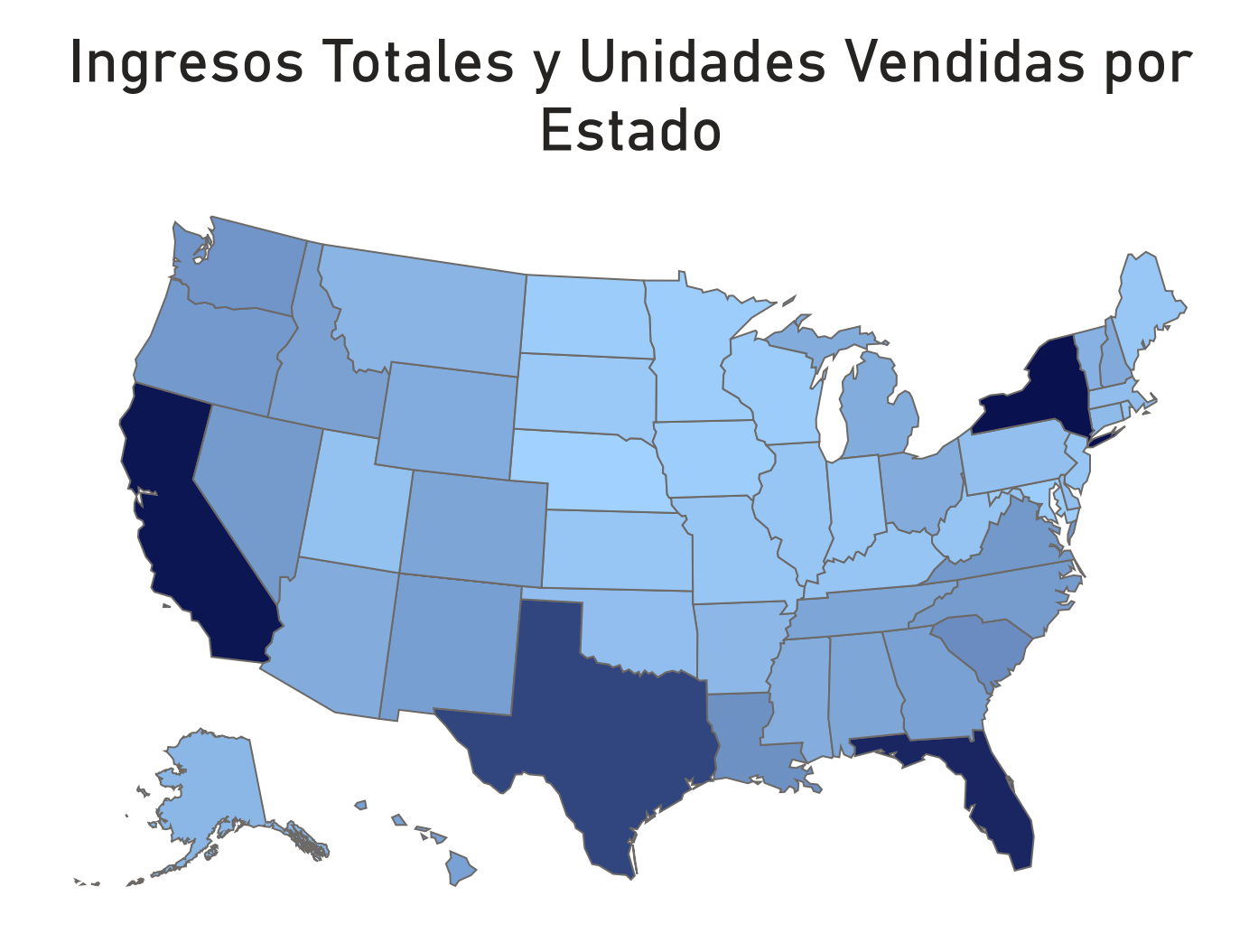
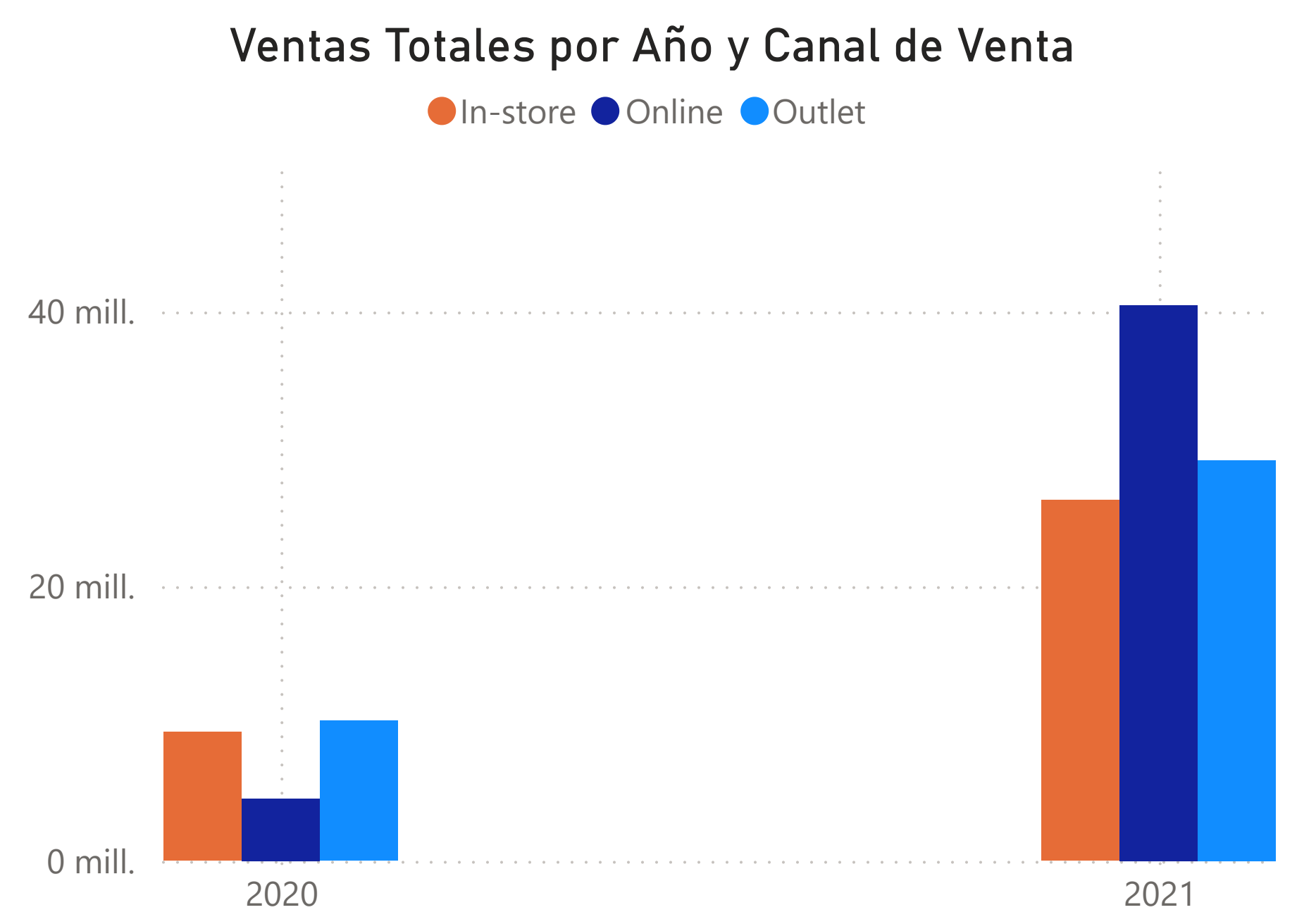
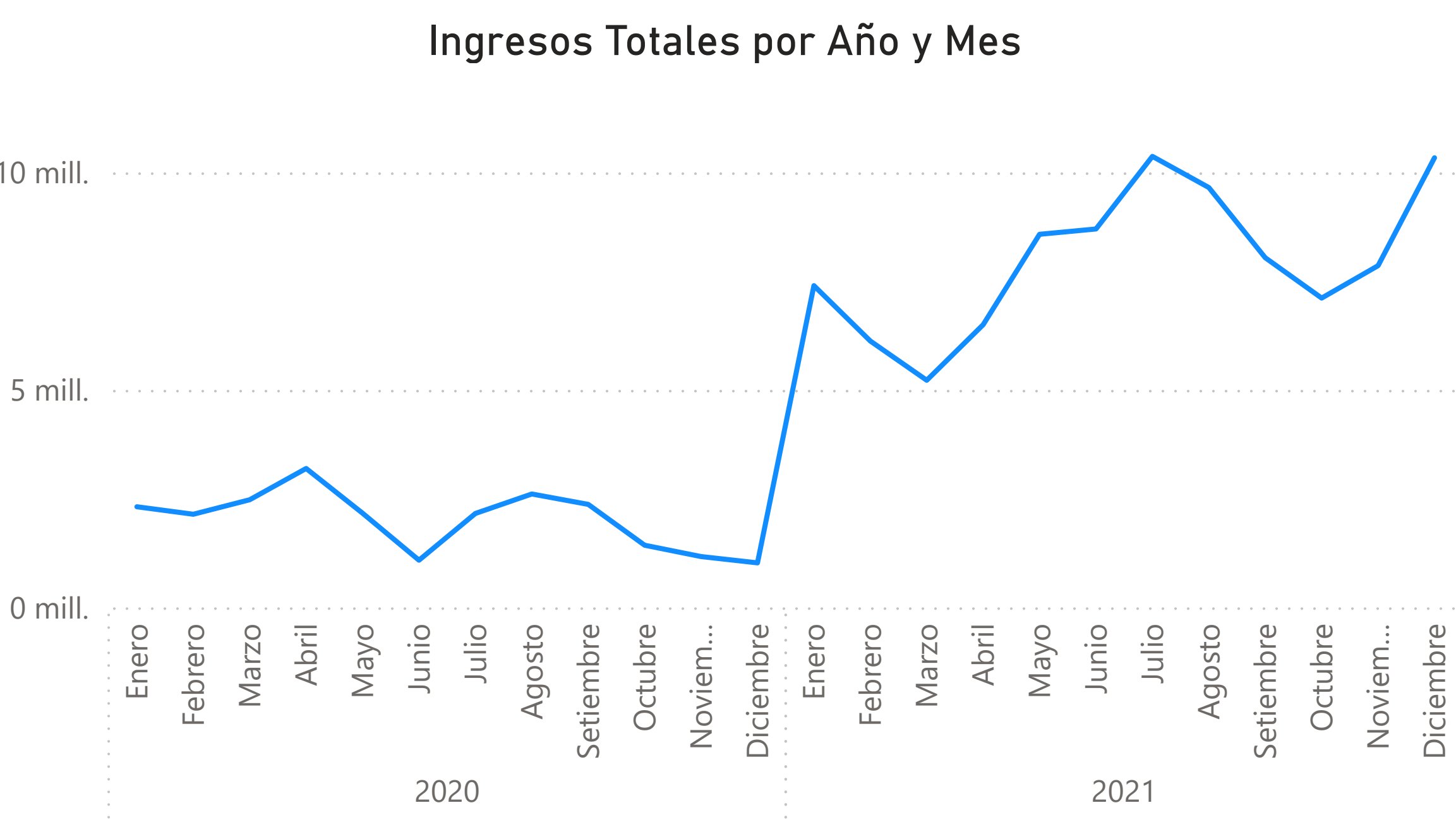
US\$33.16M

Ingreso Promedio Diario por Minorista

US\$165.7K

Ciudad Top

New York

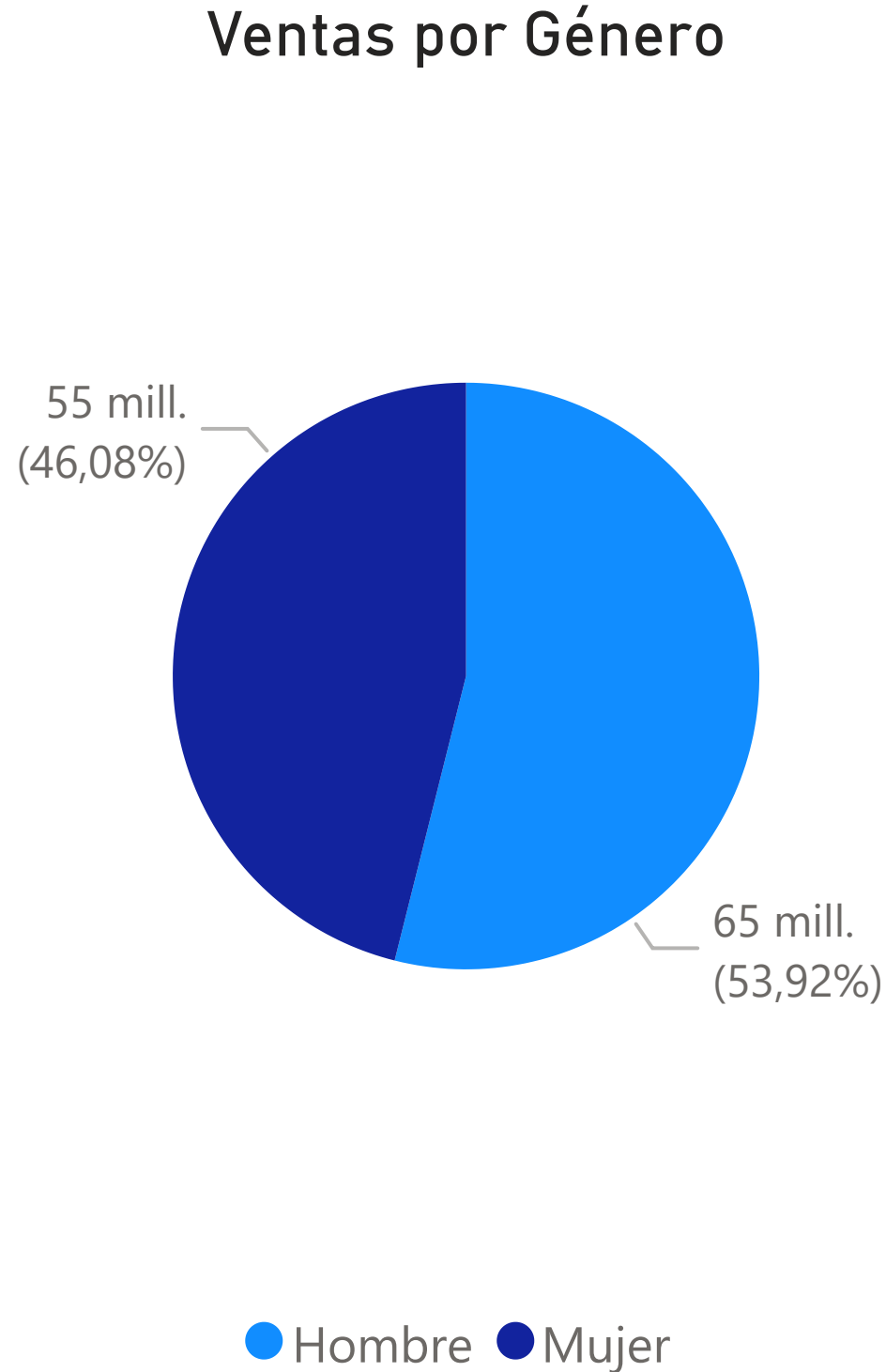
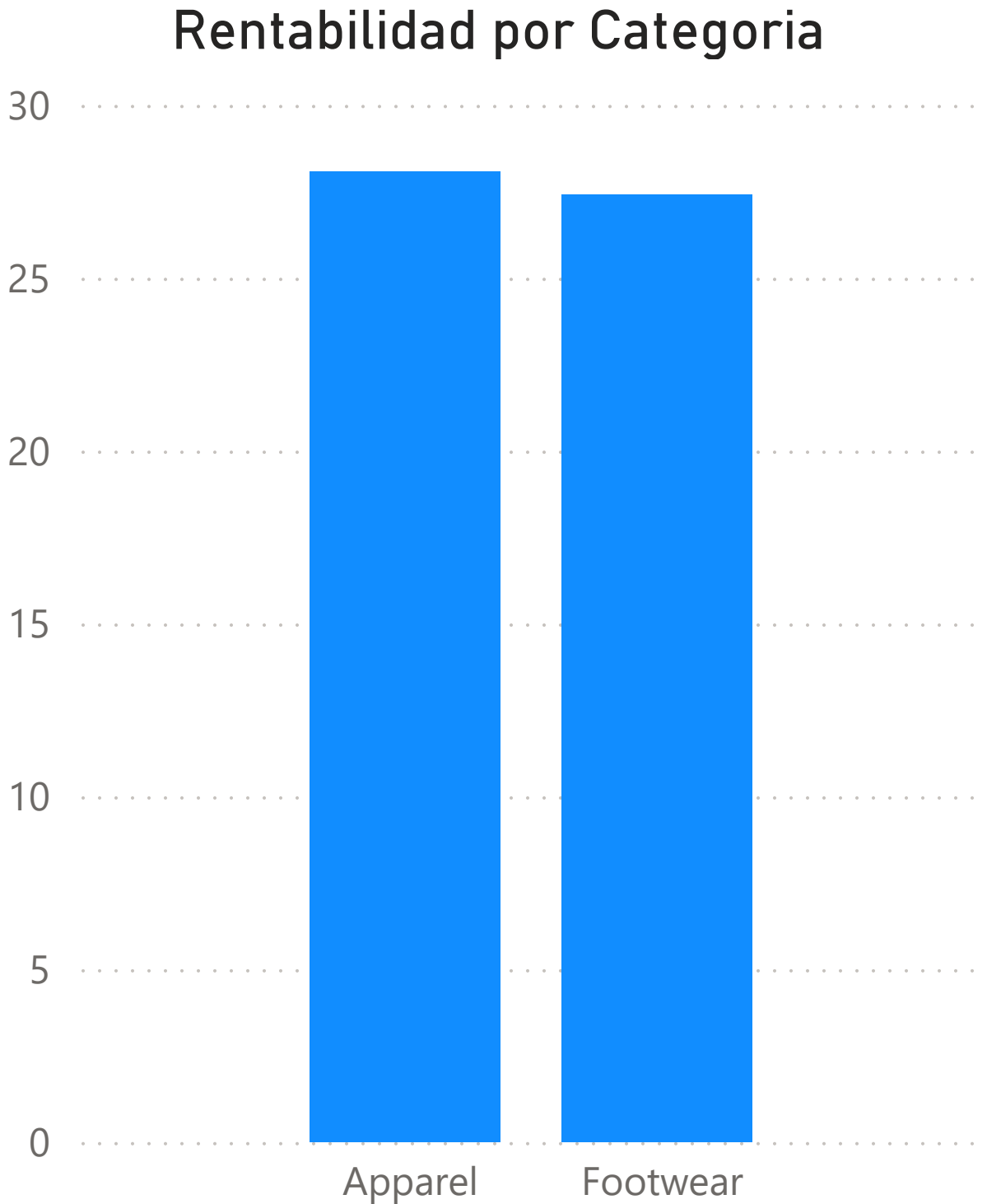
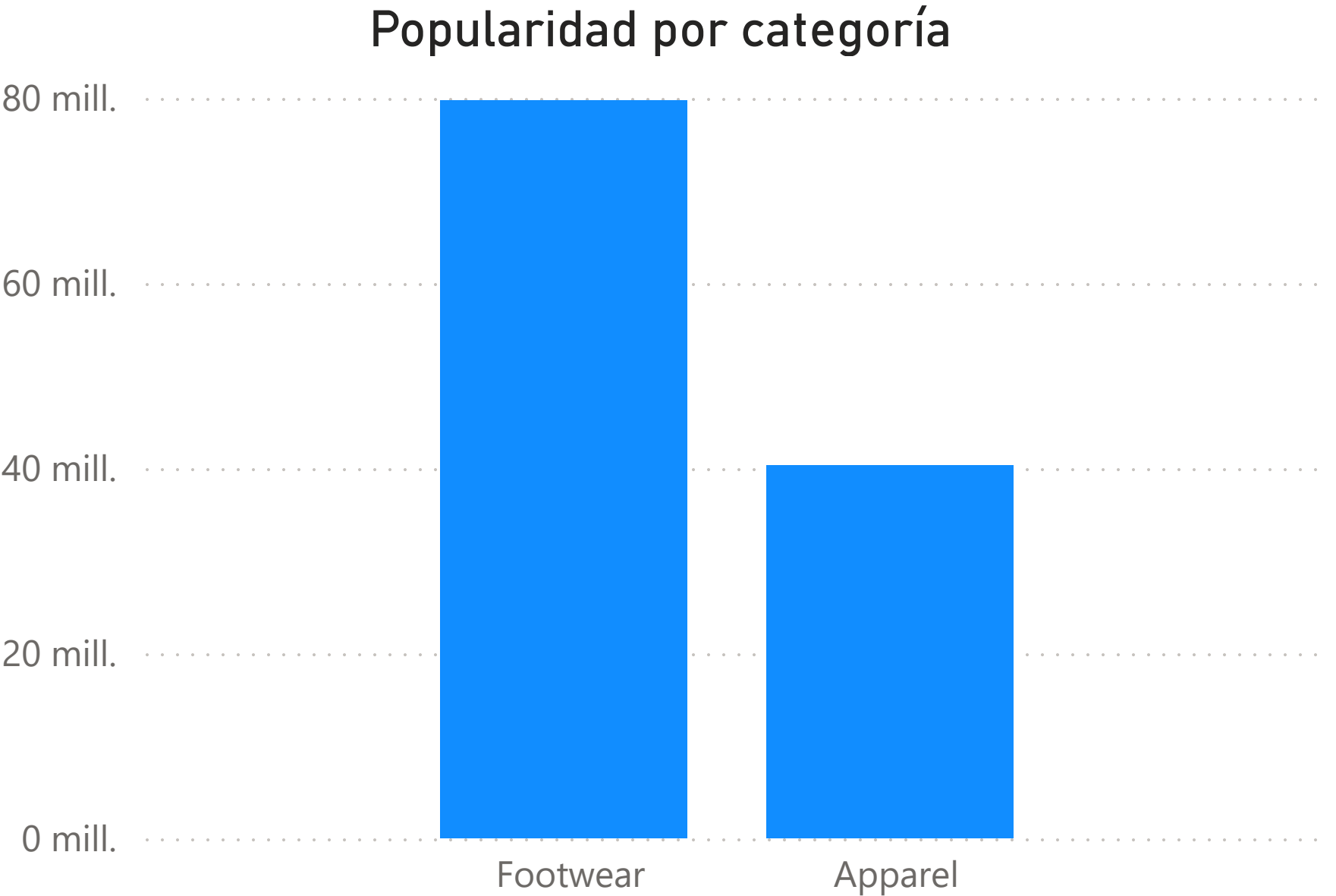
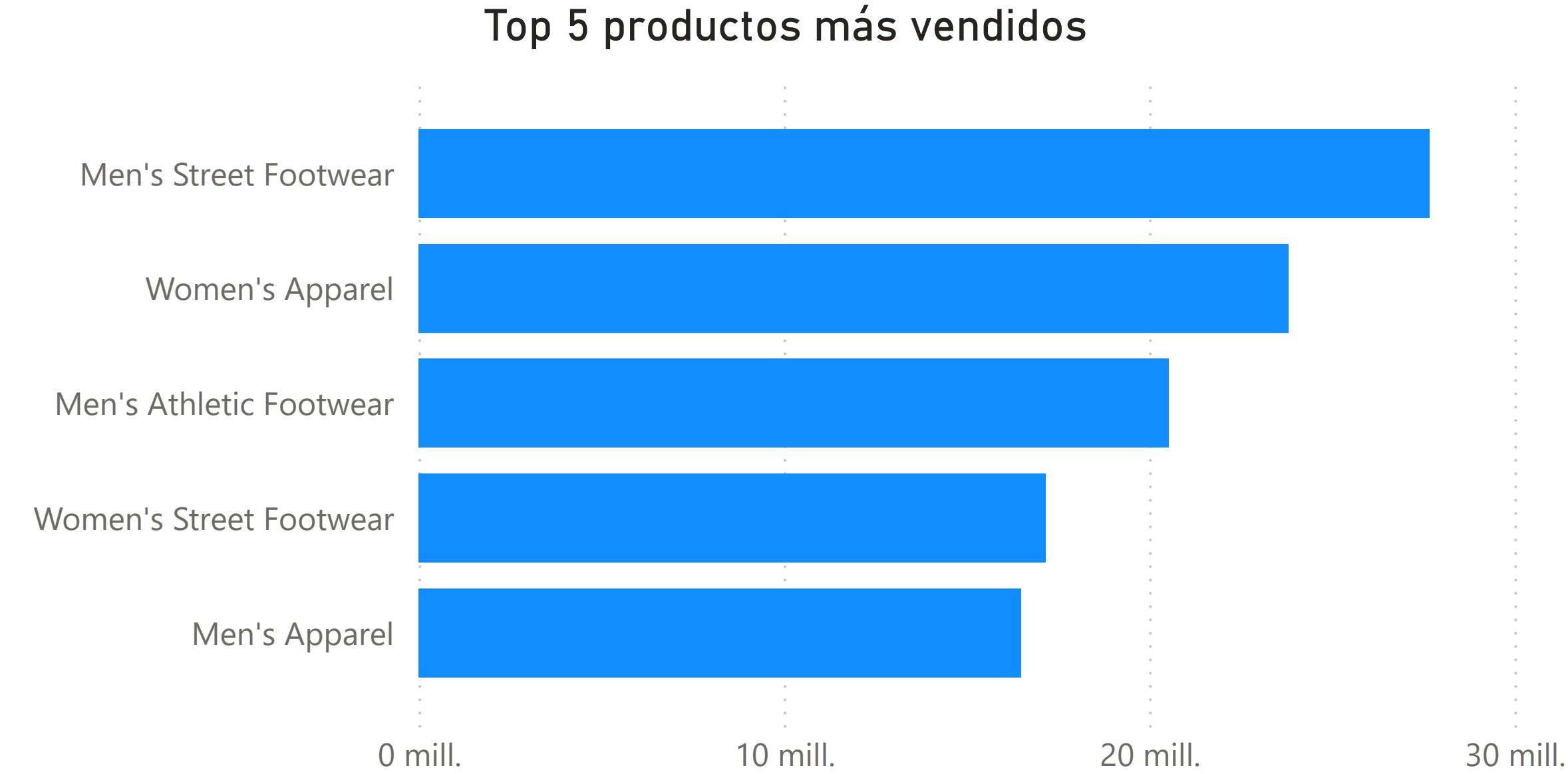


Año
2020
2021

Minorista
Amazon
Foot Locker
Kohl's
Sports Direct
Walmart
West Gear

Género
Hombre
Mujer

Categoría
Apparel
Footwear



Producto	Categoría	Género	Unidades Vendidas
Men's Apparel	Apparel	Hombre	306133
Men's Athletic Footwear	Footwear	Hombre	434451
Men's Street Footwear	Footwear	Hombre	593320
Women's Apparel	Apparel	Mujer	433127
Women's Athletic Footwear	Footwear	Mujer	317136
Women's Street Footwear	Footwear	Mujer	391111
Total			2475611

Desempeño y Rentabilidad  
de Productos

▼

ADIDAS USA

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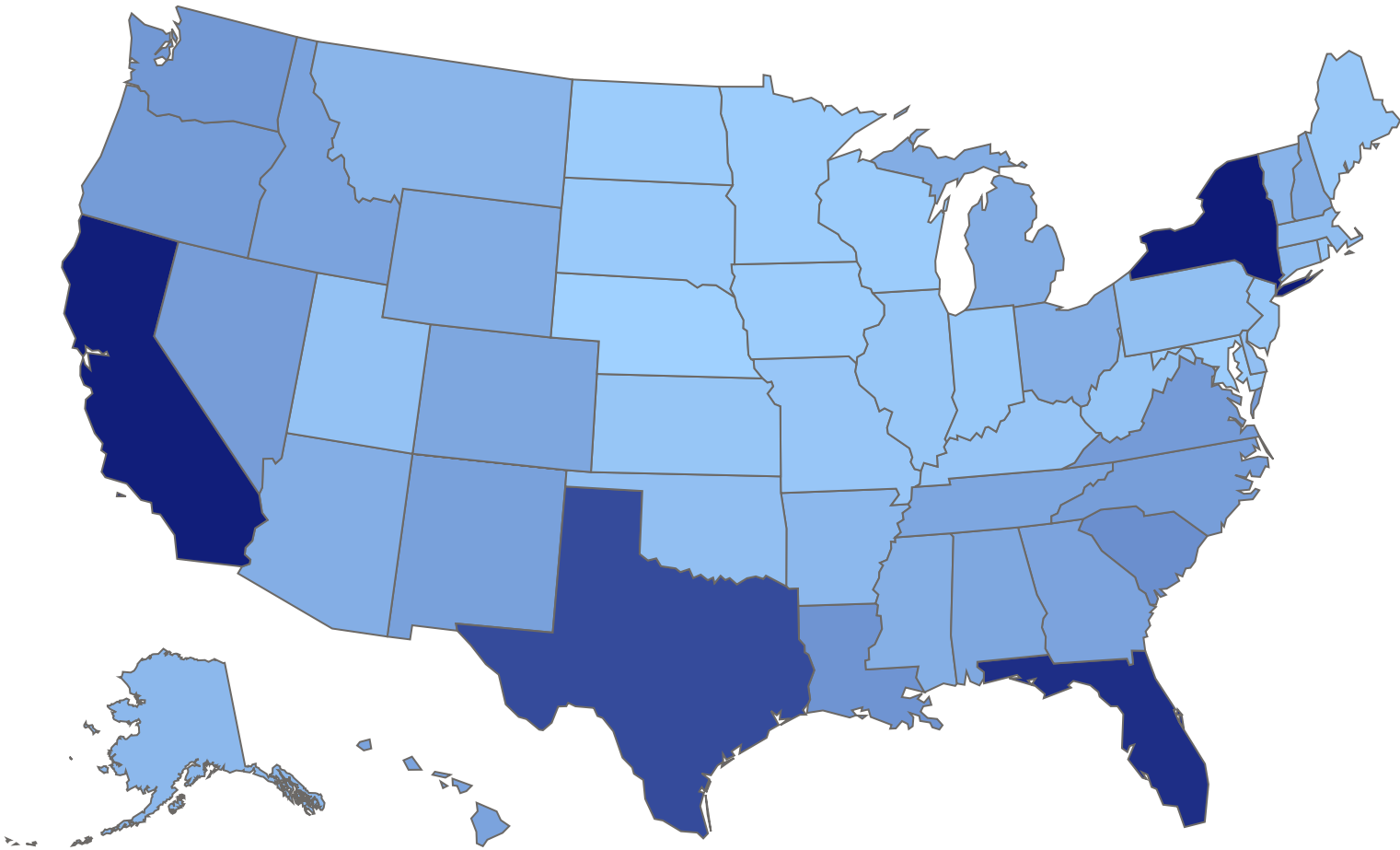
Canal de venta

In-store

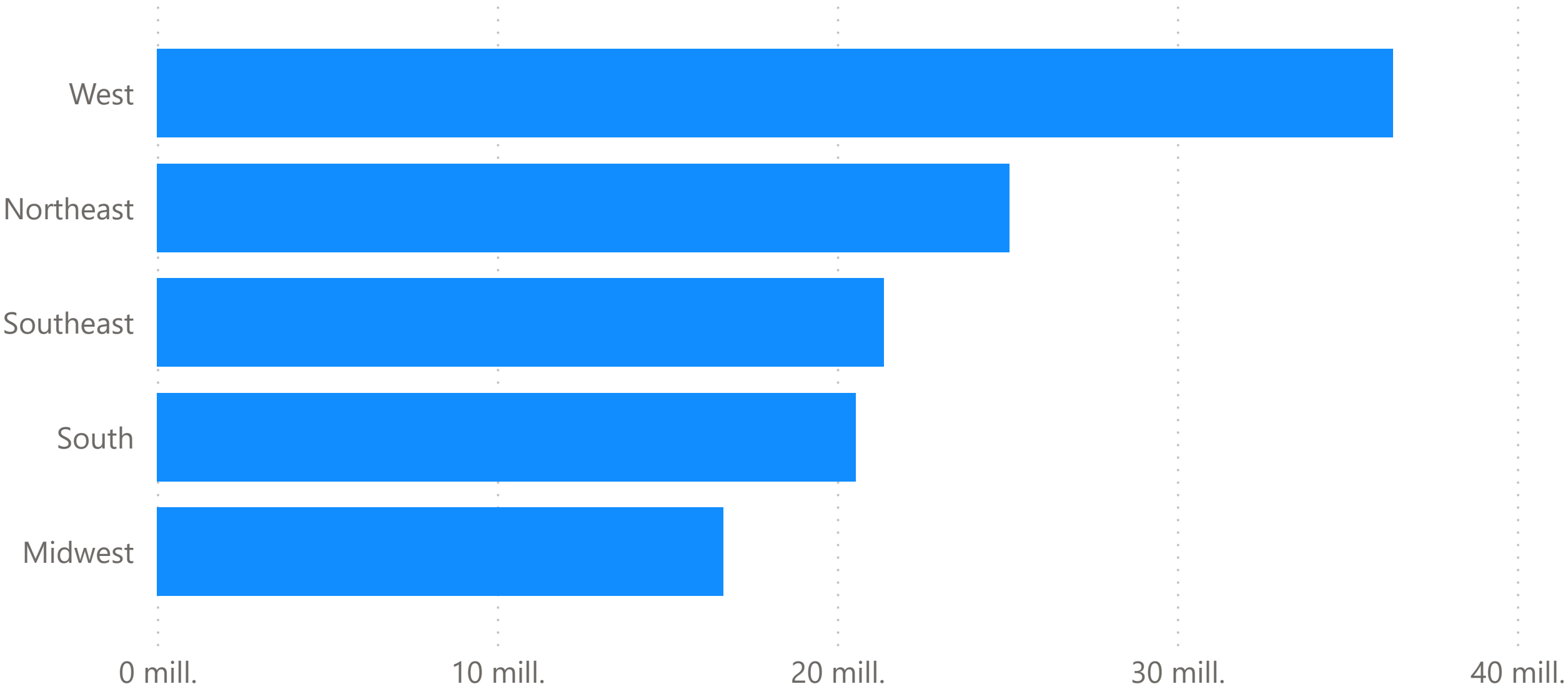
Online

Outlet

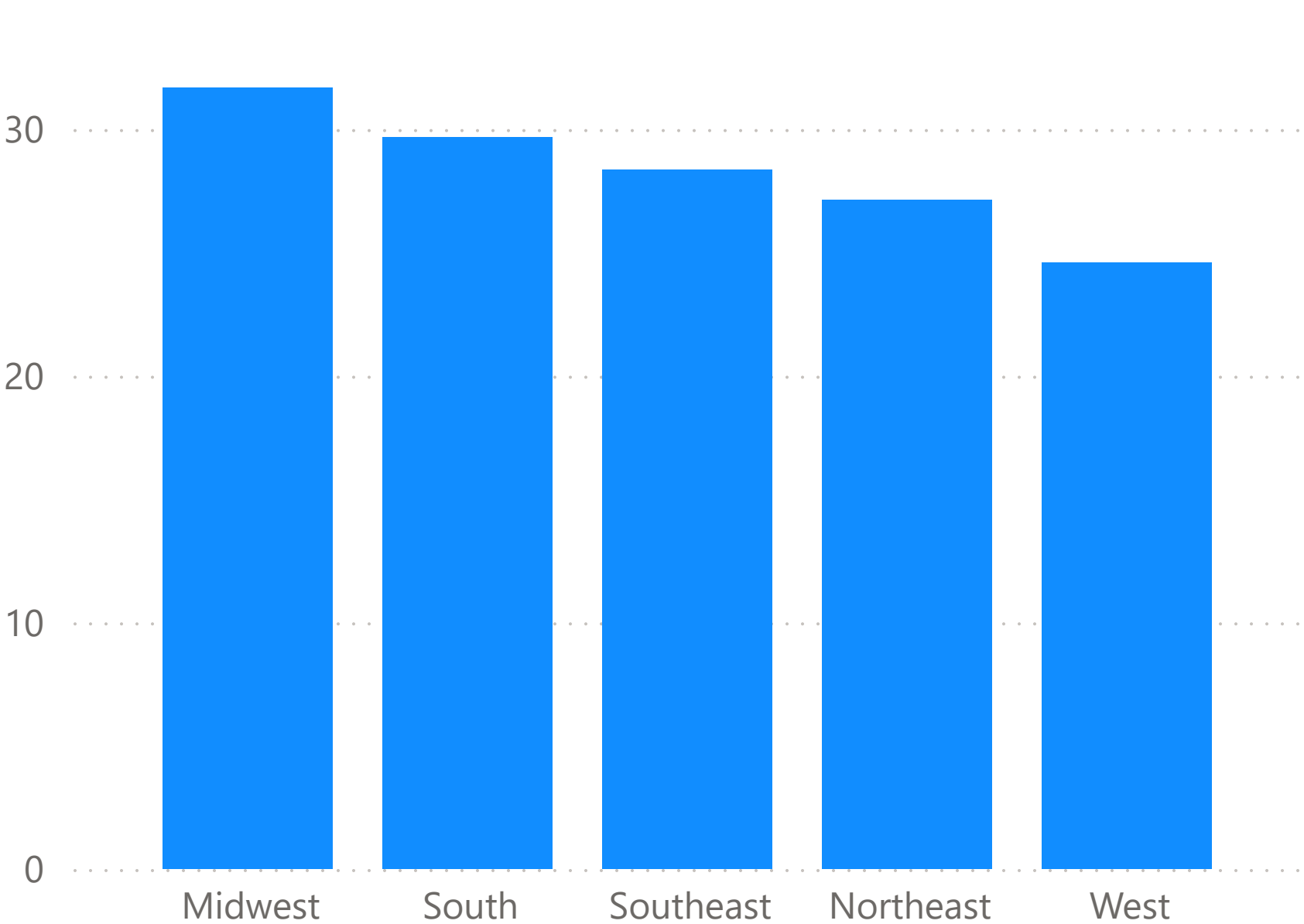
Ventas totales y suma de unidades vendidas por Estado



Ventas Totales y Monto Ganado por Region



Rentabilidad por Region



Mercados Emergentes

Estado	Ciudad	Ventas 2020	Ventas 2021	Crecimiento %
Pennsylvania	Philadelphia	135099	1343695	894,60
California	San Francisco	1190140	3647330	206,46
Alabama	Birmingham		2513424	
Alaska	Anchorage		1810428	
Total		24122700	95873575	297,44

Ventas y Ganancia Operativa por Ubicación

Estado	Ciudad	Ventas Totales	Unidades Vendidas	Beneficio Operativo	Margen Operativo
Alabama	Birmingham	2513424	63327	914.772,00	36,40
Michigan	Detroit	2287283	50095	813.604,00	35,57
Nebraska	Omaha	728838	19154	243.952,00	33,47
North Carolina	Charlotte	2936581	62936	975.646,00	33,22
Total		119996275	2475611	33.158.084,00	2

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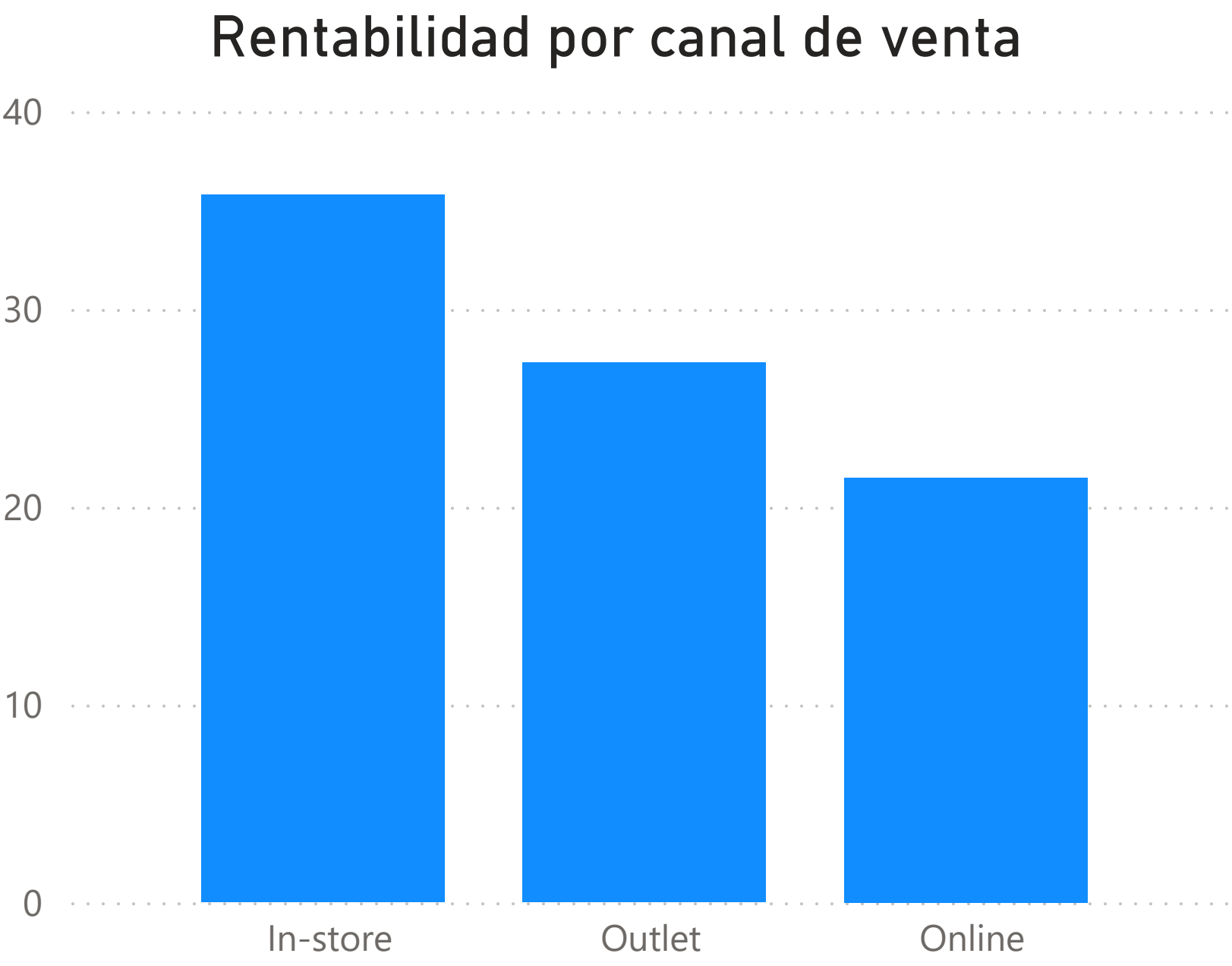
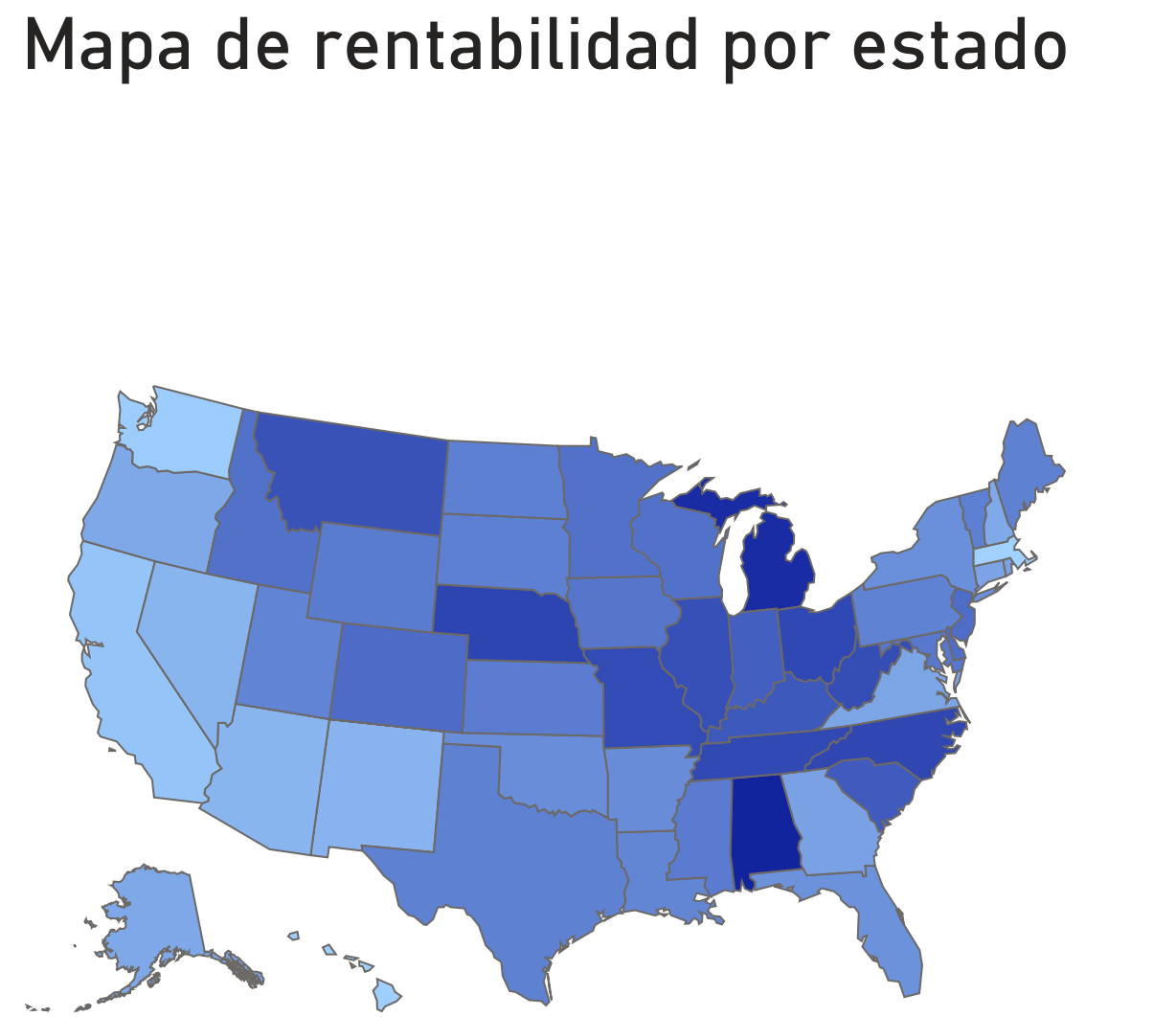
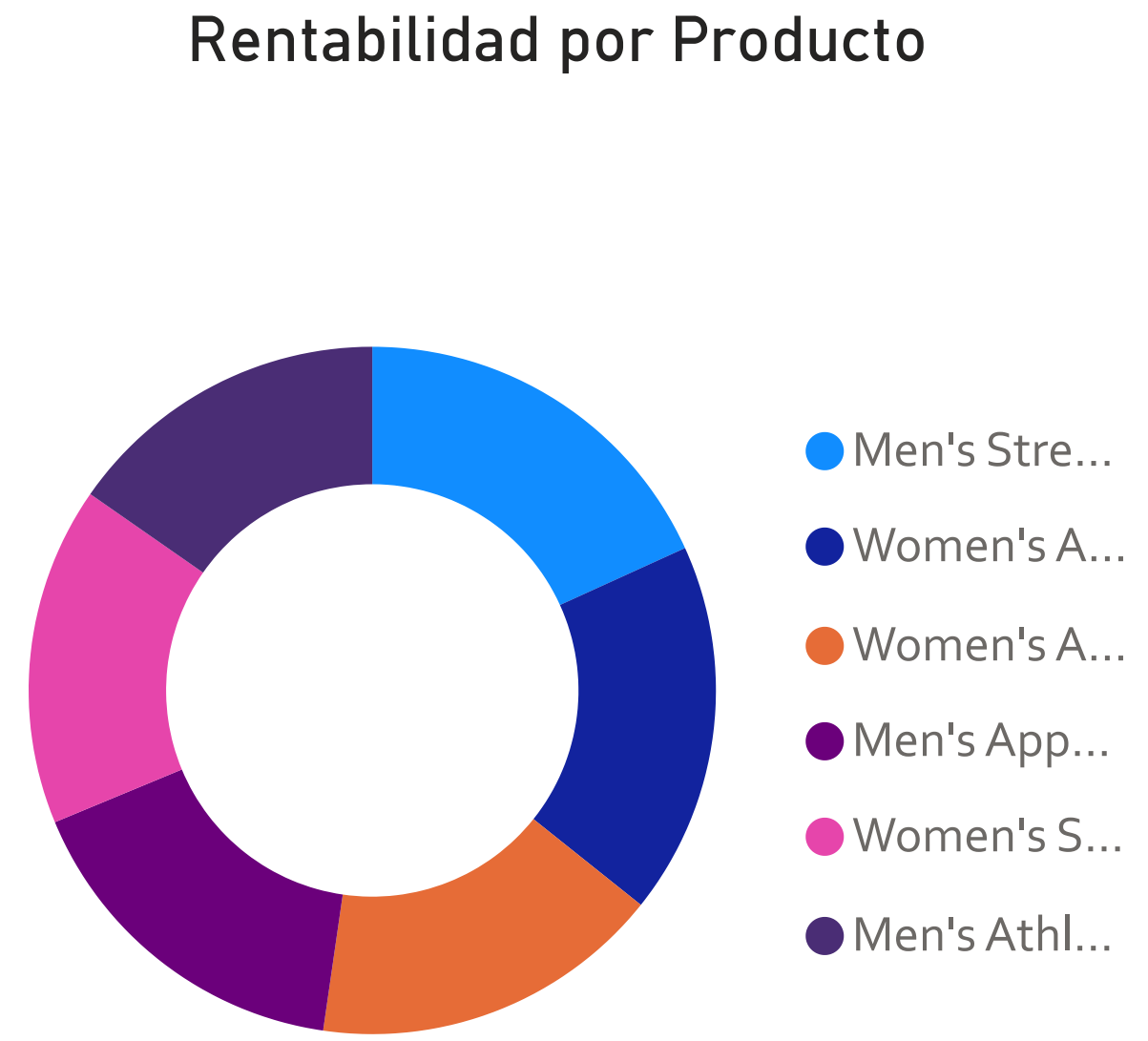
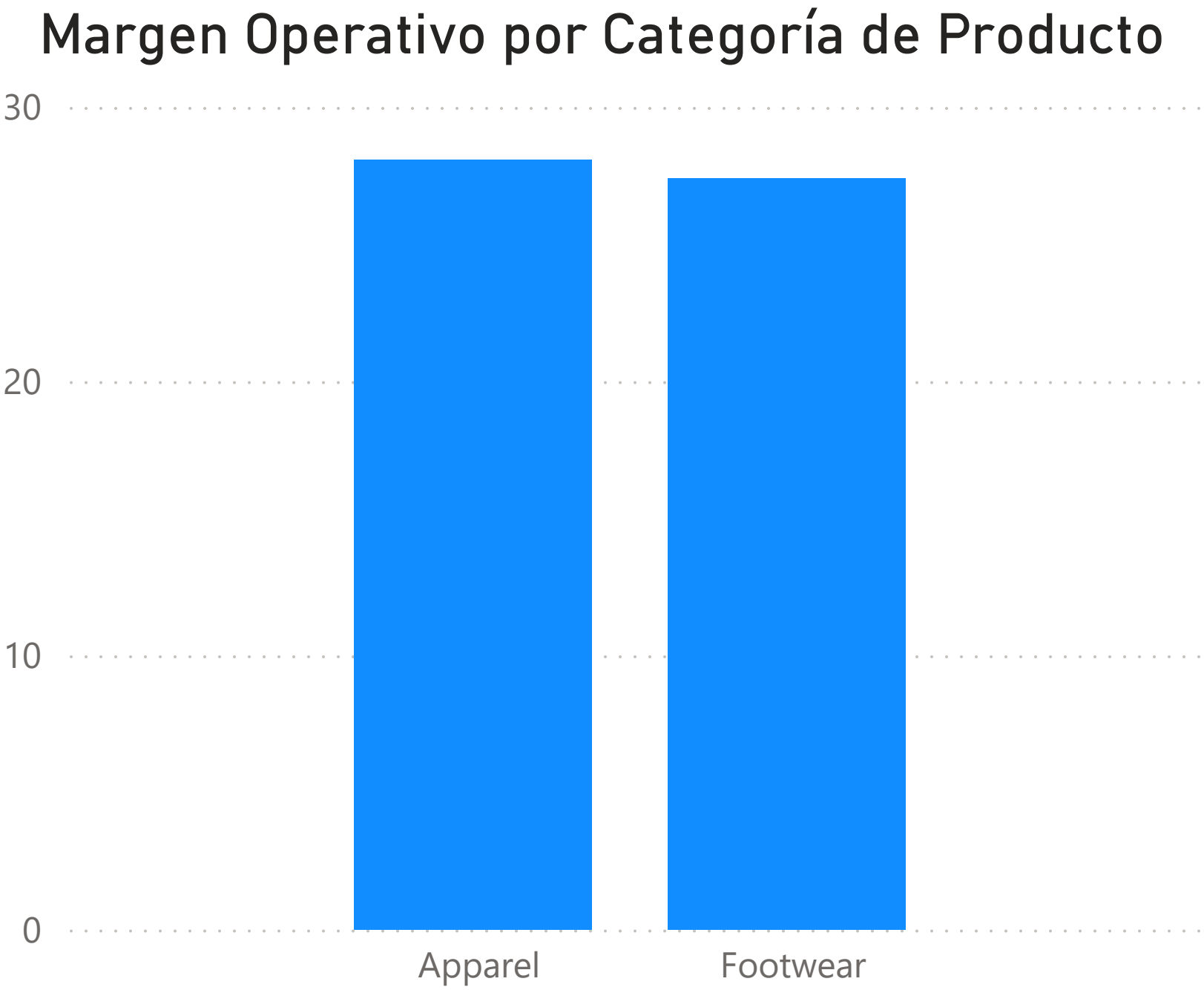
Midwest

Northeast

South

Southeast

West

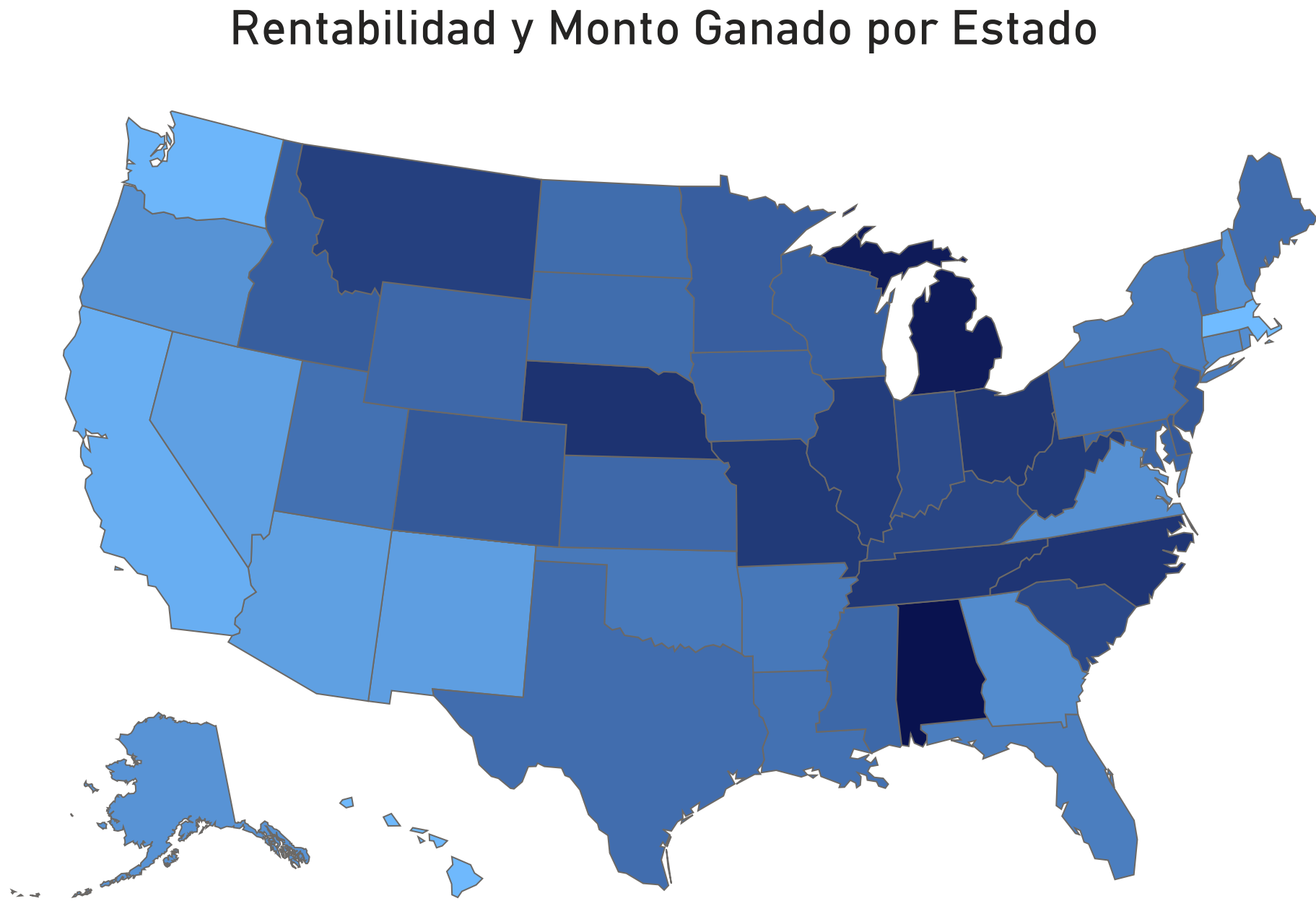
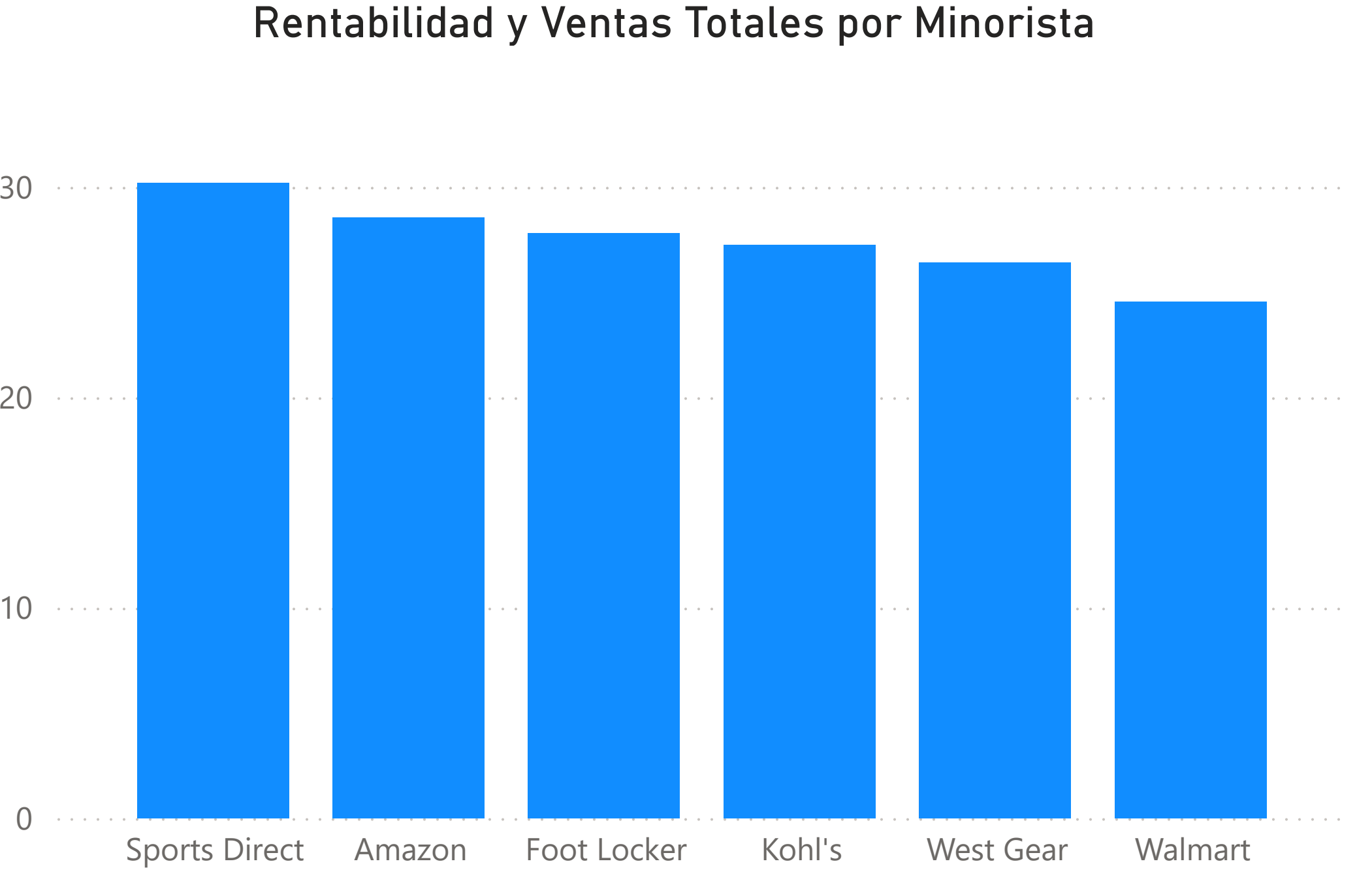
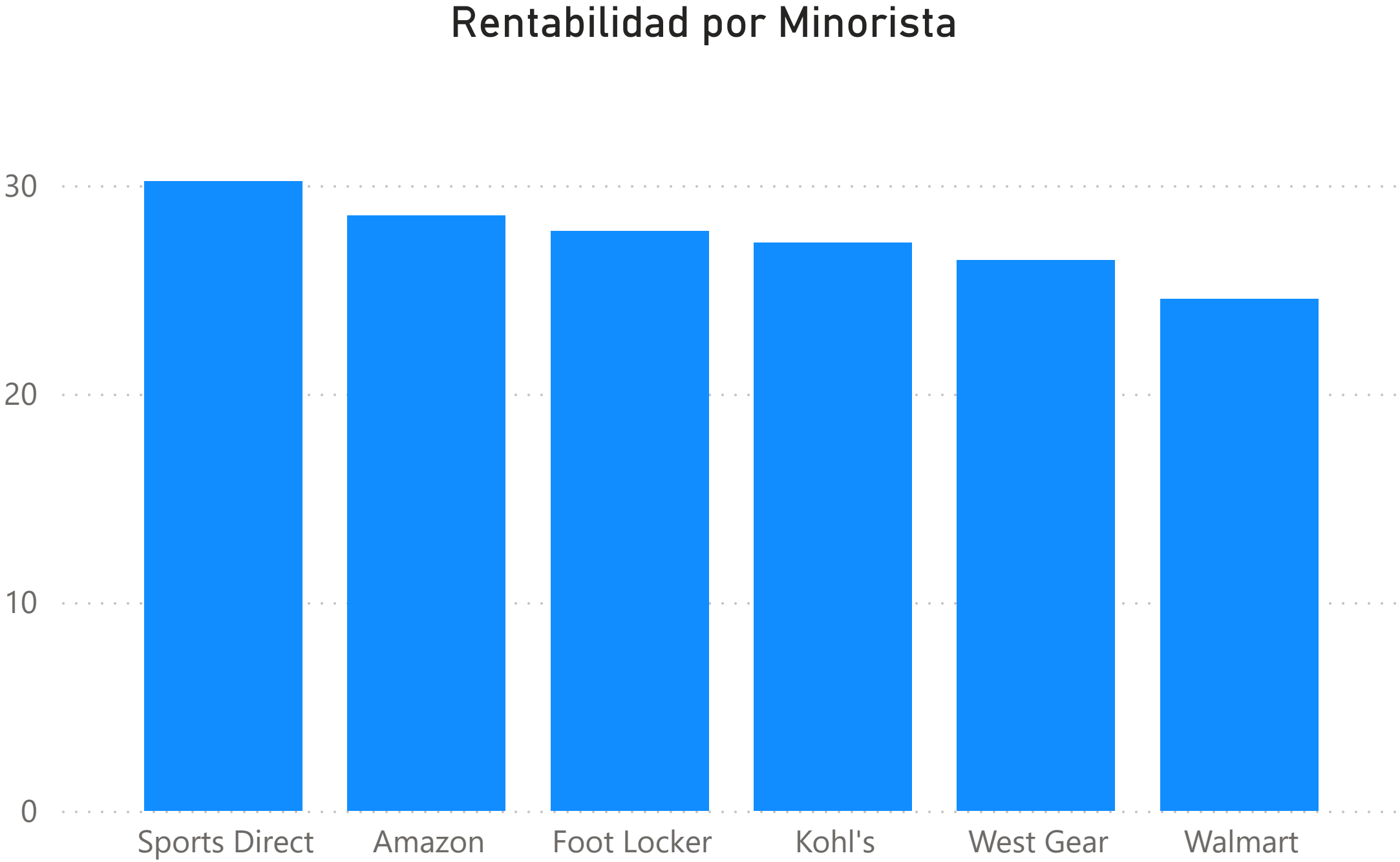


Producto	Minorista	Ventas Totales	Beneficio Operativo	Margen Operativo %
Men's Apparel	Amazon	1364520	333.154,00	24,42
Men's Athletic Footwear	Amazon	1562959	451.806,00	28,91
Men's Street Footwear	Amazon	2877127	870.767,00	30,27
Women's Apparel	Amazon	2034014	628.014,00	30,88
Women's Athletic Footwear	Amazon	1034505	270.170,00	26,12
Women's Street Footwear	Amazon	1223862	327.974,00	26,80
Men's Apparel	Foot Locker	3883745	994.264,00	25,60
Men's Athletic Footwear	Foot Locker	4817415	1.237.442,00	25,69
Men's Street Footwear	Foot Locker	7538775	2.306.113,00	30,59
Women's Apparel	Foot Locker	5682864	1.719.310,00	30,25
Women's Athletic Footwear	Foot Locker	3214999	846.153,00	26,32
Women's Street Footwear	Foot Locker	3867147	961.868,00	24,87
Total		119996275	33.158.084,00	27,65

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Hombre
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Género	Monto Ganado	Margen Operativo %	Unidades Vendidas	Retailer
Mujer	US\$1.23M	28,57	0.1M	Amazon
Mujer	US\$3.53M	27,63	0.3M	Foot Locker
Mujer	US\$1.59M	25,20	0.1M	Kohl's
Mujer	US\$3.78M	31,70	0.3M	Sports Direct
Mujer	US\$1.31M	26,89	0.1M	Walmart
Mujer	US\$3.82M	25,23	0.3M	West Gear
Hombre	US\$1.66M	28,52	0.1M	Amazon
Hombre	US\$4.54M	27,94	0.3M	Foot Locker
Hombre	US\$2.09M	29,04	0.2M	Kohl's
Hombre	US\$3.64M	28,76	0.3M	Sports Direct
Hombre	US\$1.26M	22,49	0.1M	Walmart
Total	US\$33.16M	27,63	2.5M	