



ADIDAS SALES REPORT IN 2021

Region

All

Sale Performance

Month

Total sales are **increasing steadily** during **summer months** and **last months** of year

Retailer

Foot Locker is the **largest** retailer

Units Sold

CATEGORY

Footwear is the **popular product**, specially Street Footwear

SALE METHODS

Online is the **favorite method** of purchasing

Total Sales

717.82M

Total Operating Profit

268.76M

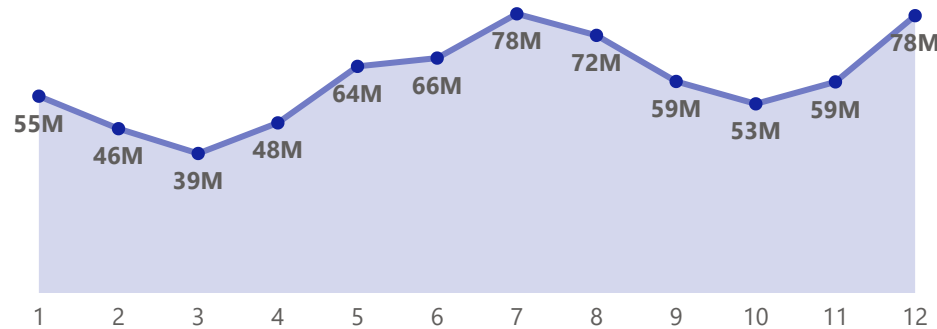
Total Units Sold

2M

Avg Sale per Category

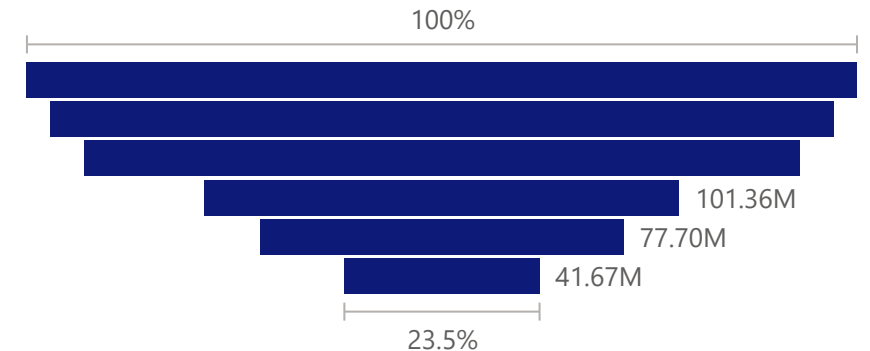
239.27M

Total Sales by Month

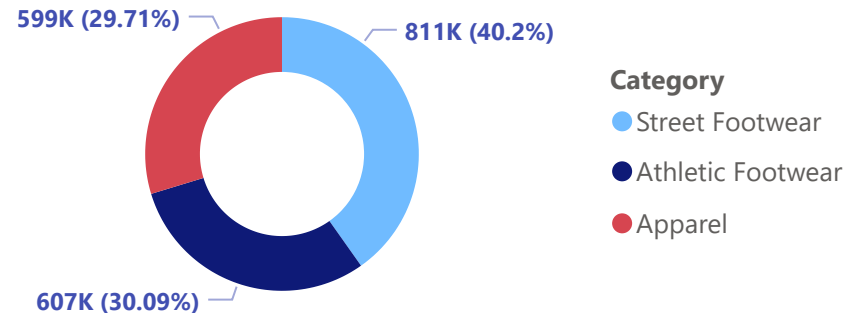


Total Sales by Retailer

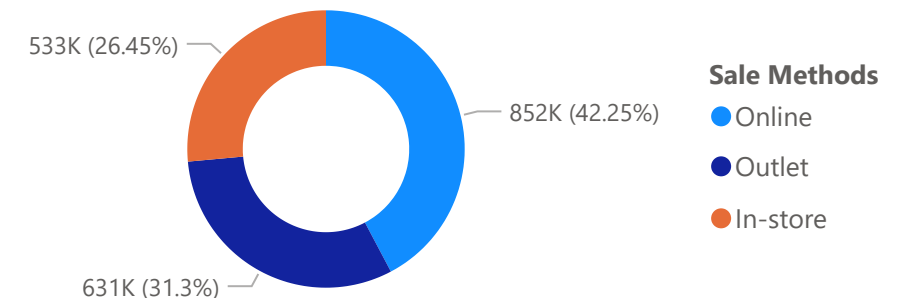
Foot Locker
Sports Direct
West Gear
Kohl's
Amazon
Walmart



% Total Units Sold by Category



% Total Units Sold by Sale Methods





SALE PERFORMANCE

Bikecycle shop



Total Orders
289.517



Total Sales
\$20.023.991



Total Profit
\$7.528.563

BEST
SELLER

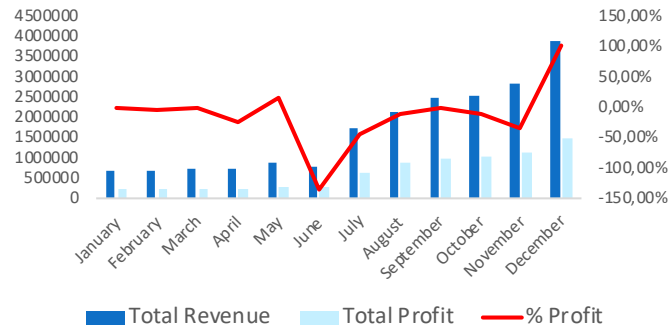
Road Bikes
\$7.279.822

Year

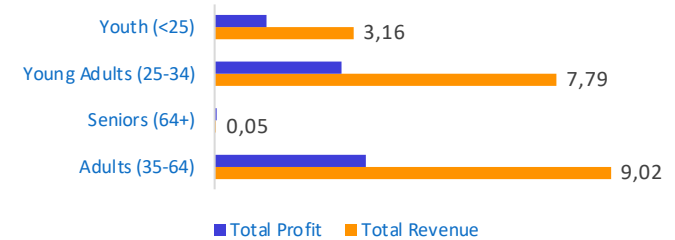
2011	2012
2013	2014
2015	2016

Country

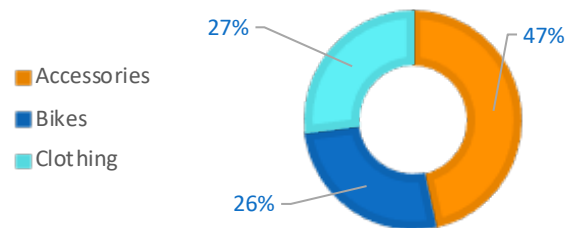
Australia
Canada
France
Germany
United Kingdom
United States



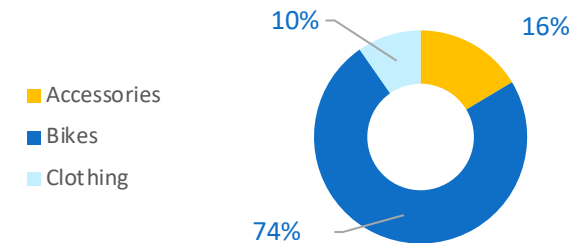
TOTAL REVENUE & PROFIT BY AGE GROUPS (Million Dollars)



GROSS PROFIT MARGIN



TOTAL REVENUE BY CATEGORY

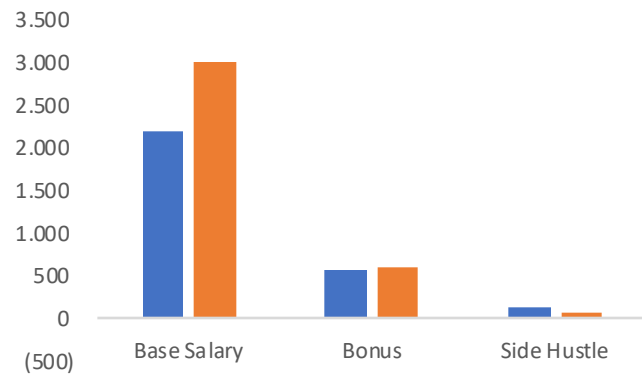


Budget vs. Actual Dashboard

Current Month **March**

<i>Figures in USD</i>	<i>Budget</i>	<i>Actual</i>	<i>Var Abs.</i>	<i>Var Abs. %</i>
Income:				
Base Salary	2.200	3.000	(800)	36,4%
Bonus	550	598	(48)	8,7%
Side Hustle	130	59	71	(54,6%)
Total Income	2.880	3.657	(777)	27,0%
Expenses:				
Rent	1.120	1.120	--	--
Utilities	112	110	2	1,8%
Transport	55	55	--	--
Groceries	550	208	342	164,4%
Leisure	400	405	(5)	(1,2%)
Other	100	199	(99)	(49,7%)
Total Expenses	2.337	2.097	240	11,4%
Savings	543	1.560		

Budget vs Actual



Proportion of Actual Expense

