



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

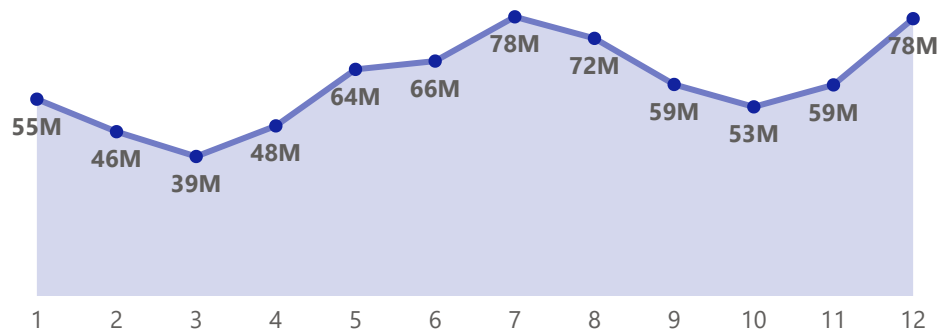
Total Units Sold

2M

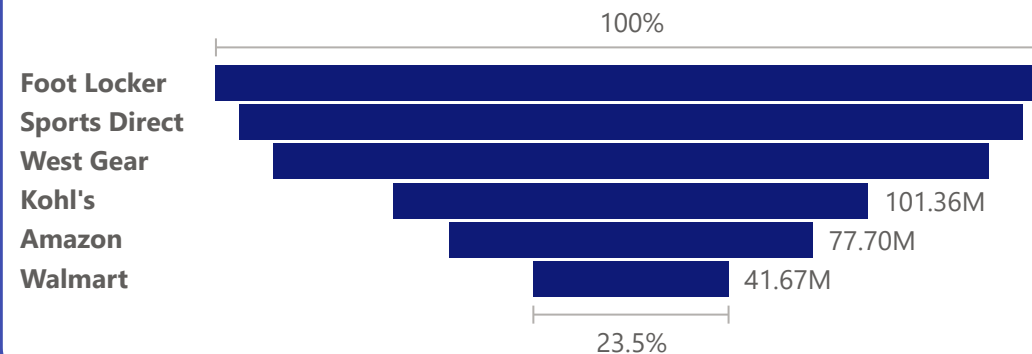
Avg Sale per Category

239.27M

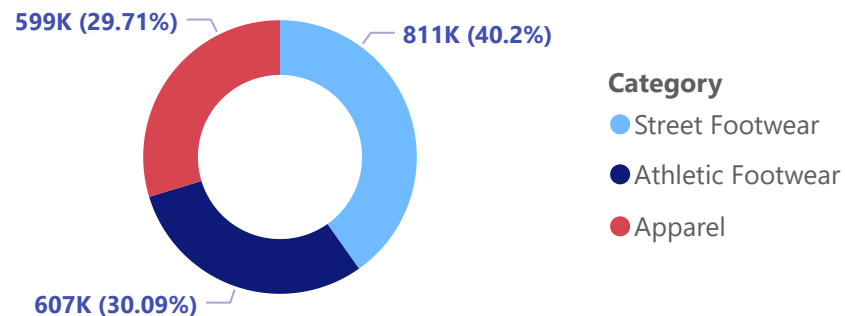
Total Sales by Month



Total Sales by Retailer



% Total Units Sold by Category



% Total Units Sold by Sale Methods

