

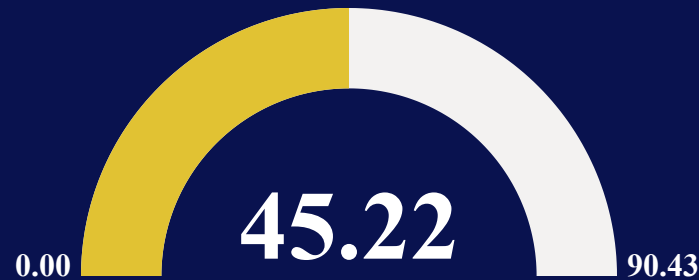
Overall Performance metric and Profit Analysis

332.13M
Total Operating Profit

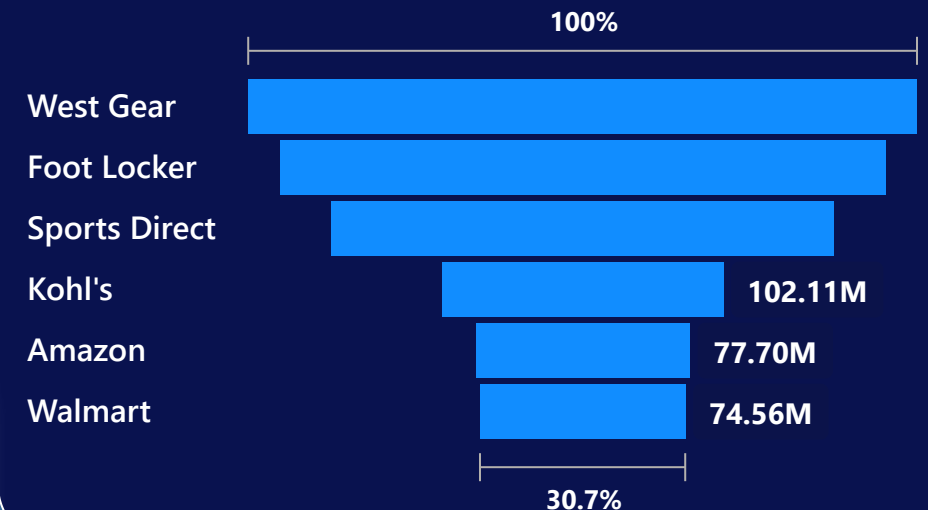
899.90M
Total Sales

2M
Total Sold Units

Average of Price per Unit

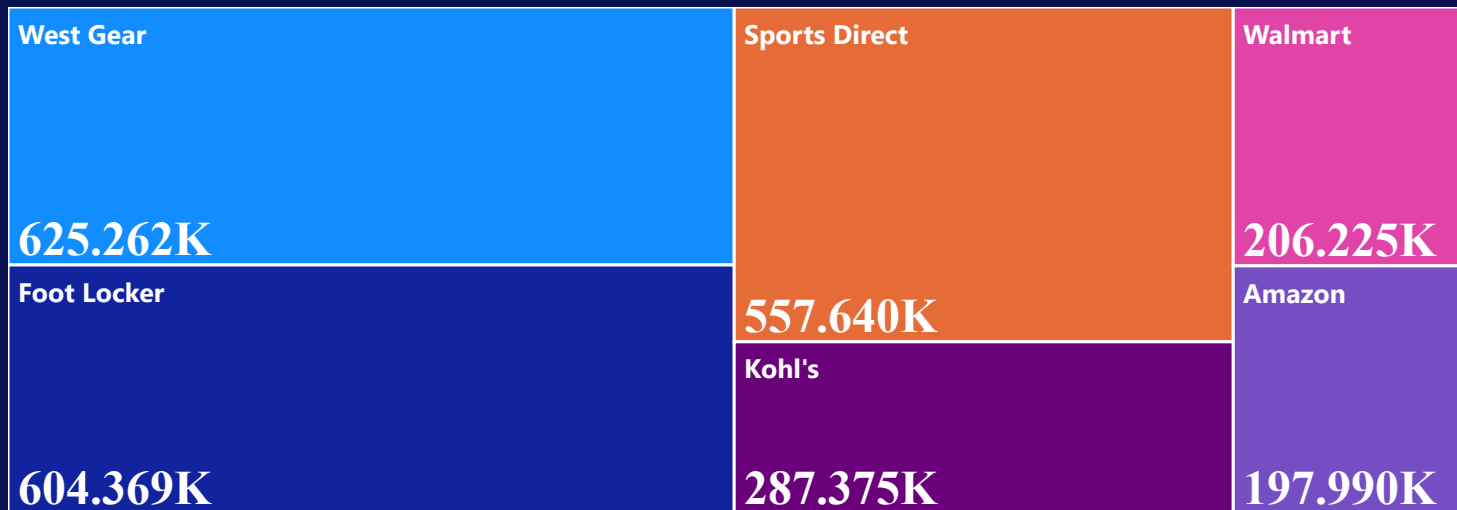


Retailer Wise By Total Sales



Sum of Units Sold by Retailer

Retailer ● West Gear ● Foot Locker ● Sports Direct ● Kohl's ● Walmart ● Amazon

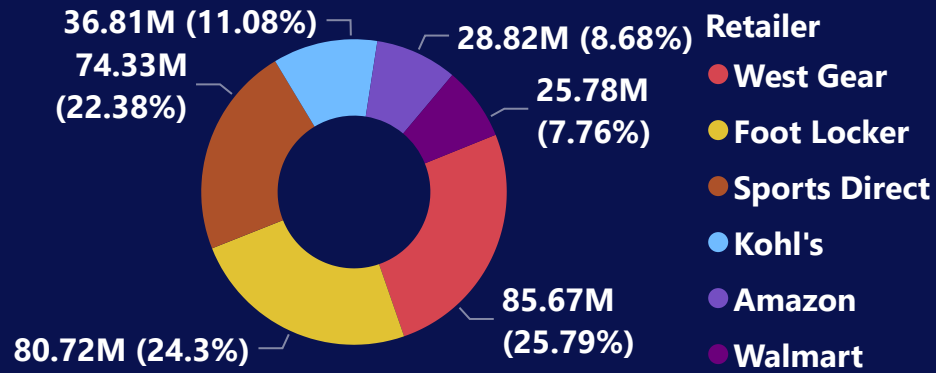


1.Total sales 899.9 M \$, the Total profit is 332.13 M \$, Avg price is 45.22\$ and Sum of unit sold is 2 M

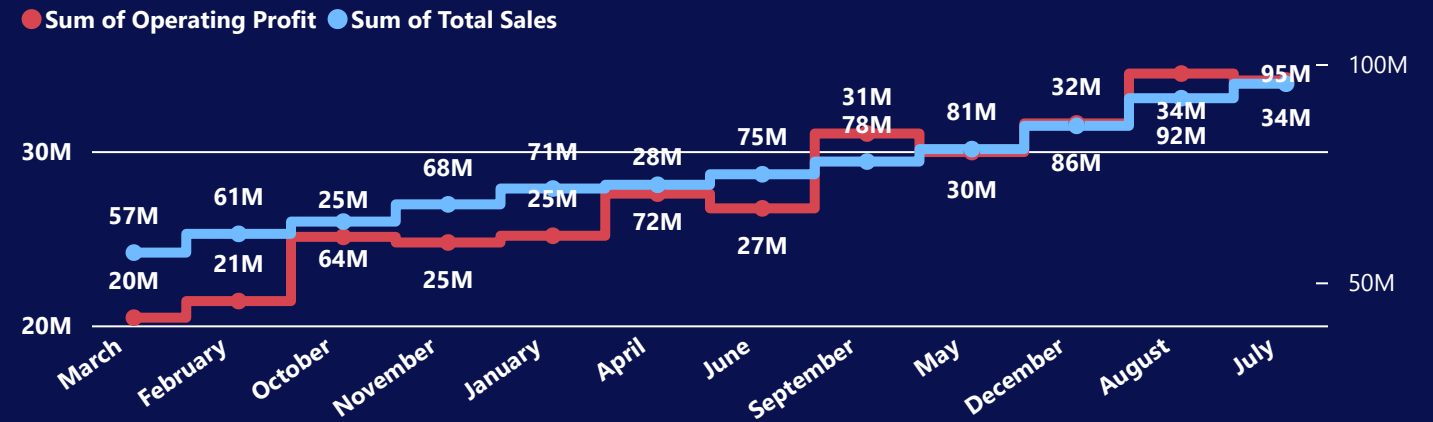
2.West Gear is Top in Sales and Walmart is Bottom in Sales

3.Month wise Highest Sales in July and Lowest Sales in March

Retailer Wise Operating Profit



Sum of Operating Profit and Sum of Total Sales by Month

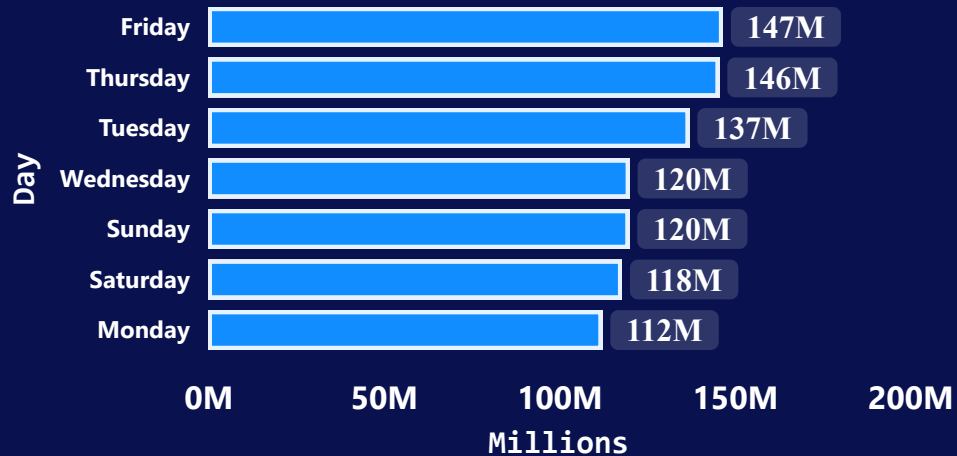


Sales Trend Over Time and Profit By Month & Year

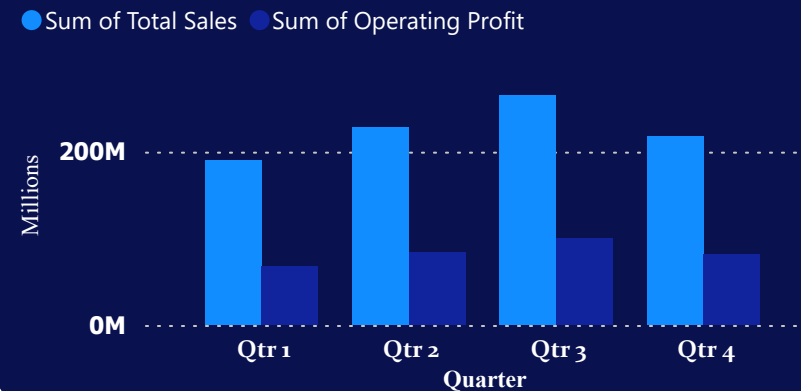
Most Sales in Men's Steel Footwear and Less Sales in Women's Athletic Footwear

Most Sales city is Charleston and Less is Omaha

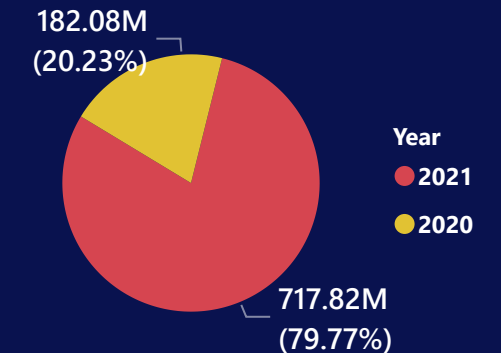
Day Wise Total Sales



Quarter Wise Sales and Profit



Sum of Total Sales by Year



1. In-Store is the sales method mostly used.
2. The Highest sales are from charleston from Francisco.
3. Apparel product is mostly purchased by women and Athletic Footwear is mostly purchased by men and Street Footwear is mostly purchased by men

Athletic Footwear

26,03,05,576.00

Sum of Total Sales

Apparel

30,27,67,492.00

Sum of Total Sales

Street Footwear

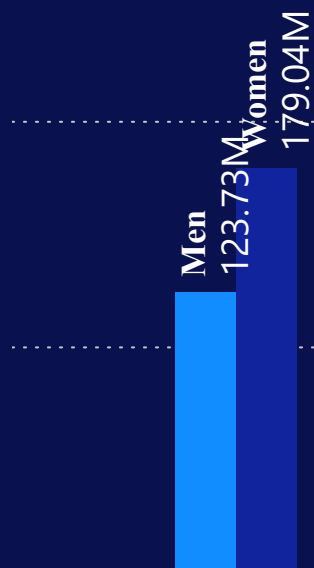
33,68,29,057.00

Sum of Total Sales

Sales Distribution and Effective Sales Method Comparison

Sum of Total Sales by Gender and Product_Name

Apparel



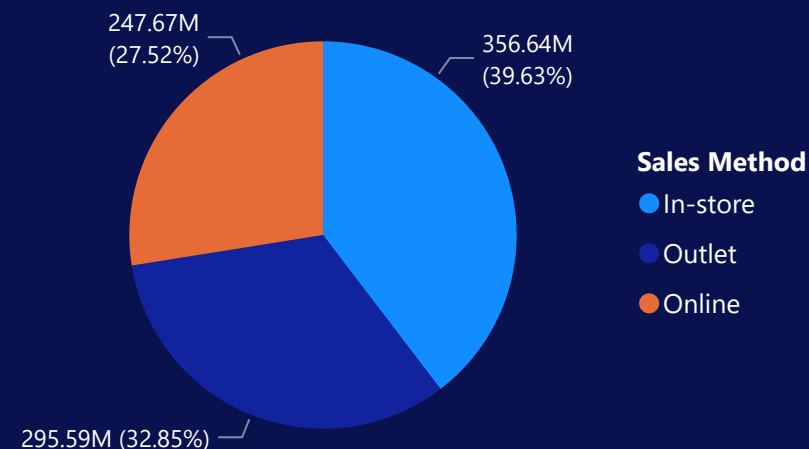
Athletic Footwear



Street Footwear

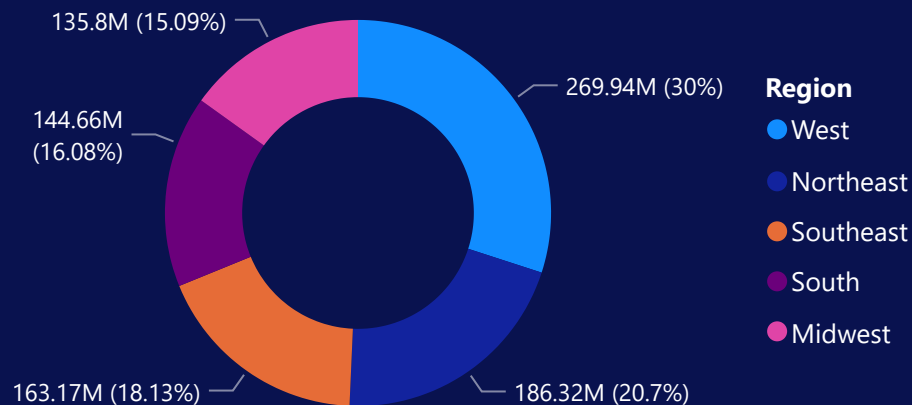


Sum of Total Sales by Sales Method



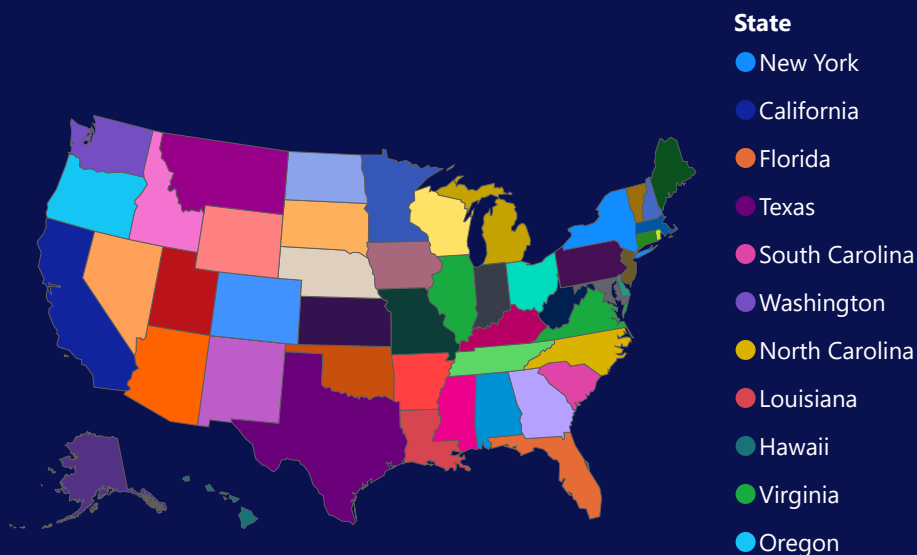
Regional Sales Analysis

Sum of Total Sales by Region



1. Looking at the map, we notice some cities marked in pink indicating lowest sales. We need to pay more attention to these areas to boost overall sales.
2. The donut chart reveals a big change in sales for the West and Midwest regions, even though they are close. We should investigate this difference. Also, we should work on improving sales in South, as they are lower compared to other regions.

Sum of Total Sales by State



Sum of Total Sales by City

