

# Adidas Sales Analysis

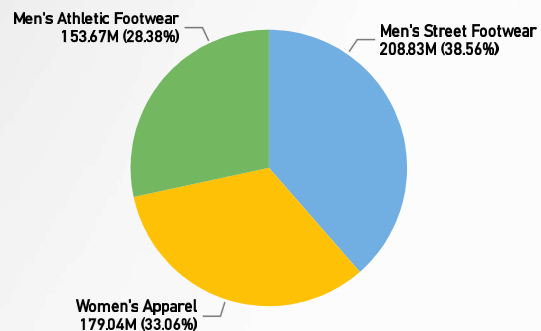
**Total Sales**  
541.54M

**Total Profit**  
203.30M

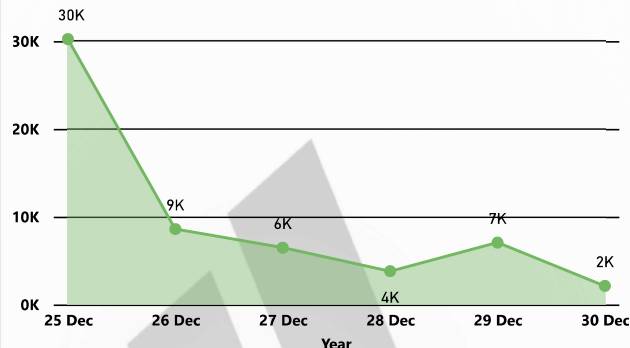
**Average price per unit**  
302.96

**Total Unit sold**  
1M

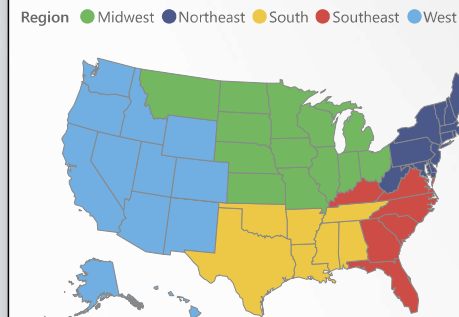
Total Sales by Category



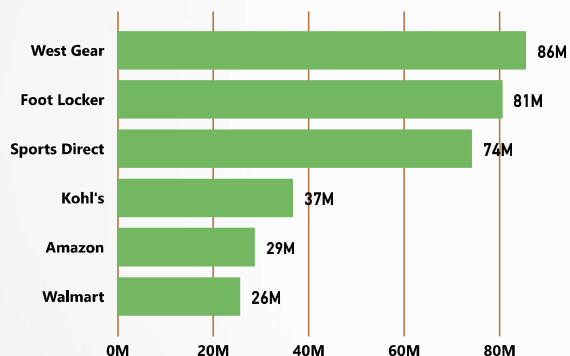
Sales Trend over the time



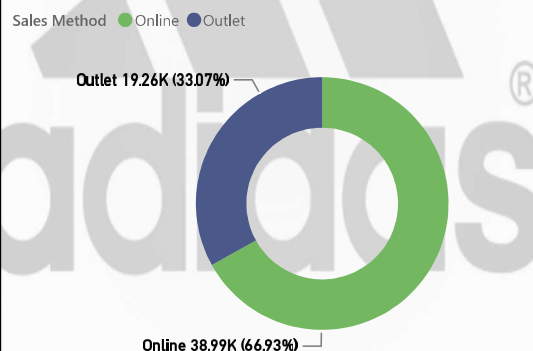
Sales Trend over the time



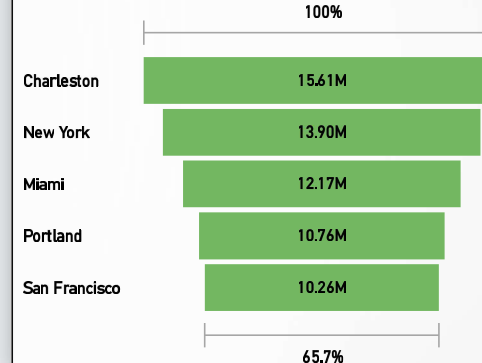
Total Profit by Retailer



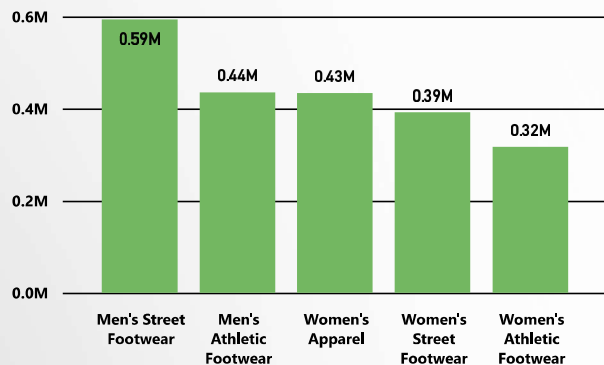
Total Sales by Sales Method



Top 5 cities by profit



Sales Trend over the time



1. Adidas generated 28.38% of the total sales in the Men's Athletic Footwear category, which amounted to 153.67M in sales.
2. The top retailers for Adidas Men's Athletic Footwear sales are West Gear, Foot Locker, Sports Direct, Kohl's, and Amazon, in that order.
3. The sales trend for Men's Athletic Footwear fluctuated throughout the year, with a slight increase towards the end of December.
4. The average price per unit for Men's Athletic Footwear is 302.96, which is relatively higher than other categories.
5. The Midwest region had the highest unit sales for Adidas Men's Athletic Footwear, followed by the Northeast, South, Southeast, and West regions.
6. Charleston, New York, Miami, Portland, and San Francisco were

Overall, Adidas had strong sales in the Men's Athletic Footwear, Women's Apparel, and Men's Street Footwear categories. The sales trend fluctuated throughout the year, with a slight increase towards the end of December. The Midwest region had the highest unit sales for all categories, and New York, Miami, Los Angeles, Chicago, and San Francisco were the top 5 cities by profit for all categories. The average price per unit for Men's Athletic Footwear and Men's Street Footwear is relatively higher than Women's Apparel.