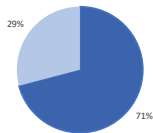


Addidas store Sales Report

Performance Overview | 2016 - 2017

Fashion Direct
Next Look

Sales Proportion
More sales was made in Fashion direct chain



Chain	Financial Year
Fash...	Nex...
2...	2...
2...	2...



Revenue

£60.85 M

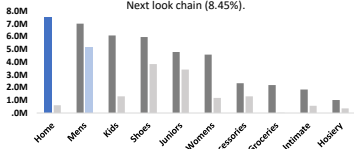


Total Sales

81.4k

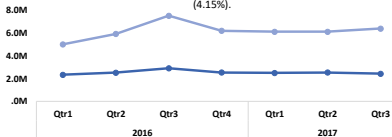
Category by Chain

Home category contributed the highest sales in fashion direct chain (12.22%) while, Mens category cotributed more sales in Next look chain (8.45%).



Sales Trend Across Chains

Fashion direct recorded it's highest revenue in the 3rd quarter of 2016 (12.33%) and 2017 (10.47%). While, Next look recorded it's highest sales in the 3rd quarter of 2016 (4.76%) and 2nd quater of 2017 (4.15%).



State & Managerial Performance

NWS State generated the highest revenue in both product categories.

