

KPI's 2021 - 2022

899.90M

Revenue

2.48M

Total Units Sold

4.36

Sales Growth %

45.22

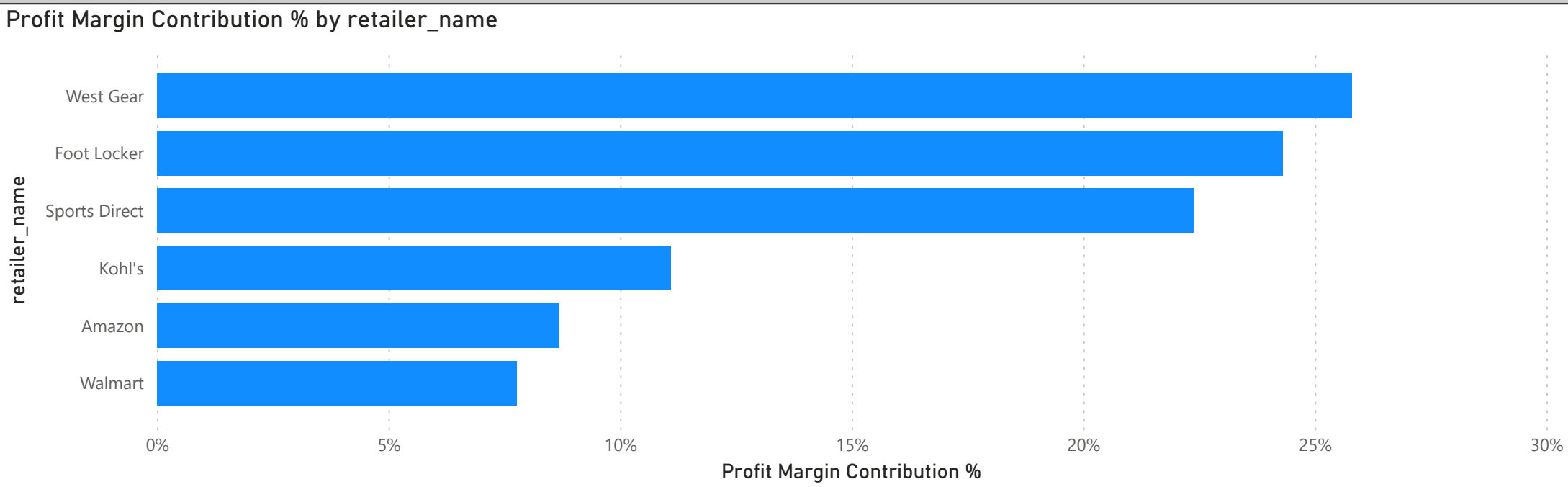
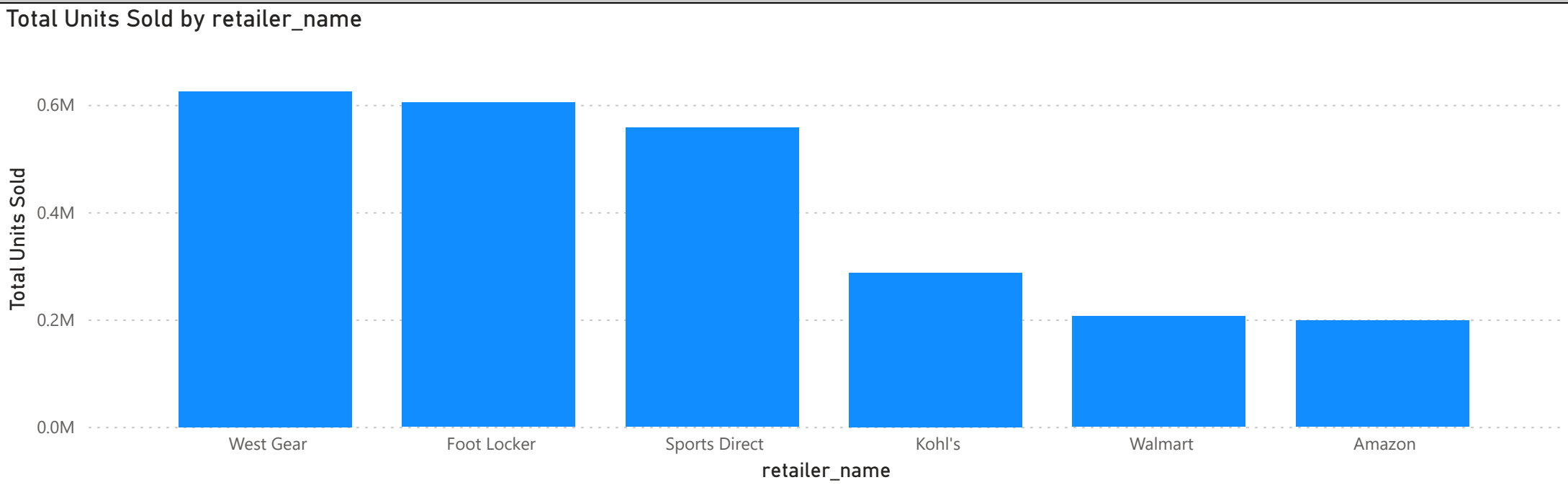
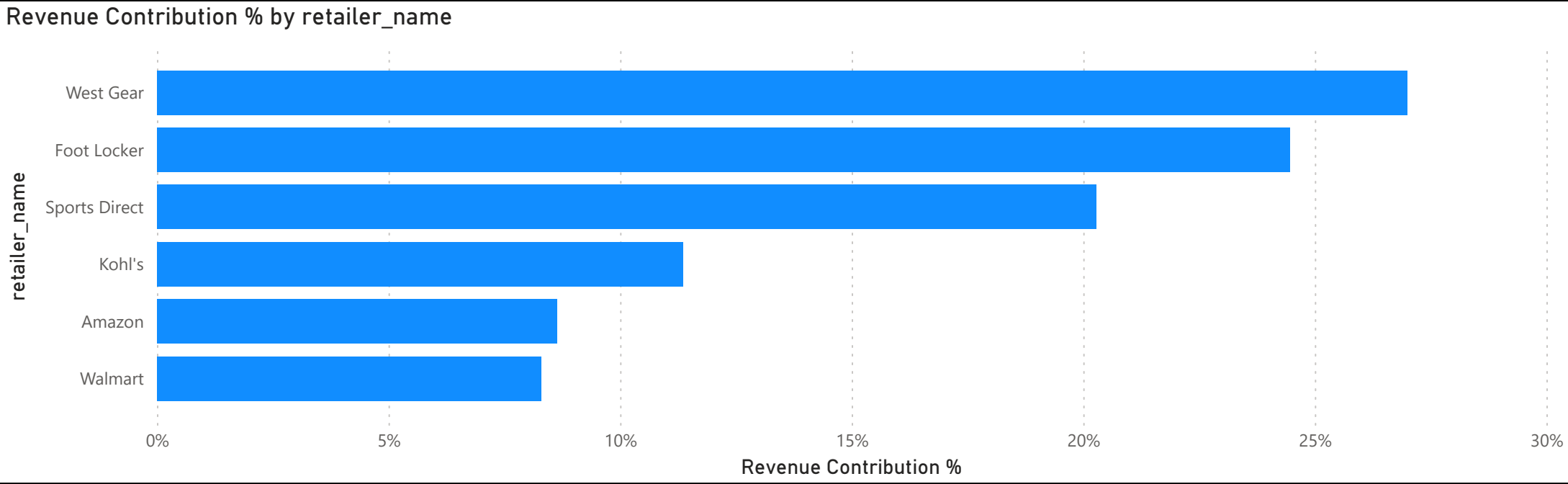
Avg Sales Price

2.02M

Sales Variance

332.13M

Total Operating Profit



Sales Overview

January	March	May	July	September	November
February	April	June	August	October	December

region, state, city

All

2020

2021

899.90M

Revenue

4.36

Sales Growth %

2.48M

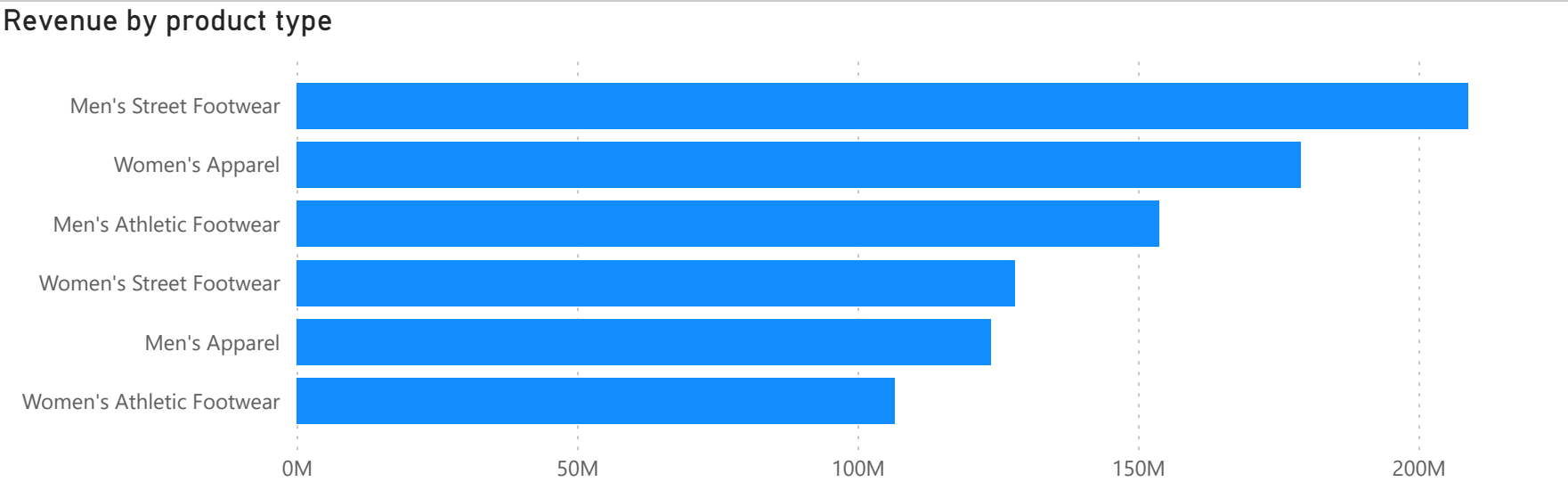
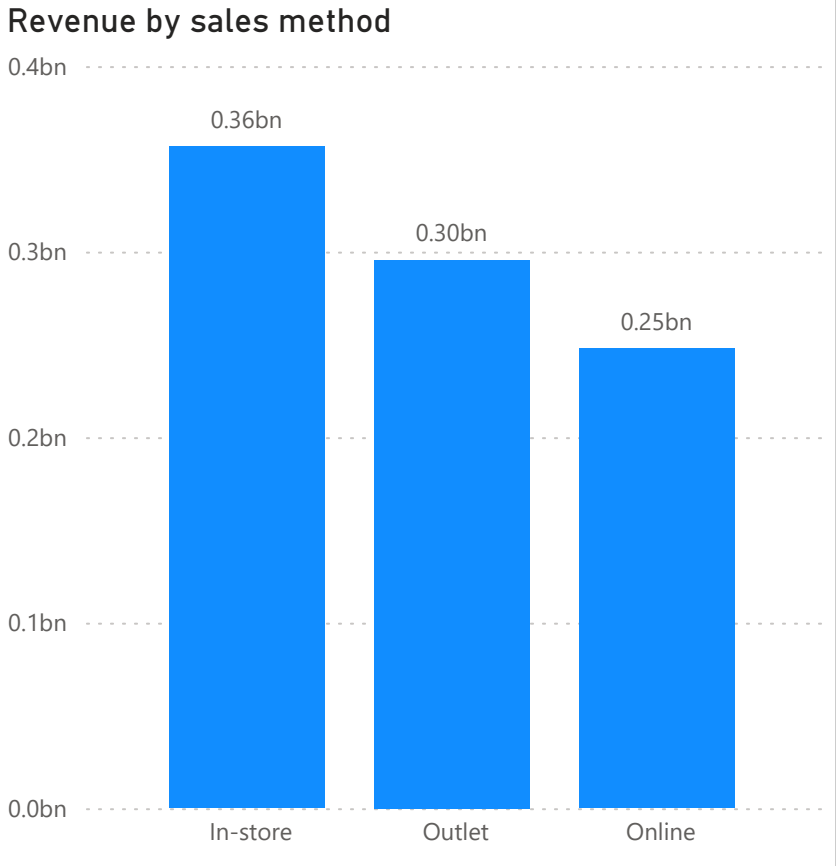
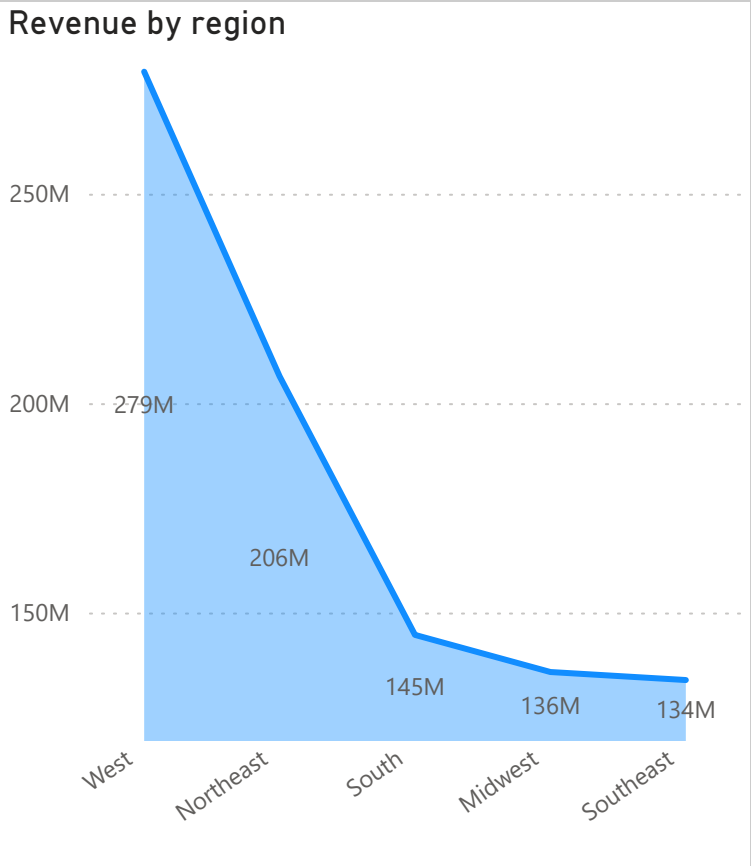
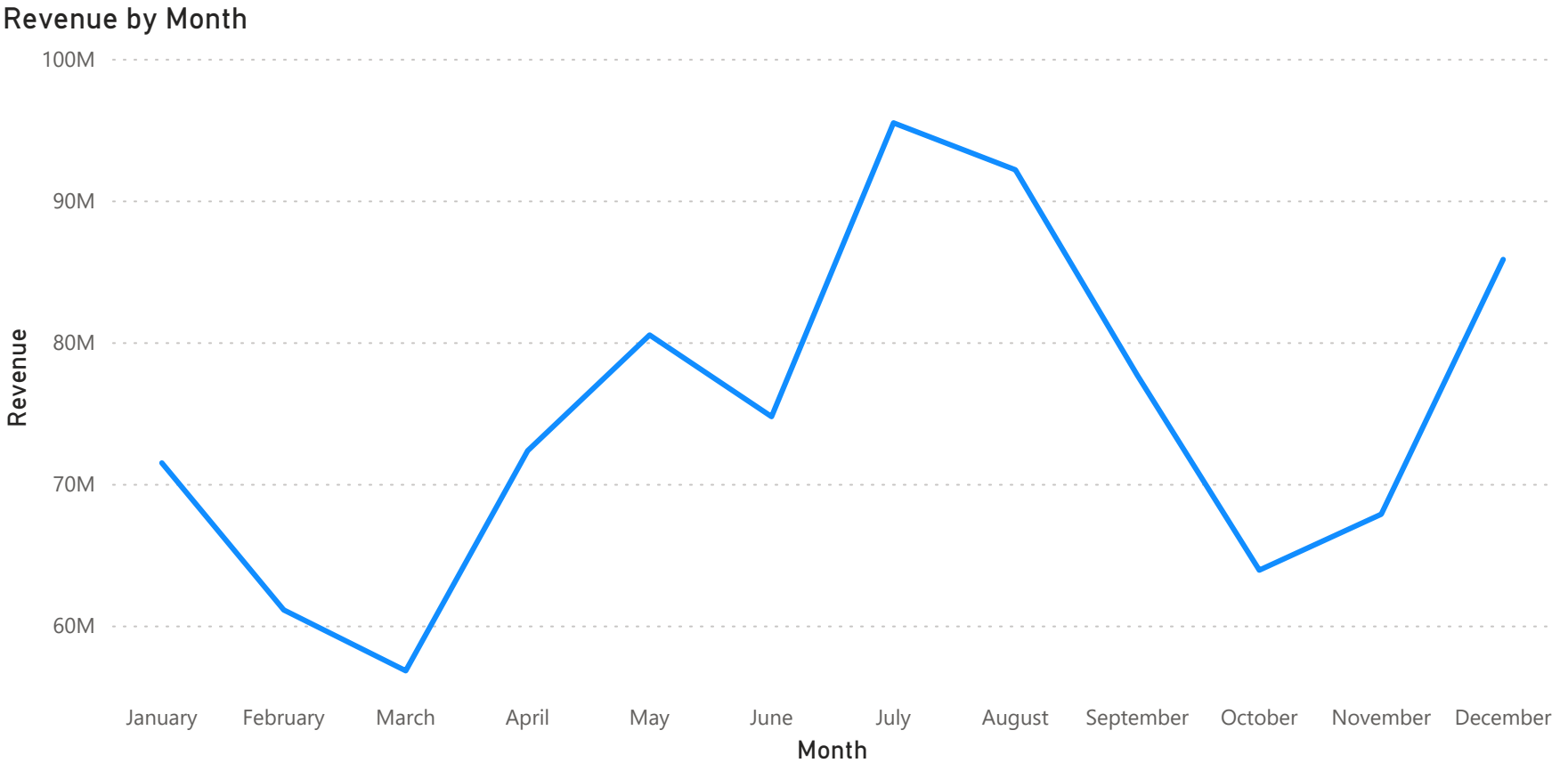
Total Units Sold

45.22

Avg Sales Price

332.13M

Total Operating Profit



Retailer	Revenue Contribution %	Revenue	Total Units Sold	Profit Margin Contribution %	Total Operating Profit
West Gear	27.00%	242.96M	0.63M	25.79%	85.67M
Foot Locker	24.46%	220.09M	0.60M	24.30%	80.72M
Sports Direct	20.28%	182.47M	0.56M	22.38%	74.33M
Kohl's	11.35%	102.11M	0.29M	11.08%	36.81M
Walmart	8.29%	74.56M	0.21M	7.76%	25.78M
Amazon	8.63%	77.70M	0.20M	8.68%	28.82M
Total	100.00%	899.90M	2.48M	100.00%	332.13M



Sales Detailed Analysis

region, state, city

All

20202021

January	March	May	July	September	November
February	April	June	August	October	December

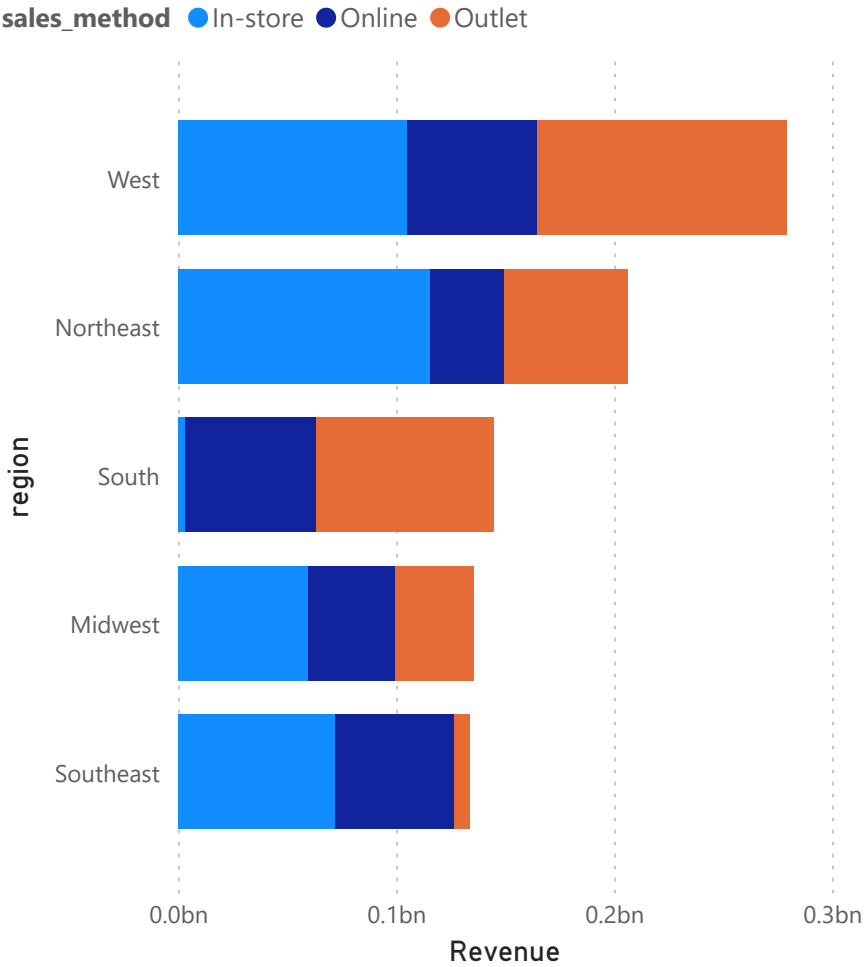
462.35K

Prev. Year Total Units Sold

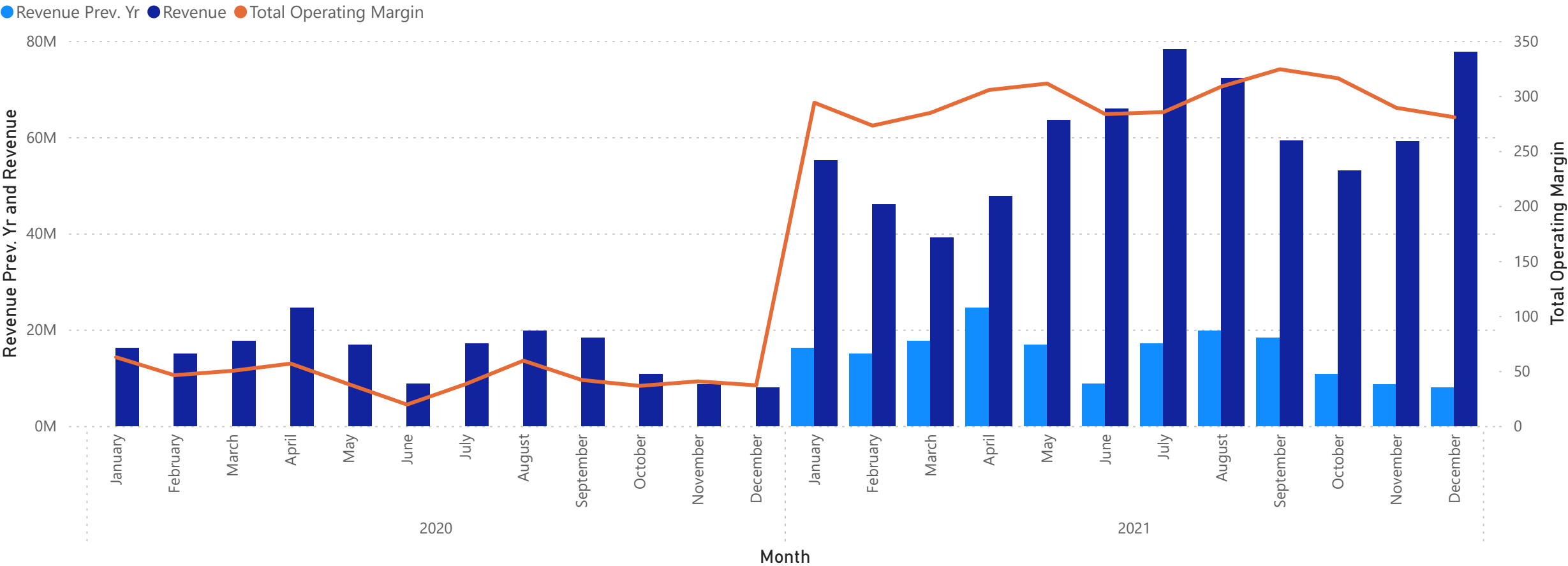
2.02M

Sales Variance

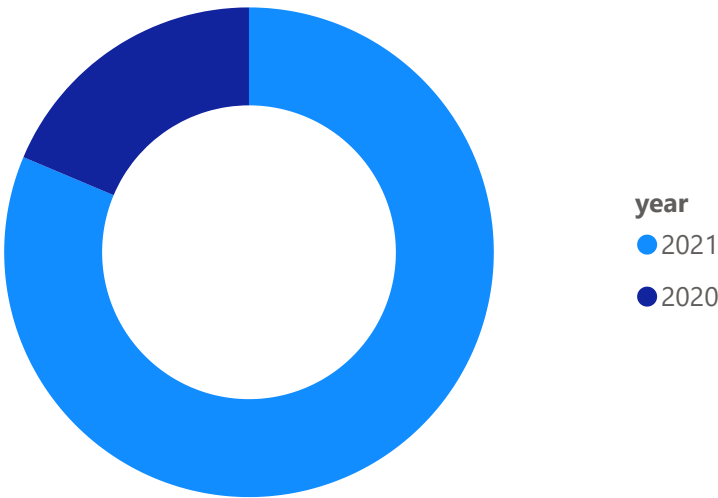
Revenue by region and sales method



Revenue Prev. Yr, Revenue and Total Operating Margin by Year and Month



Total Units Sold by year



Product Type	Total Units Sold	Revenue	Sum of op_profit
Men's Apparel	307K	123.73M	44.76M
Men's Athletic Footwear	436K	153.67M	51.85M
Men's Street Footwear	593K	208.83M	82.80M
Women's Apparel	434K	179.04M	68.65M
Women's Athletic Footwear	317K	106.63M	38.98M
Women's Street Footwear	392K	128.00M	45.10M
Total	2479K	899.90M	332.13M



Consumer Insights

region, state, city

All

January	March	May	July	September	November
February	April	June	August	October	December

9648

Total transactions

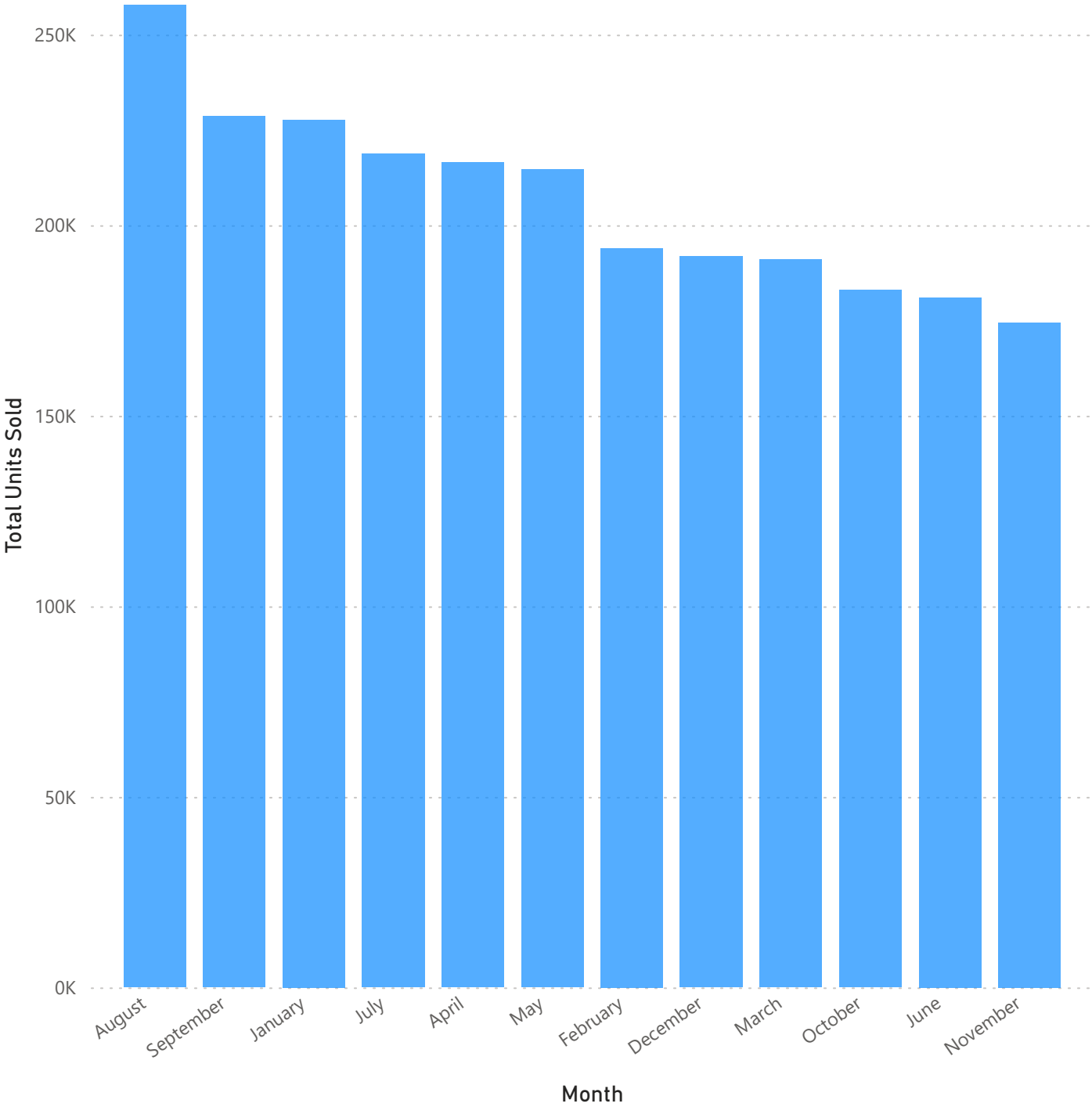
45.22

Avg Sales Price

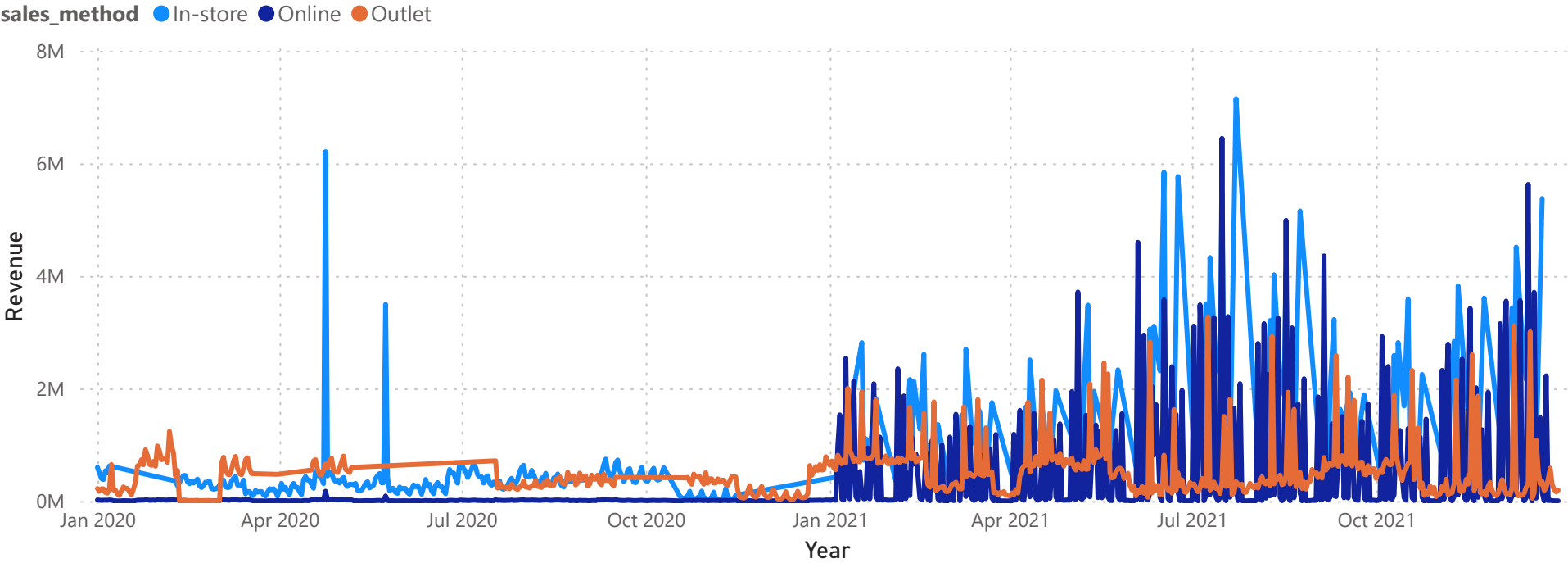
2020

2021

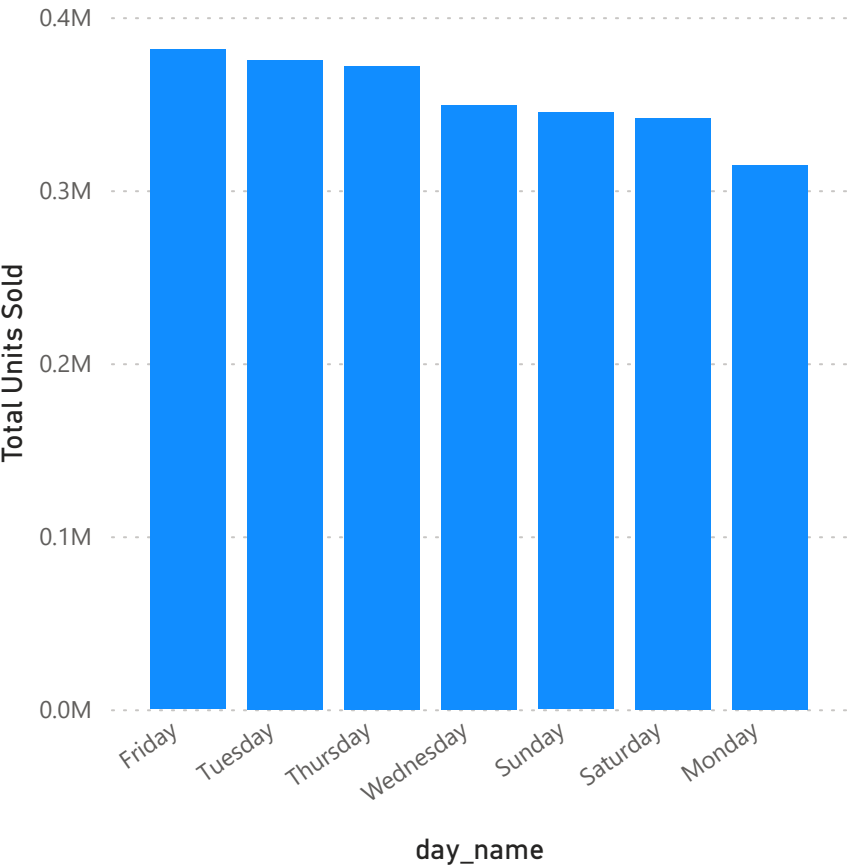
Total Units Sold by Month



Revenue by Year, Quarter, Month, Day and sales_method



Total Units Sold by day



Revenue Contribution % by Month

