

KPI's

899.90M

Revenue

2.48M

Total Units Sold

4.36

Sales Growth %

45.22

Avg Sales Price

2.02M

Sales Variance

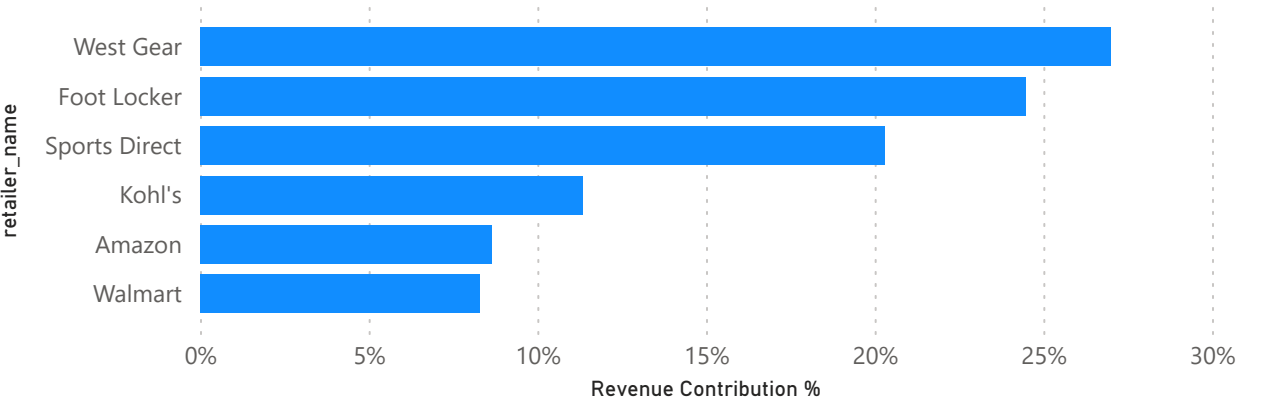
332.13M

Total Operating Profit

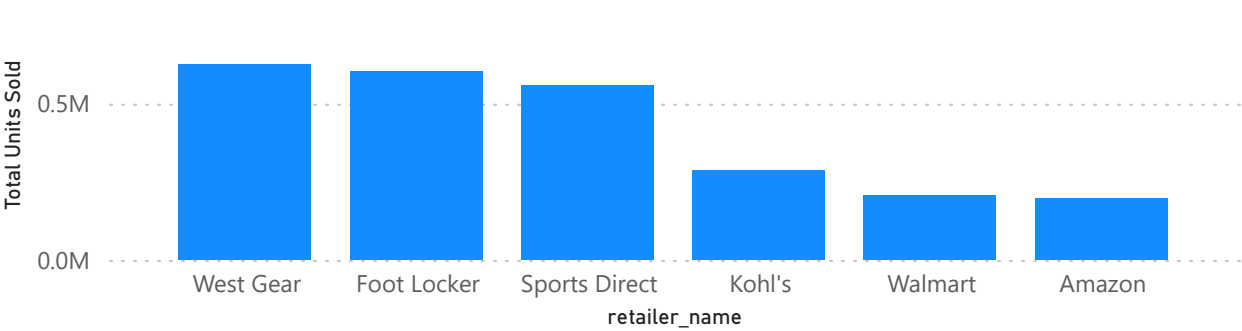
4.08K

Total Operating Margin

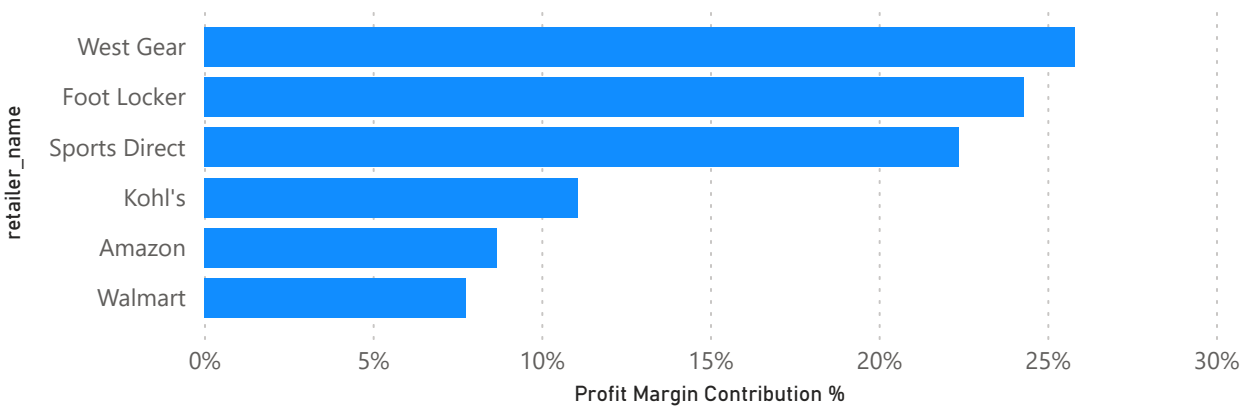
Revenue Contribution % by retailer_name



Total Units Sold by retailer_name



Profit Margin Contribution % by retailer_name



Sales Overview

region, state, city

All

20202021

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

899.90M

Revenue

4.36

Sales Growth %

2.48M

Total Units Sold

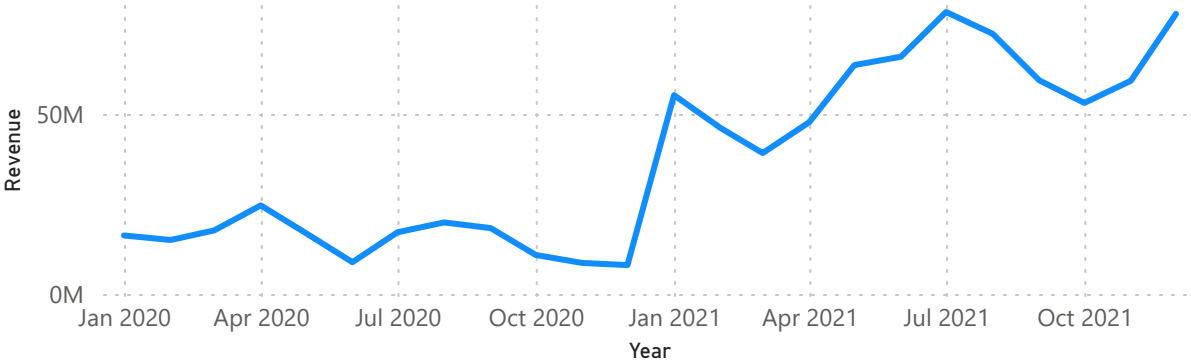
45.22

Avg Sales Price

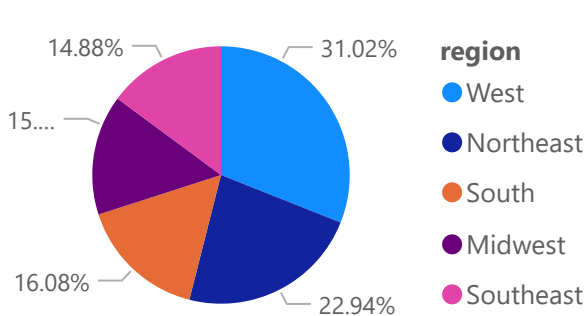
332.13M

Total Operating Profit

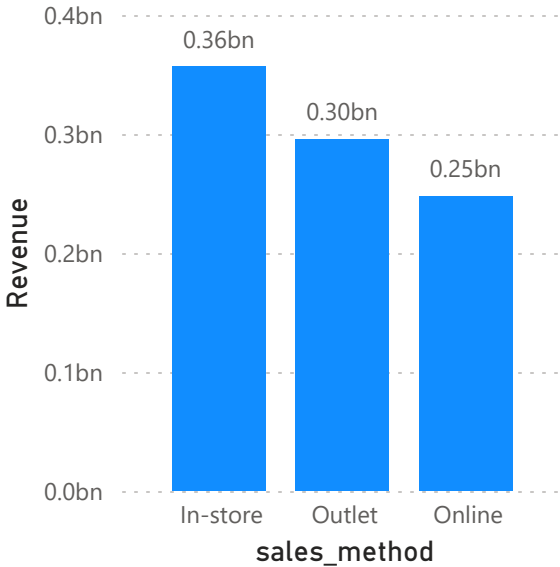
Revenue by Year, Quarter and Month



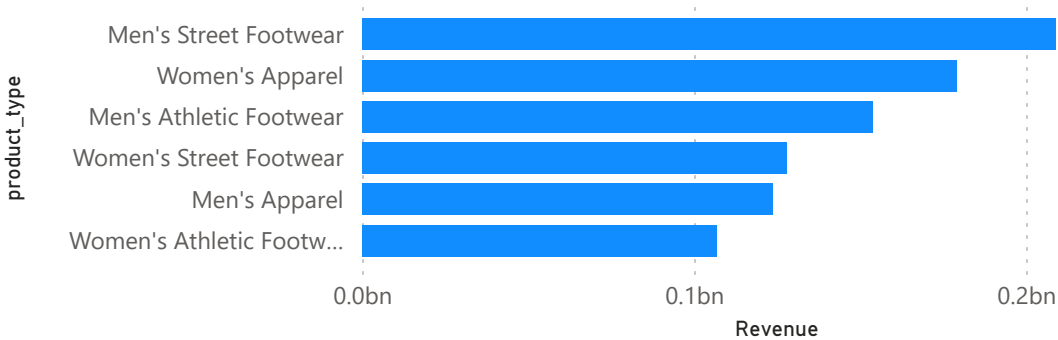
Revenue by region



Revenue by sales_method



Revenue by product_type



retailer_name	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
Amazon	8.63%	77.70M	0.20M	8.68%	28.82M
Walmart	8.29%	74.56M	0.21M	7.76%	25.78M
Total	100.00%	899.90M	2.48M	100.00%	332.13M

Sales Detailed Analysis

region, state, city

All

20202021

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

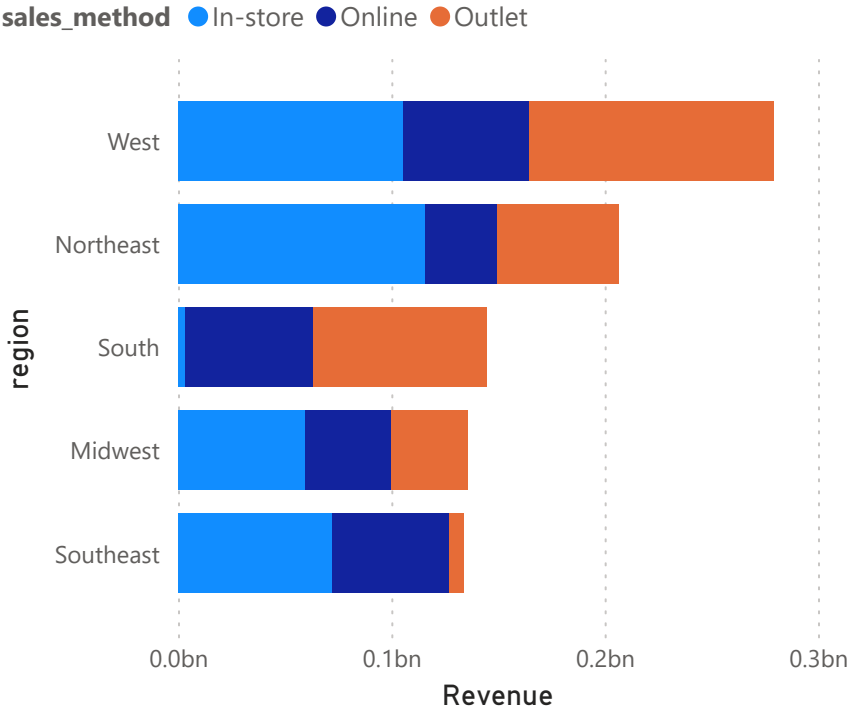
462.35K

Prev. Year Total Units Sold

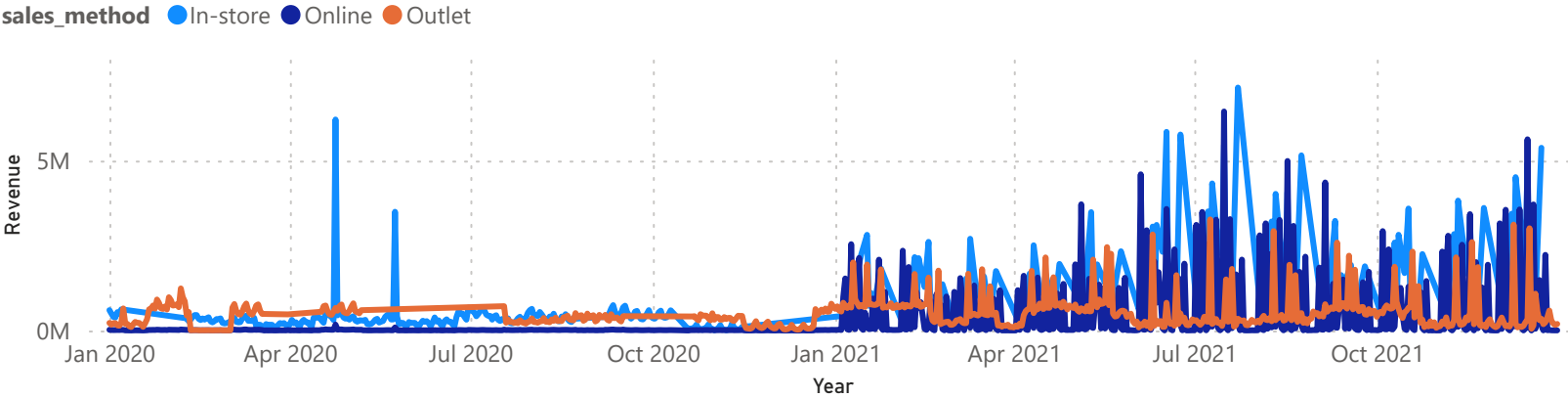
2.02M

Sales Variance

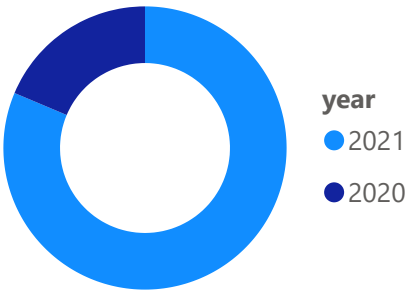
Revenue by region and sales_method



Revenue by Year, Quarter, Month, Day and sales_method



Total Units Sold by year



product_type	product_code	Total Units Sold	Revenue	Sum of op_margin	Sum of op_profit
Men's Street Footwear	Prod001	593K	208.83M	0.72K	82.80M
Men's Athletic Footwear	Prod002	436K	153.67M	0.65K	51.85M
Women's Apparel	Prod006	434K	179.04M	0.71K	68.65M
Women's Street Footwear	Prod003	392K	128.00M	0.66K	45.10M
Women's Athletic Footwear	Prod004	317K	106.63M	0.68K	38.98M
Men's Apparel	Prod005	307K	123.73M	0.66K	44.76M
Total		2479K	899.90M	4.08K	332.13M