

Adidas Sales Analysis

Overview

GeoSales

TopMap

Years

All

Region

All

Sales Method

All

State

All

City

All

Reset

899.90M

Total Sales

332.13M

Operating Profit

2.48M

Total Units Sold

36.91%

Gross Margin

Top 3 cities by profit Margin

Birmingham

Detroit

Knoxville

Top 3 State by Profit Margin

Alabama

Michigan

Tennessee

Top 3 products by Profit Margin

Men's Street Foot...

Women's Apparel

Men's Apparel

Women's Athletic...

100%

92.3%

Top 3 Retailer by Profit Margin

Sports Direct

Amazon

Foot Locker

Kohl's

100%

90%

Product	Total Sales	GrossMargin_2021	GrossMargin_2020	GrossMargin_Difference
Men's Apparel	123,728,632.00	0.36	0.37	-0.01 ↓
Men's Athletic Footwear	153,673,680.00	0.35	0.29	0.05 ↑
Men's Street Footwear	208,826,244.00	0.39	0.41	-0.02 ↓
Women's Apparel	179,038,860.00	0.40	0.32	0.08 ↑
Women's Athletic Footwear	106,631,896.00	0.37	0.35	0.02 ↑
Women's Street Footwear	128,002,813.00	0.36	0.34	0.02 ↑
Total	899,902,125.00	0.37	0.35	0.03