





Unveiling Adidas 2020-2021 USA Odyssey



Analysis and development by Mohammadreza Zaheri

Adidas : A Journey Beyond Boundaries



A Brief Overview Adidas is a multinational corporation founded in 1949 by Adolf Dassler in Germany. The company designs and manufactures shoes, clothing, and accessories. Adidas is known for its iconic three-stripe logo, representing a commitment to performance, innovation, and style.



Adidas aims to be the best sports brand in the world by providing athletes with the best possible equipment to achieve peak performance. The company also focuses on sustainability and aims to reduce its environmental footprint through various initiatives.

Time Travelers :

Exploring Sales Dates in the Past Two Years

The best days and months of the year

\$ 12.5 M

July

The Bestselling Month



\$4.8 M

August

Most Profitable Month



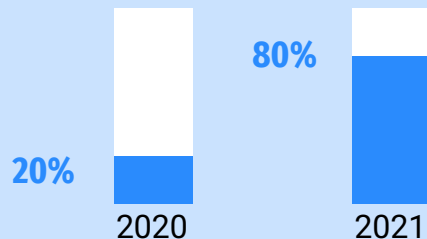
\$ 1.7M

2021-07-16

The Bestselling Day



The Evolution Continues: A Deep Dive into 2020 and 2021 Financial Performance



Total Sales

"The year 2021 has been much more profitable and successful than 2020."

2021



+ 395%

Total Sales growth

2021



+ 423%

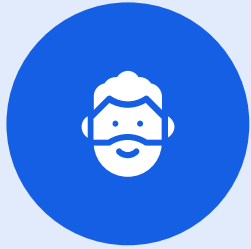
Operating Profit growth

Sales Tactics :

Analyzing Sales Strategies for Gender-Specific Products

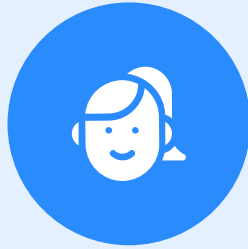
Which gender has benefited us more?

Units Sold



1,335,529

Men's products
have been sold



1,143,332

Women's products
have been sold

Profit



\$25,447,907

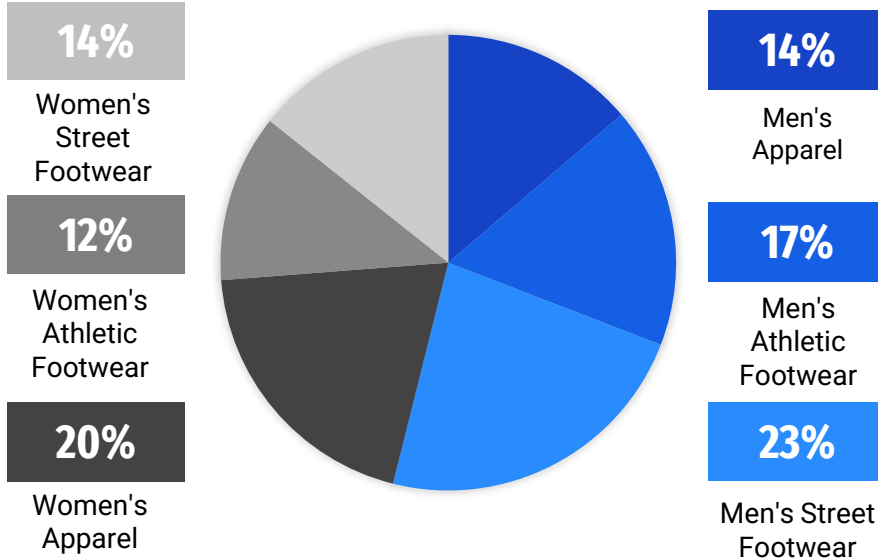
Profit earned from
the male gender



\$ 21,777,059

Profit earned from
the female gender

Total Sales



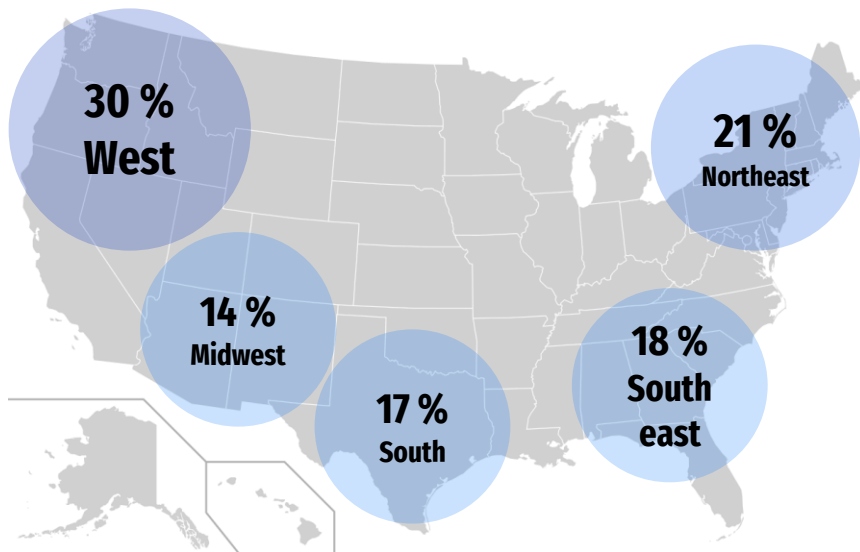
These data represent sales of various products in the apparel sector, categorized by gender and product type. It appears that athletic footwear sales for both genders exceed those of regular apparel, and men's street footwear sales surpass those of women's.

Regional Revenue Review:

Analyzing Sales Figures Across Different Areas and Cities

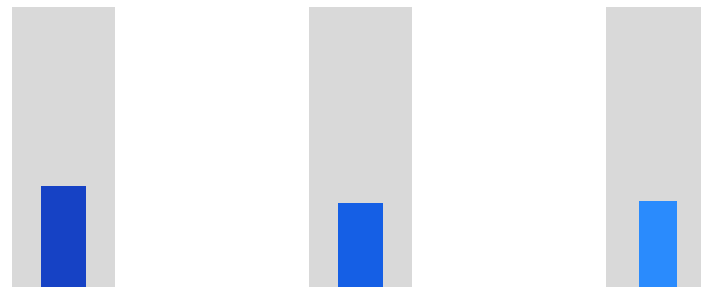
Which regions have been more profitable for us?

Total Sales By Region



Top 3 Region by Profit

Profit percentage of each region :



28%

21%

20%

West

Northeast

South

Top city by Total Sales

01

New York

New York has been the best-selling city

\$5.6M
Sales

02

San Francisco

San Francisco was the second best-selling city

\$4.9M
Sales

03

Charleston

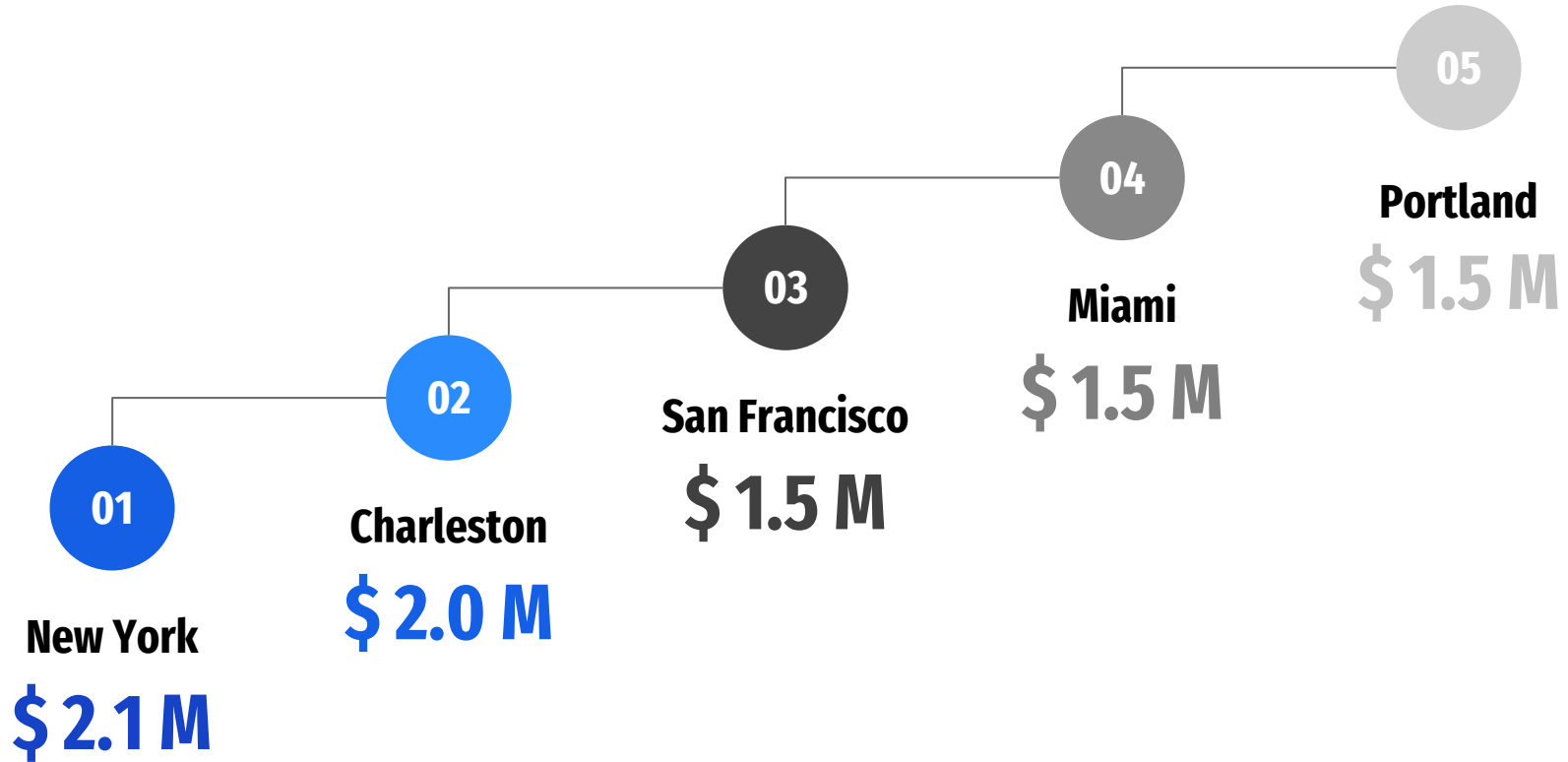
\$4.9M
Sales

04

Portland

\$4.1M
Sales

Top city by Profits



Analyzing Retail Sales Distribution: A Deep Dive into Market Segmentation Methodologies"

Analyzing Retailer Sales

What about Retailer?

27%

West Gear

24%

Foot Locker

21%

Sports Direct

11%

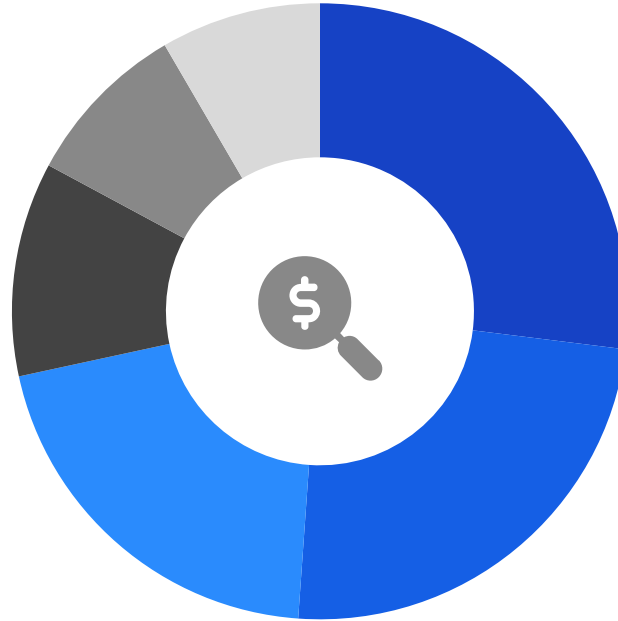
Kohl's

9%

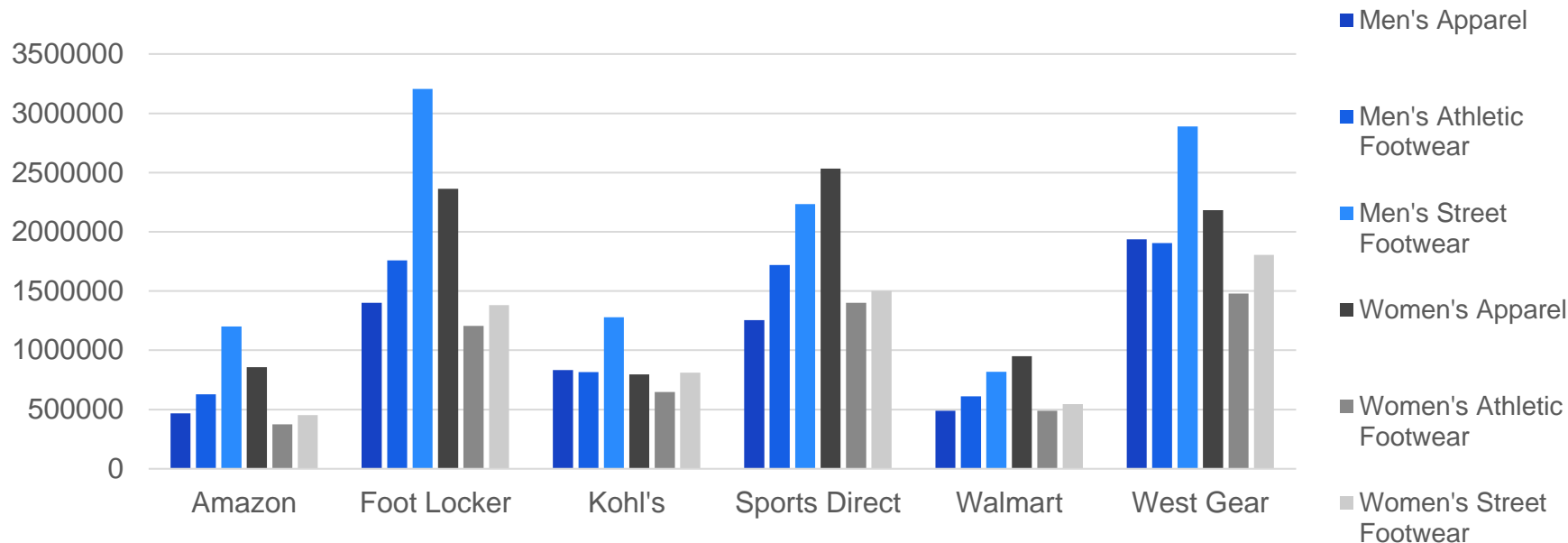
Walmart

8%

Amazon



Top-Selling Products by Each Retailer : Unveiling Market Dominance



Total Profits

\$47,224,967

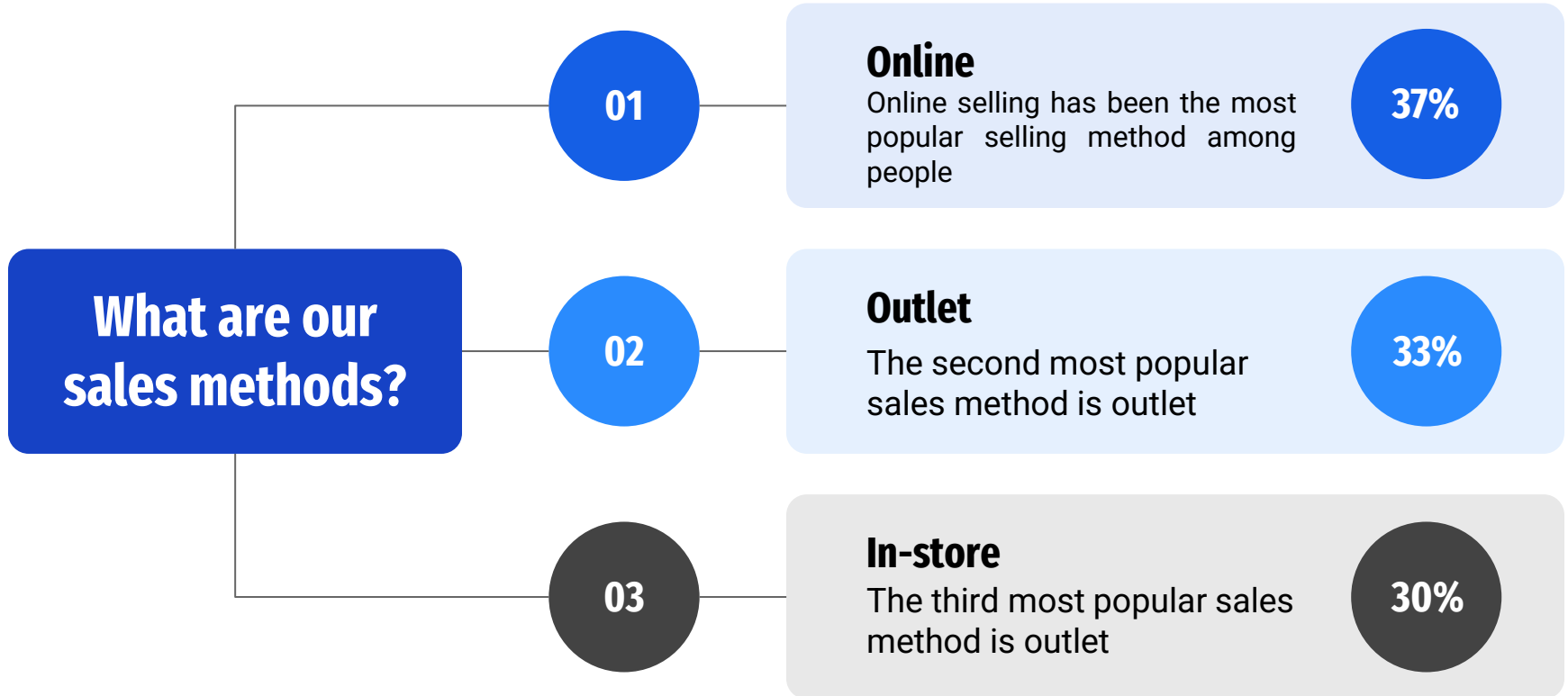
Total Units

2478861

Total Sales

\$120,166,650

Sales Method



What are our
sales methods?

01

Online

Online selling has been the most popular selling method among people

37%

02

Outlet

The second most popular sales method is outlet

33%

03

In-store

The third most popular sales method is outlet

30%

Analysis of Adidas Sales in the USA for 2020 and 2021

Introduction: Mohammad Reza Zaheri

have conducted a comprehensive analysis of Adidas sales data in the USA for the years 2020 and 2021. This analysis includes examining product sales, sales patterns, profitability analysis, and annual changes. The data analysis dashboard has been designed using Power BI, and you can view the Python source code and dashboard on my GitHub.

Dataset Link in Kaggle : [Adidas Sales Dataset on Kaggle](#)

GitHub : [Adidas Sales Data Analysis Project](#)

LinkedIn : [Mohammad Reza Zaheri](#)

Email : zahery667@gmail.com

In this analysis, I have delved into sales patterns, temporal changes, and profitability analysis of Adidas products in the American market. This analysis can assist individuals and companies engaged in the sports industry and marketing to make better decisions for their business growth and adopt better strategies for selling their products.

Thanks For Watching

