



# ADIDAS SALES DASHBOARD

OVERVIEW

Product

All

Retailer

All

Sales Method

All

Region

All

State

All

City

All

Year

2021

Total Sales  
**\$717.82M**

Total Units Sold  
**2016512**

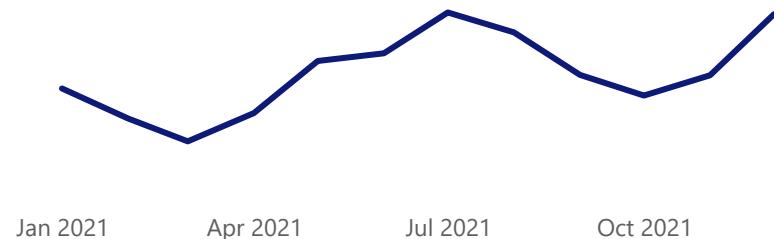
Operating Profit  
**\$268.76M**

Operating Margin  
**42.60%**

Total Sales By Region



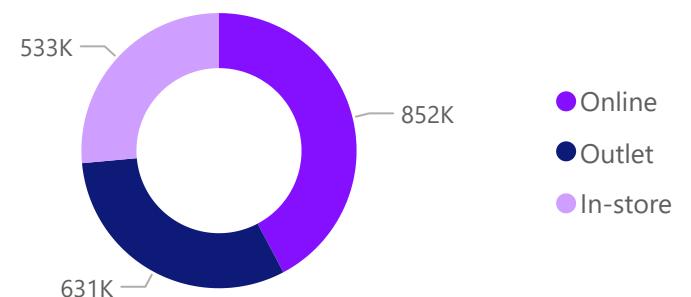
Monthly Sales Performance



Total Sales By Rtailer



Total Units Sold by Sales Method



# ADIDAS SALES DASHBOARD

DETAILS

Product

Retailer

Sales Method

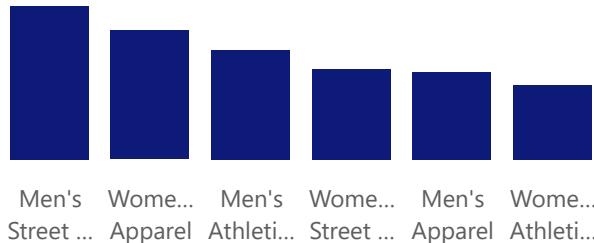
Region

State

City

Year

## Total Sales By Product



## Geographic Sales Distribution



## Detailed Sales and Profitability Performance

| Region    | State         | City         | Total Sales (\$) | Unit Sold | Operating Profit (\$) |
|-----------|---------------|--------------|------------------|-----------|-----------------------|
| Midwest   | Illinois      | Chicago      | \$9,797,488.00   | 25407     | \$3,920,368.61        |
|           | Indiana       | Indianapolis | \$8,836,198.00   | 26332     | \$3,379,256.00        |
|           | Iowa          | Des Moines   | \$7,424,011.00   | 23446     | \$2,655,217.37        |
|           | Kansas        | Wichita      | \$9,972,864.00   | 29463     | \$3,510,147.29        |
|           | Michigan      | Detroit      | \$18,625,433.00  | 50095     | \$8,135,894.02        |
|           | Missouri      | St. Louis    | \$9,683,265.00   | 36404     | \$3,907,209.36        |
|           | Montana       | Billings     | \$15,710,886.00  | 42713     | \$6,232,037.55        |
|           | Nebraska      | Omaha        | \$5,929,038.00   | 19154     | \$2,439,478.41        |
|           | North Dakota  | Fargo        | \$7,735,580.00   | 22781     | \$2,688,519.72        |
|           | Ohio          | Columbus     | \$18,484,583.00  | 47781     | \$7,528,840.09        |
| Northeast | South Dakota  | Sioux Falls  | \$8,495,576.00   | 22973     | \$2,943,318.21        |
|           | Wisconsin     | Milwaukee    | \$7,727,469.00   | 23950     | \$2,800,830.09        |
|           | Connecticut   | Hartford     | \$11,573,448.00  | 34696     | \$4,152,320.79        |
|           | Delaware      | Wilmington   | \$12,298,412.00  | 30275     | \$4,524,350.06        |
|           | Maine         | Portland     | \$9,195,978.00   | 22410     | \$3,187,654.37        |
|           | Maryland      | Baltimore    | \$7,758,059.00   | 20818     | \$2,757,642.12        |
|           | Massachusetts | Boston       | \$11,076,810.00  | 32895     | \$3,353,875.87        |
|           | New Hampshire | Manchester   | \$16,411,667.00  | 40812     | \$5,786,206.43        |
|           | New Jersey    | Newark       | \$9,934,246.00   | 26540     | \$3,657,237.22        |
|           | New York      | Albany       | \$24,427,804.00  | 57186     | \$9,429,850.91        |
|           | Pennsylvania  | Philadelphia | \$34,090,045.00  | 24605     | \$3,833,918.10        |