**=> This data belongs to Adidas in the United States.**

**=> The goal of this project is to show:**

Revenues

Operating profit

Operating margin

Number of Units sold

Number of States that purchase Adidas products

Revenue, Operating Profit and Units Sold by Year, Quarter and Month

Revenue, Operating Profit and Units Sold by Region, State and City

Revenue, Operating Profit and Units Sold by Retailer, Product and Sales Method

**=> The most important goal of this project:**

**1) Is there a relationship between the number of Units Sold, Revenues, and Operating Profit?**

Yes, there is a strong relationship between the number of Units Sold, Revenues, and Operating   
 Profit. As the number of Units Sold increases, Revenues increase, so Operating Profit increases.

**2) Why did Adidas' revenues increase 4 times in 2021 over 2020?**

This is due to the increase in the number of units sold due to the increase in the number of   
 retailers for Adidas products, such as (Amazon), and the increase in online orders due to the Covid   
 pandemic, which made us sell our products in 46 states after we were selling in only 9 states.