



Adidas US Sales Performance Analysis

Executive Summary

This presentation analyzes Adidas's US sales performance, highlighting key insights and areas for strategic focus.

Key Insight 1

Total sales reached:

\$120 million with a total of 2 million units sold, yielding an operating profit of \$47 million.

Key Insight 2

The top-performing product categories are Men's Street Footwear, Women's Athletic Footwear, and Men's Athletic Footwear.

Key Insight 3

Midwest and Northeast are the top-performing regions, while Foot Locker and West Gear are the most profitable retailers.

Key Performance Indicators (KPIs)

\$120m

Total Sales

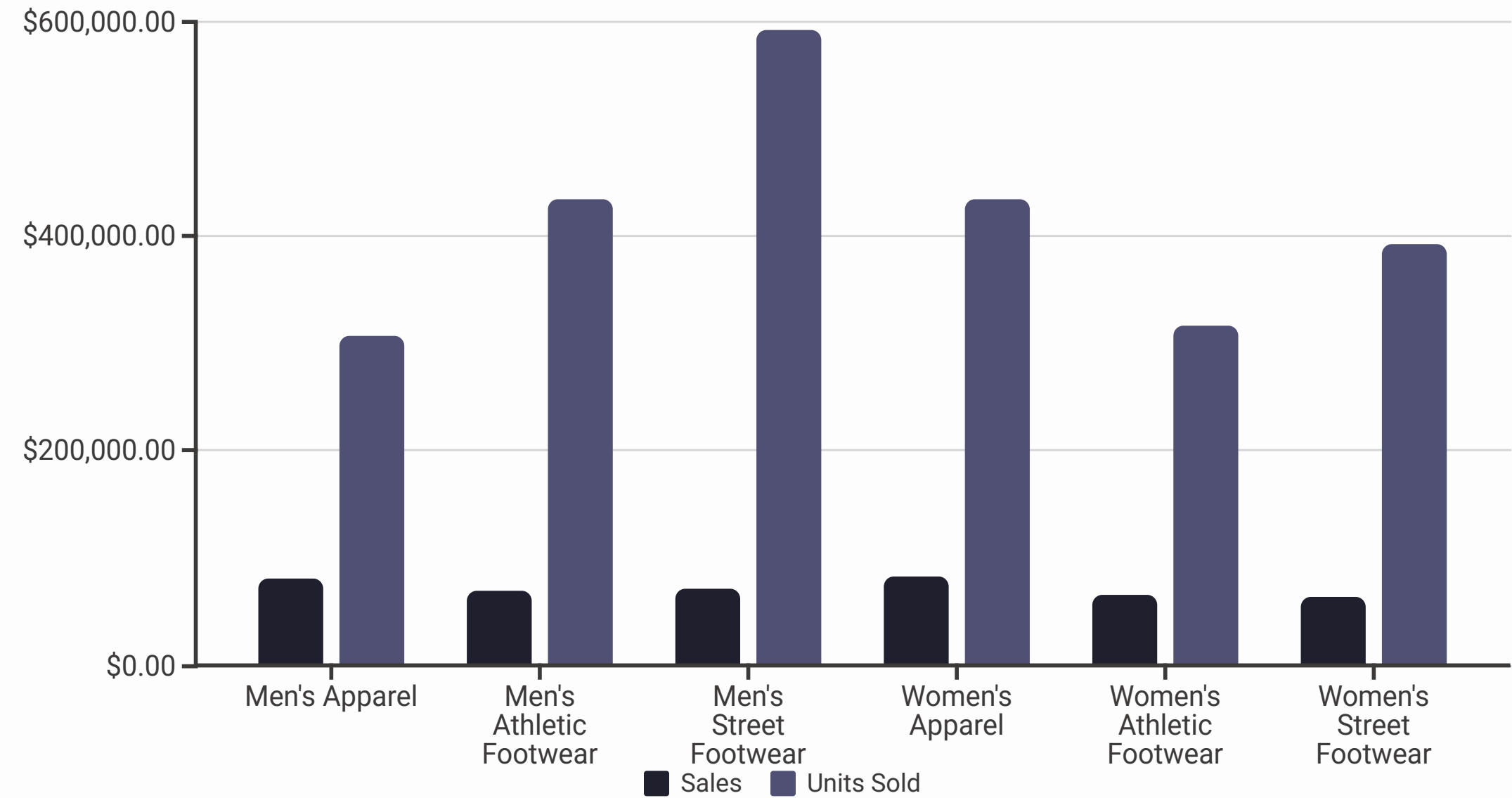
2m

Total Units Sold

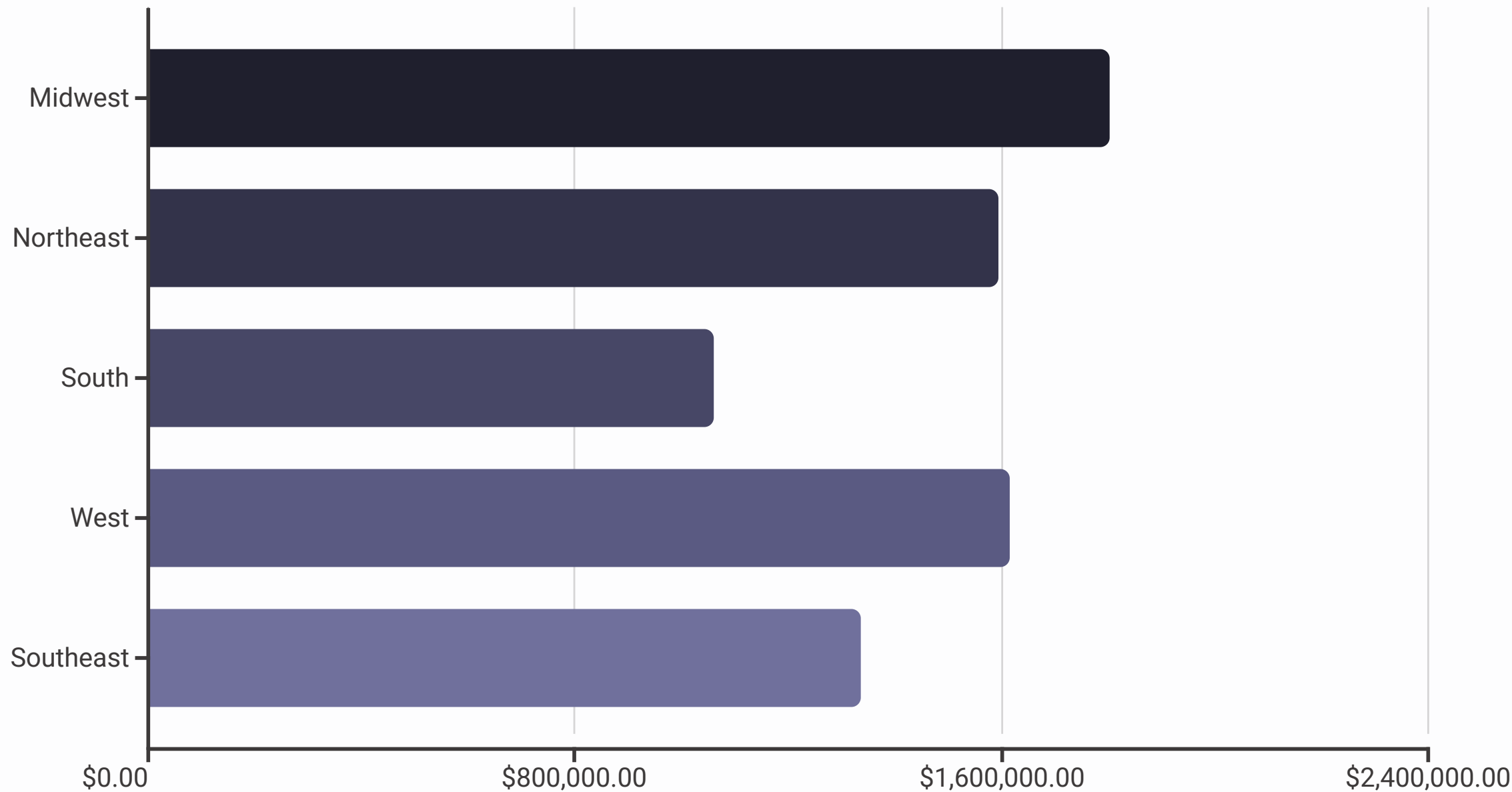
\$47m

Total Operating Profit

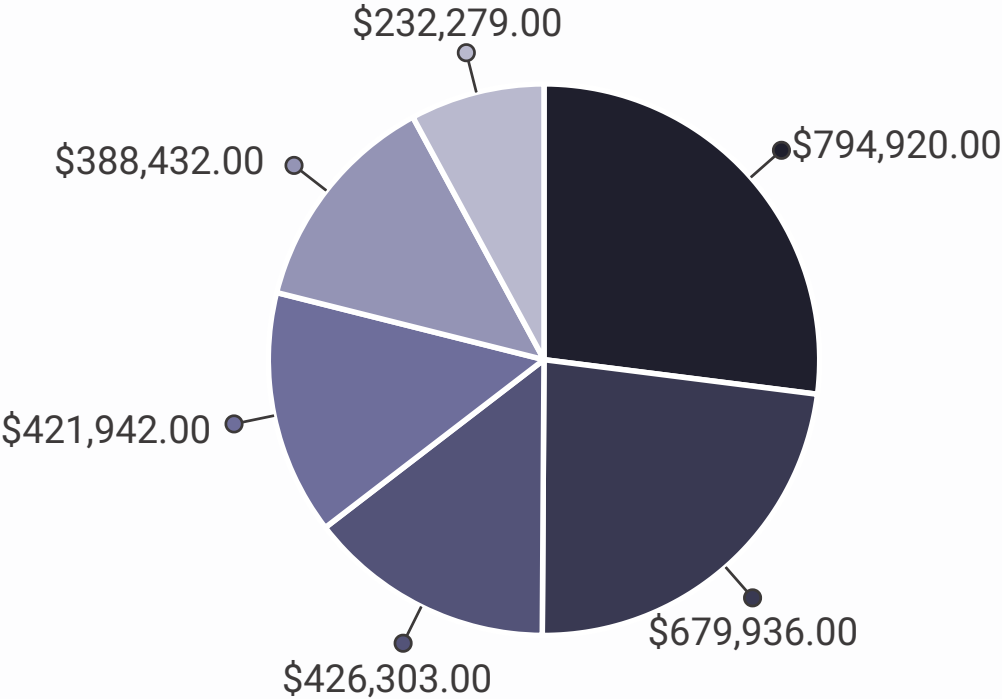
Sales by Product Category



Regional Performance

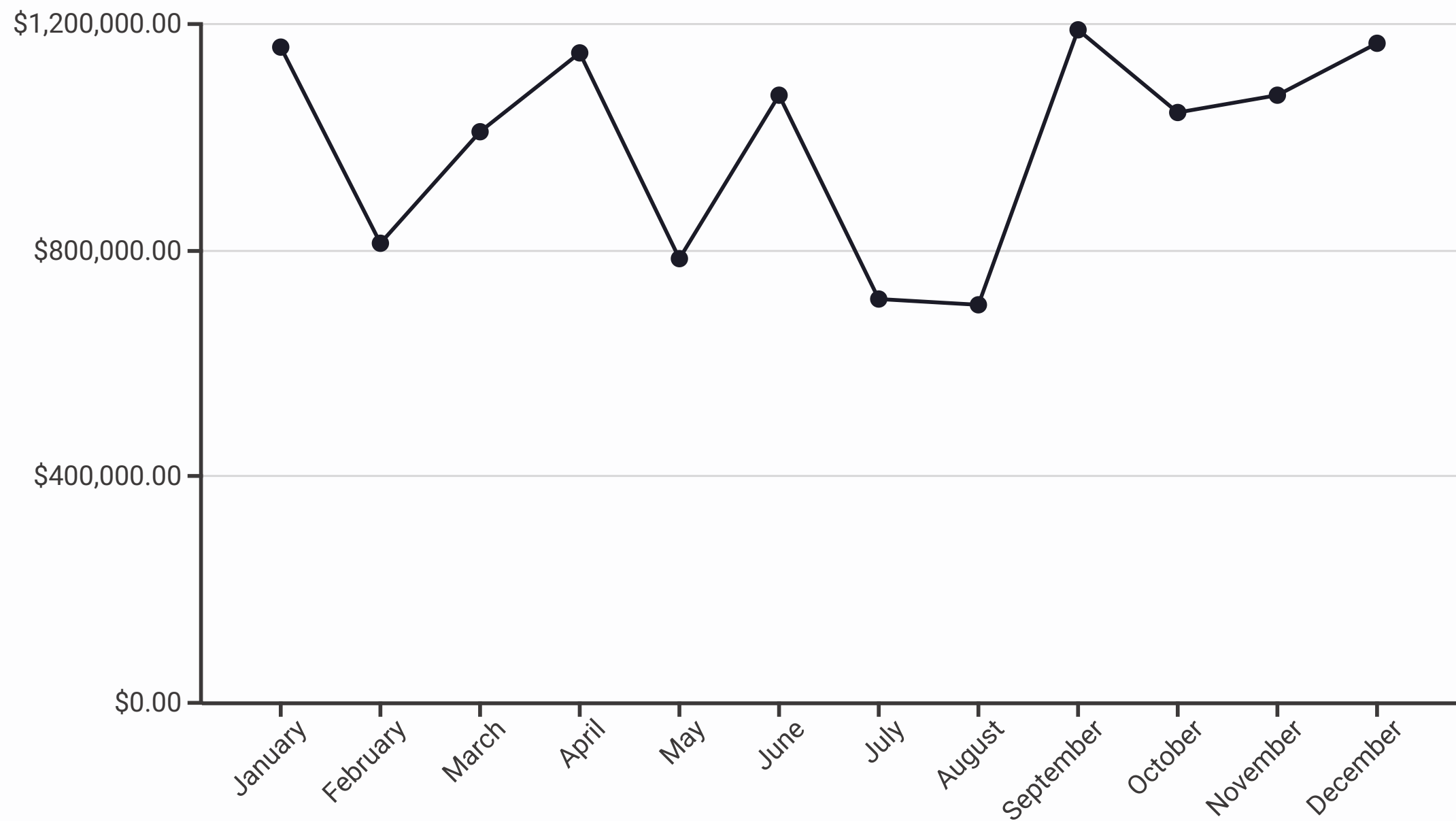


Profitability by Retailer



Foot Locker West Gear Kohl's Sports Direct Walmart Amazon

Revenue Trend Line





Top Performing Products

- 1 Men's Street Footwear
- 2 Women's Athletic Footwear
- 3 Men's Athletic Footwear



Pricing vs. Units Sold

Analysis: There is a general trend that as the price per unit increases, the number of units sold tends to decrease. This indicates that price sensitivity is a significant factor in sales volume.

Conclusion and Recommendations

Summary: The company has a strong overall performance with significant sales and profit. Regional and retailer performance vary, with Foot Locker and West Gear leading profitability.

Recommendation: Focus on expanding partnerships with top-performing retailers like Foot Locker to maximize profit. Consider targeted marketing campaigns in the South region to increase sales performance.

- ❏ Adidas is a global leader in the sporting goods industry, with brands built on a passion for sports and a sporting lifestyle. The company designs, develops, produces, and markets athletic and sports lifestyle products. Adidas is known for its innovation, quality, and iconic three-stripe logo.