

Adidas Sales Report



Adidas Report

- Sales Performance analysis

- Regional & Store Analysis

- Product Performance Analysis

- Price & Profitability Analysis

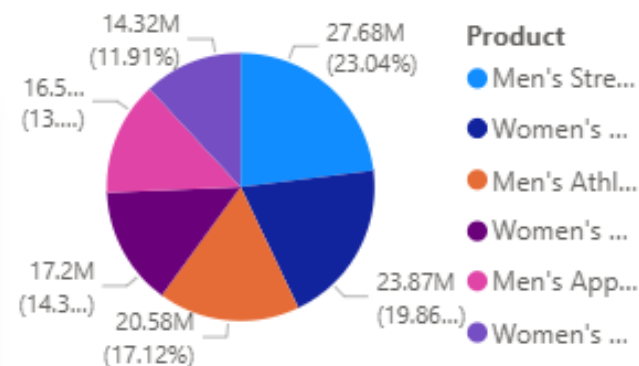
- Sales Channel Comparison (In-store, Outlet and Online)



Sum of Total sales by Sales Method



Sum of Total sales by Product



120.17M

Sum of Total sales

47.22M

Sum of Operating Profit

2M

Sum of Units Sold

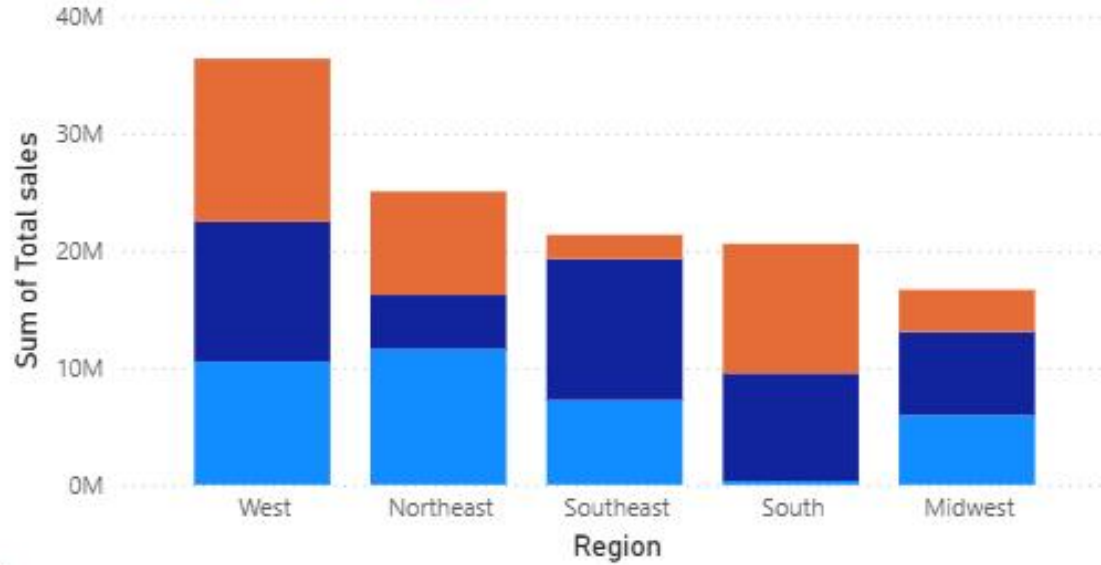
Sum of Total sales by Year and Month



Retailer	City	Sum of Total sales	Sum of Operating Margin
West Gear	San Francisco	4,760,647.00	72.45
Kohl's	Los Angeles	3,578,910.00	84.68
Foot Locker	New York	3,554,143.00	54.97
Foot Locker	Charleston	3,449,802.00	67.62
West Gear	Portland	3,118,632.00	91.76
West Gear	Seattle	3,043,300.00	43.63
Walmart	Orlando	2,992,039.00	53.18
West Gear	Las Vegas	2,981,134.00	87.68
Sports Direct	Dallas	2,923,048.00	94.13
West Gear	New Orleans	2,903,868.00	82.42
Walmart	Houston	2,735,620.00	66.21
Foot Locker	Richmond	2,579,593.00	72.01
West Gear	Denver	2,569,036.00	61.50
West Gear	Albany	2,540,540.00	50.49
Sports Direct	Knoxville	2,521,590.00	104.25
Sports Direct	Charlotte	2,477,780.00	54.63
Sports Direct	Birmingham	2,455,333.00	114.73
Kohl's	Albuquerque	2,427,465.00	68.98
Sports Direct	Atlanta	2,109,748.00	73.41
Amazon	Columbus	2,068,448.00	62.34
Kohl's	Cheyenne	2,001,487.00	47.68
Sports Direct	Detroit	1,982,828.00	56.83
Walmart	New York	1,968,355.00	25.51
Amazon	Burlington	1,903,438.00	90.30
Foot Locker	Phoenix	1,879,341.00	68.88
Kohl's	Billings	1,846,373.00	64.35
Amazon	Anchorage	1,639,600.00	44.88
West Gear	Miami	1,551,492.00	22.02
Foot Locker	Honolulu	1,471,498.00	23.34
Total		120,166,650.00	4,081.02

Sum of Total sales by Region and Sales Method

Sales Method ● In-store ● Online ● Outlet

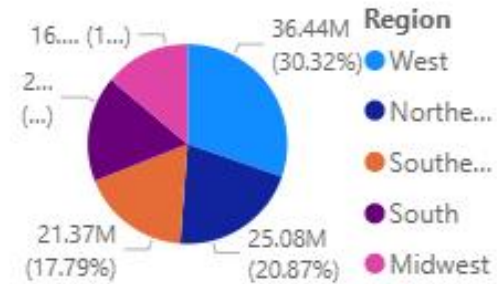


City and State

State ● Alabama ● Alaska ● Arizona ● Arkansas ● California

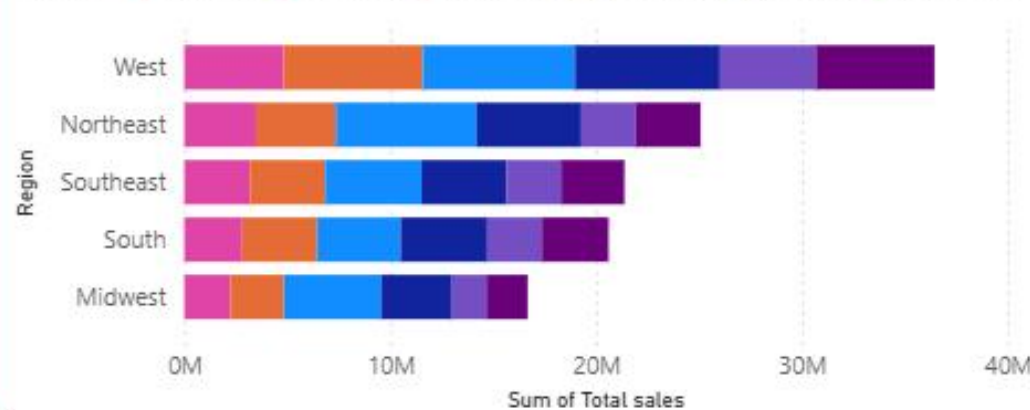


Sum of Total sales by Region

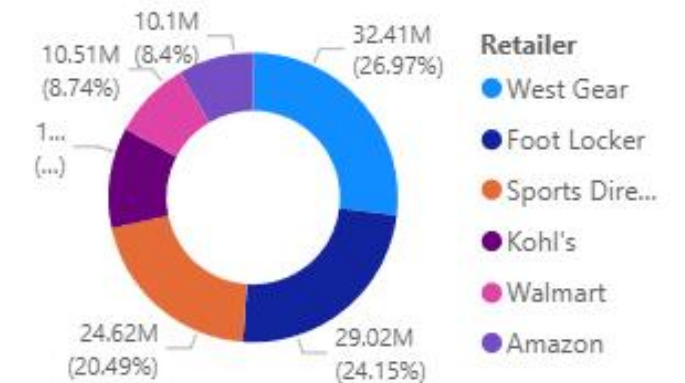


Sum of Total sales by Region and Product

Product ● Men's Ap... ● Men's At... ● Men's Str... ● Women's... ● Women's... ● Women's...

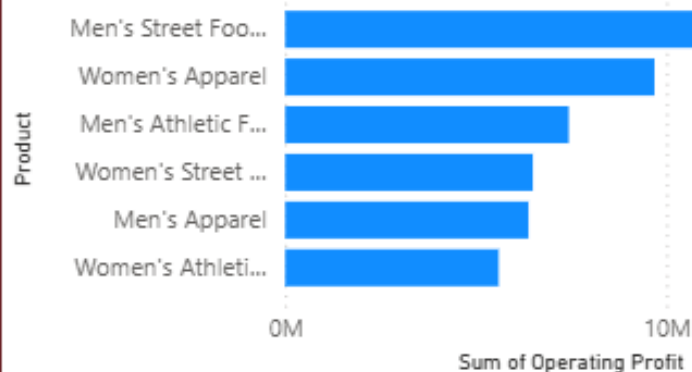


Sum of Total sales by Retailer

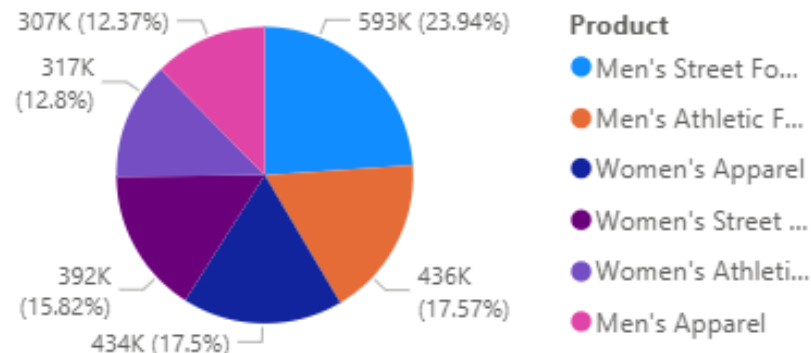




Sum of Operating Profit by Product



Sum of Units Sold by Product

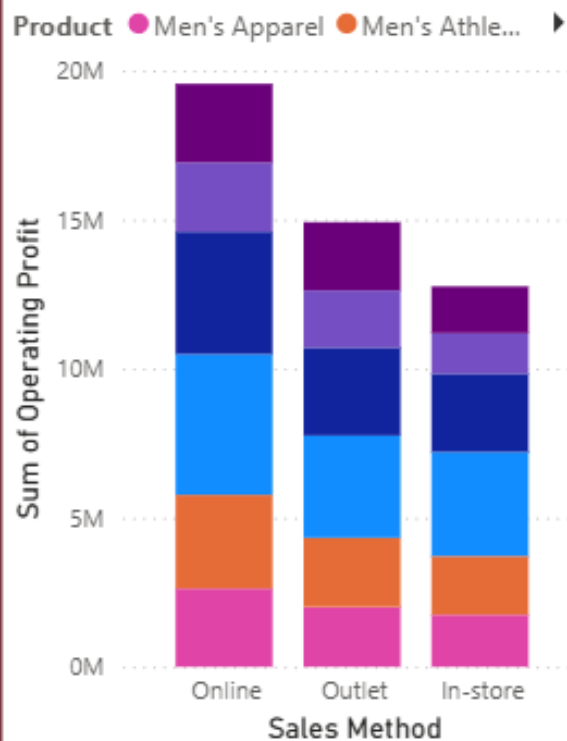


Product	Sum of Total sales
Men's Street Footwear	27,680,769.00
Women's Apparel	23,870,985.00
Men's Athletic Footwear	20,577,180.00
Women's Street Footwear	17,201,563.00
Men's Apparel	16,520,632.00
Women's Athletic Footwear	14,315,521.00
Total	120,166,650.00

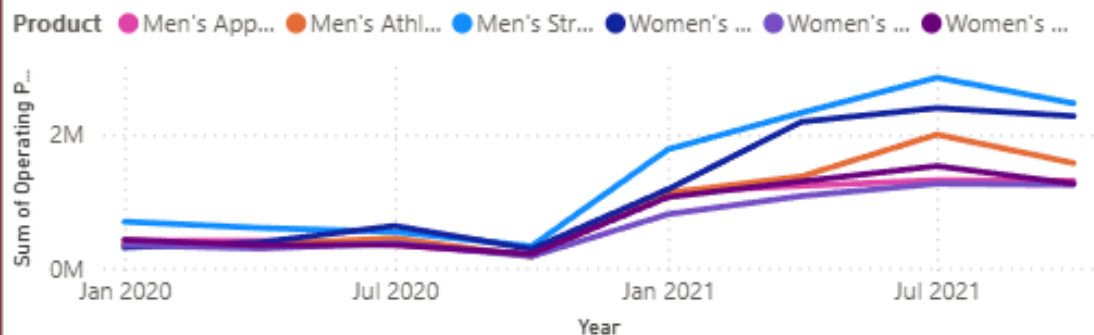
Sum of Units Sold by Year, Region and Product



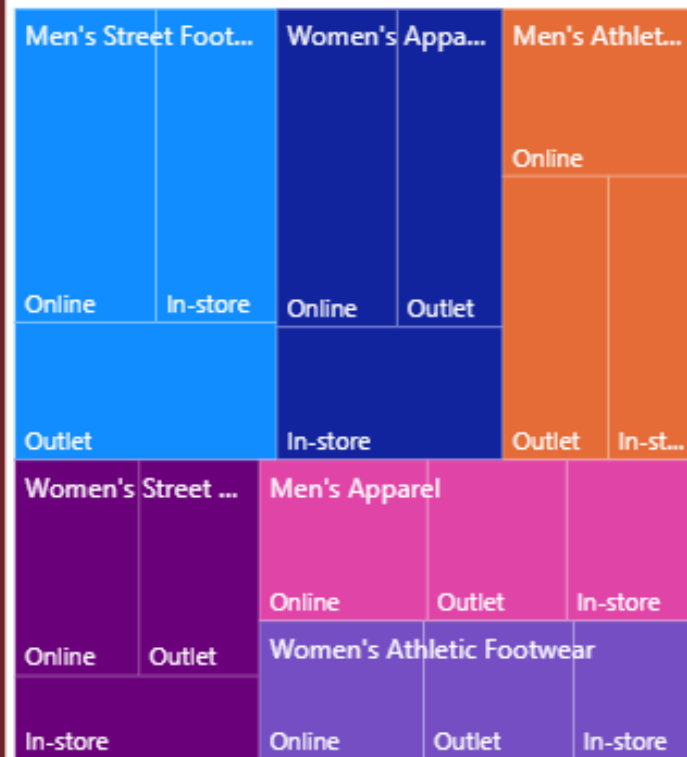
Sum of Operating Profit by Sales Method and Product



Sum of Operating Profit by Year, Quarter and Product

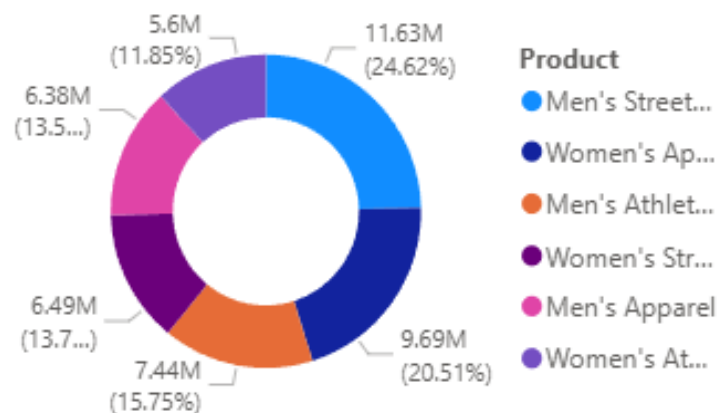


Sum of Total sales by Product and Sales Method





Sum of Operating Profit by Product



Sum of Operating Profit by Year, Quarter and Sales Method

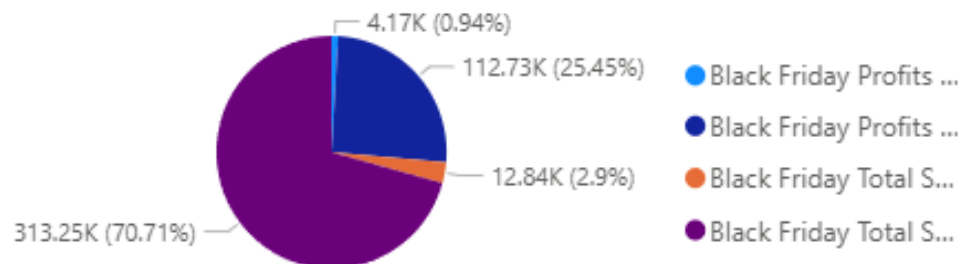


Sum of Price per Unit and Sum of Operating Profit by Sales Method

Sum of Price per Unit Sum of Operating Profit



Black Friday Profits 2020, Black Friday Profits 2021, Black Friday Total Sales 2020 and Black Friday Total Sales 2021



34.78M

Weak Days profits

12.44M

WEAK END Profits

112.73K

Black Friday Profits 2021

4.17K

Black Friday Profits 2020

35.66M

IN-store Sales

44.97M

Online Sales

39.54M

Outlet Sales

Year

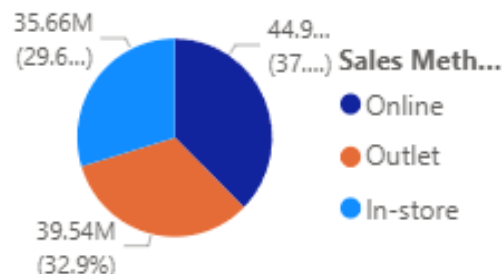
2020

2021



In-store	Sum of Total sales 35.66M
Online	Sum of Total sales 44.97M
Outlet	Sum of Total sales 39.54M

Sum of Total sales by Sales Method



31.84M

WEAK END SALES

88.32M

Weak Days Sales

16.00M

Wednes Days Sales

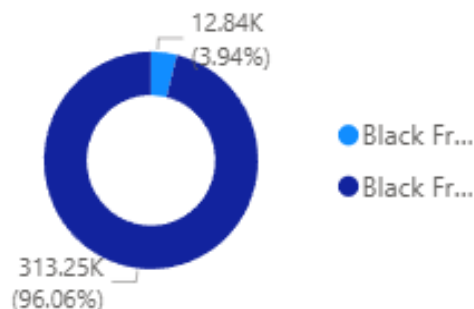
19.40M

Two days sales

34.34M

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Black Friday Total Sales 2020 and Black Friday Total Sales 2021



12.84K

Black Friday Total Sales 2020

313.25K

Black Friday Total Sales 2021

34.34M

Two days sales check