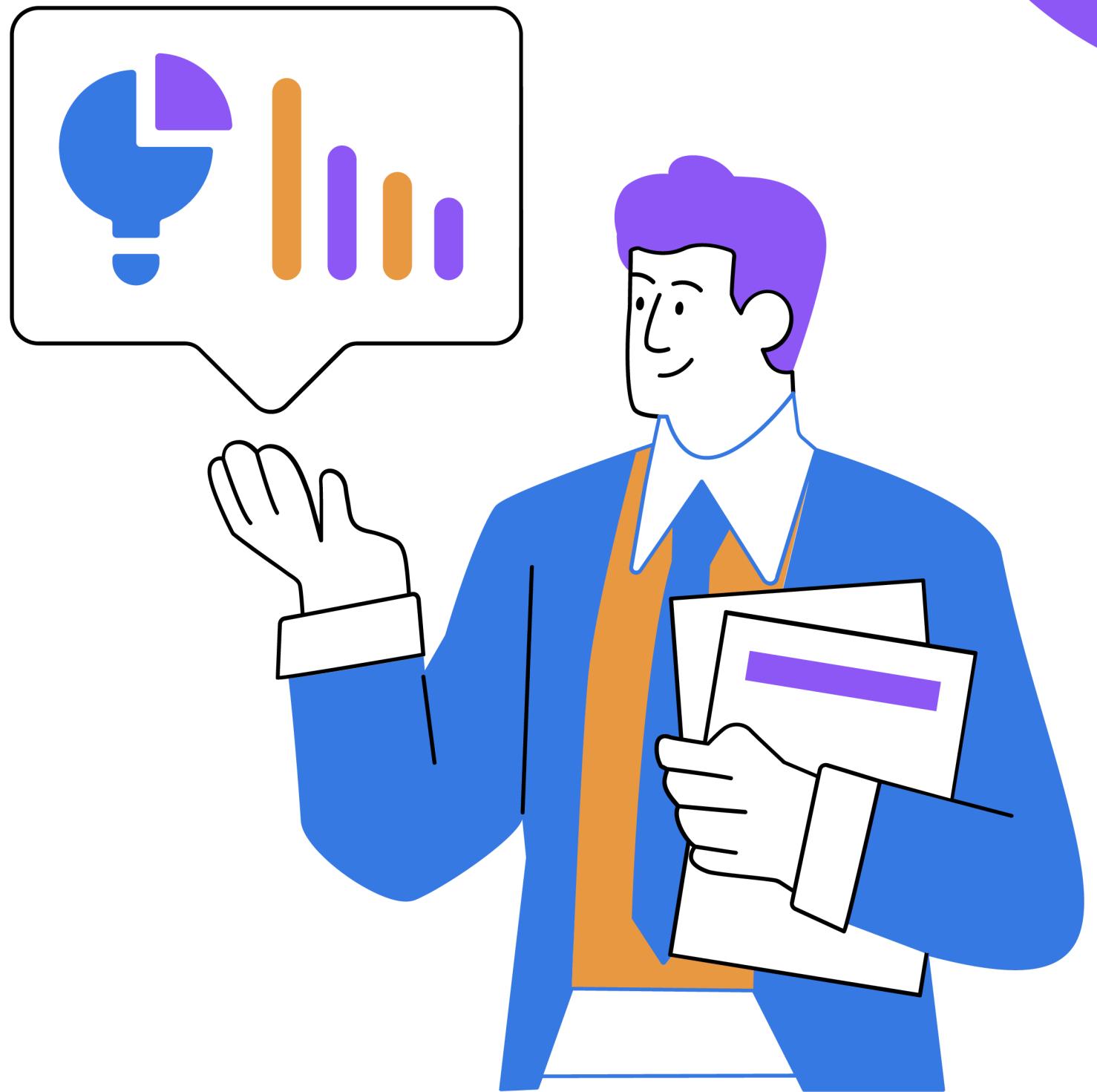
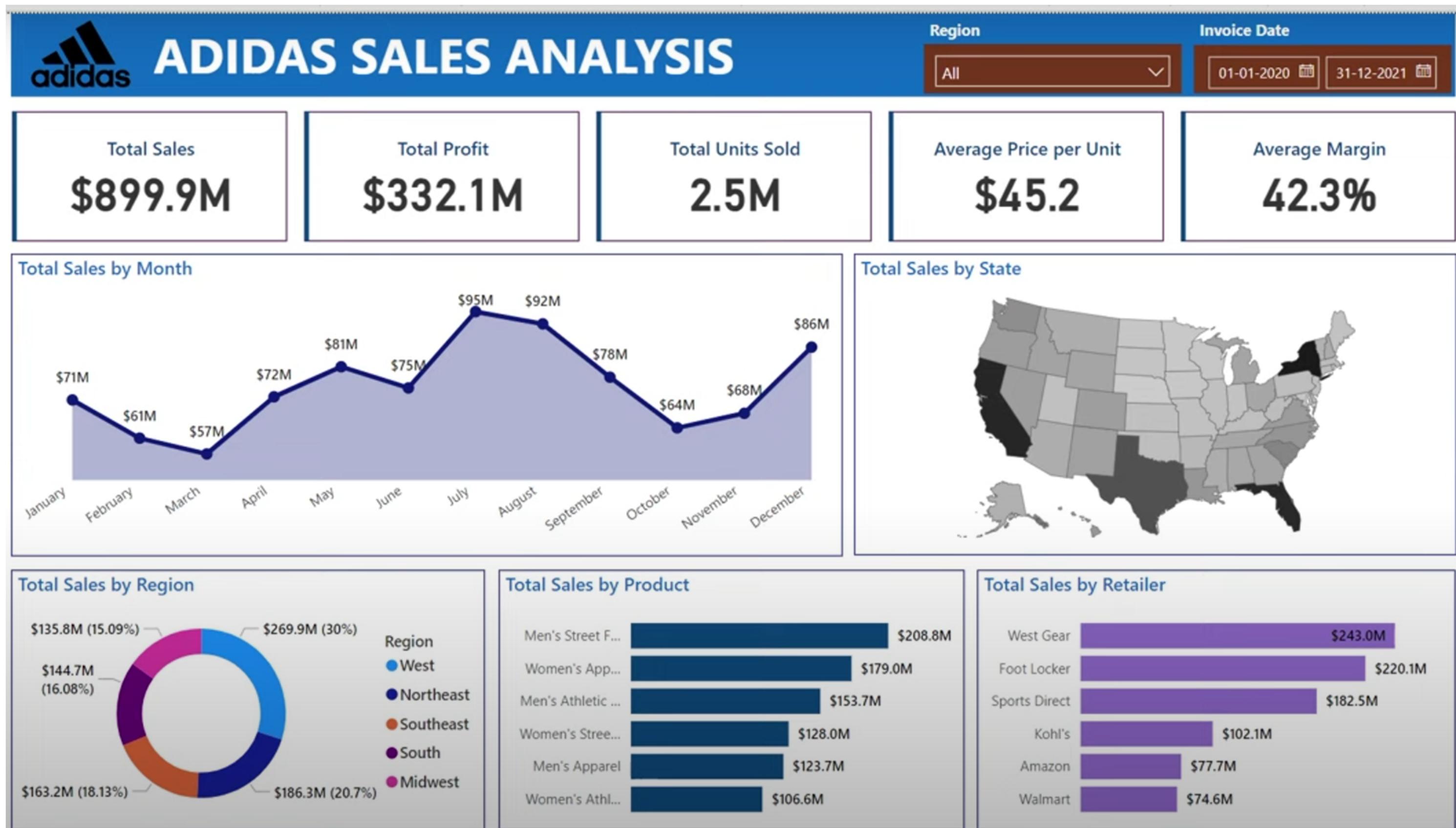


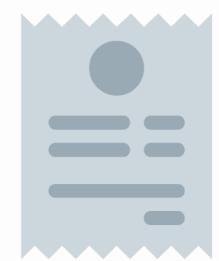
ADIDAS SALES REPORT

2020-2021



SALES DASHBOARD 20-21





Overview

This dashboard presents a comprehensive analysis of Adidas' sales performance across regions, products, and retailers, covering the time period from January 1, 2020, to December 31, 2021. It provides valuable insights into revenue, profitability, product trends, and regional performance.



Key Metrics

- Total Sales: \$899.9 Million
- Total Profit: \$332.1 Million
- Total Units Sold: 2.5 Million
- Average Price per Unit: \$45.2
- Average Margin: 42.3%



Sales Trend by Month

- The highest sales occurred in July (\$95M).
- Lowest sales were in March (\$57M).
- December (\$86M) and August (\$92M) also saw strong performance.
- There's a clear upward trend during mid-year, suggesting seasonal influence.



Sales Distribution

By State

States such as California, Texas, Florida, and New York show darker shades, indicating higher sales volumes.

By Region

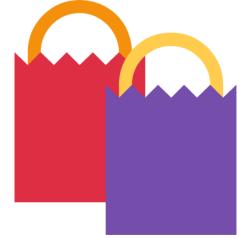
West: \$269.9M (30%)

Midwest: \$186.3M (20.7%)

South: \$163.2M (18.13%)

Southeast: \$144.7M (16.08%)

Northeast: \$135.8M (15.09%)



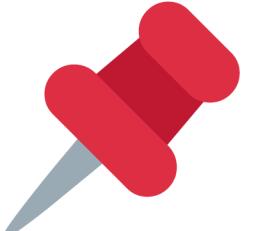
Sales by Product Category

- Men's Street Footwear: \$208.8M
- Women's Apparel: \$179.0M
- Men's Athletic Footwear: \$153.7M
- Women's Street Footwear: \$128.0M
- Men's Apparel: \$123.7M
- Women's Athletic Footwear: \$106.6M
- Men's Street Footwear is the highest-selling product category



Sales by Retailer

- West Gear: \$243.0M
- Foot Locker: \$220.1M
- Sports Direct: \$182.5M
- Kohl's: \$102.1M
- Amazon: \$77.7M
- Walmart: \$74.6M



Key Insights

- **The West region and Men's Street Footwear drive the most revenue.**
- **July and December are peak sales months, indicating seasonality.**
- **Top retailers like West Gear and Foot Locker contribute significantly to total sales.**
- **The average unit margin of 42.3% indicates a healthy profit model.**



THANK YOU

For Your Attention