

A REPORT ON ADIDAS SALES DATA

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Executive Summary

This report provides an analysis on an organizations sales data from 2022 - 2023. The analysis reveals trends, patterns, and insights that can inform business decisions and drive growth.

Key Findings:

- A 59.54% increase in sales revenue.
- A shift in sales towards online channels.
- Opportunity to improve sales in the Midwest Region.

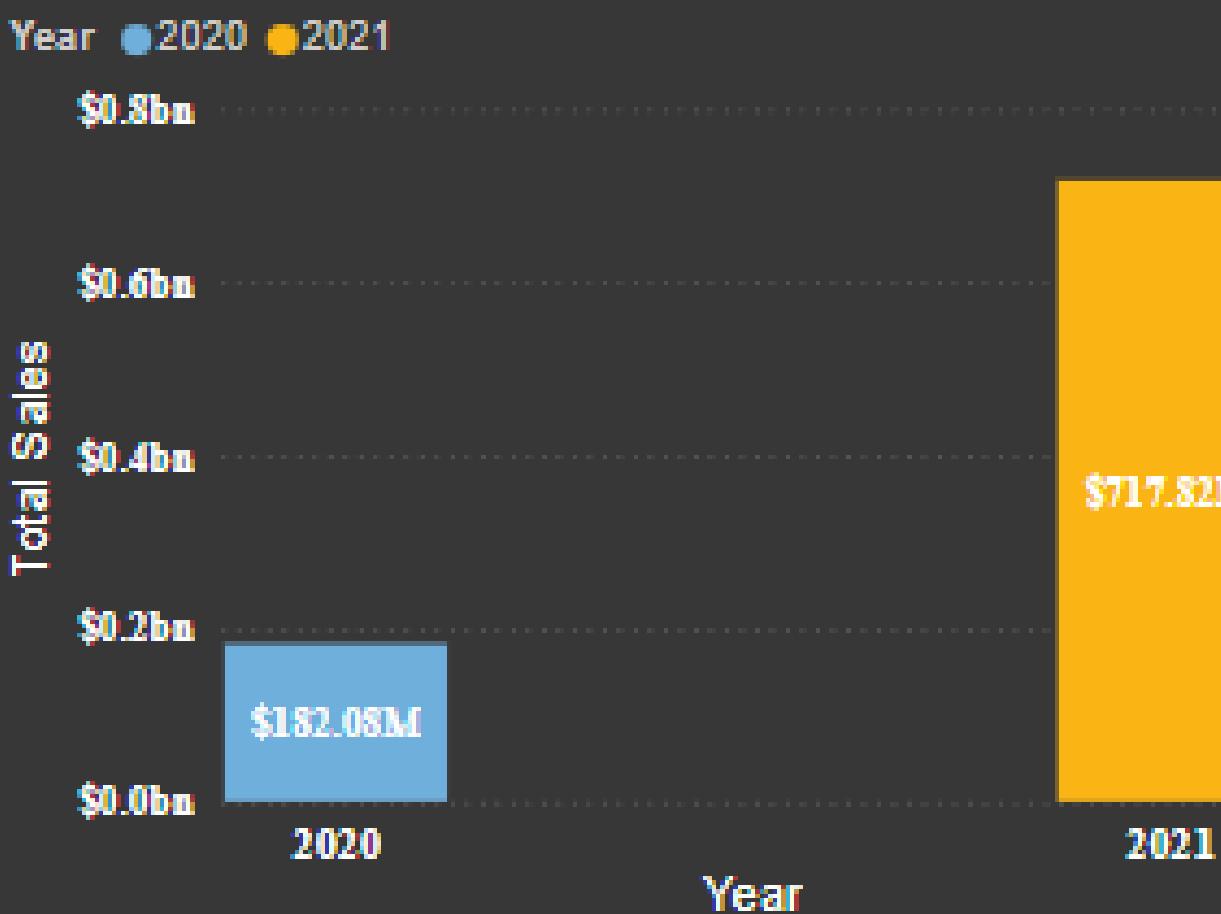
Introduction

The purpose of this analysis is to examine the shoe company sales data to identify trends, opportunities, and challenges.

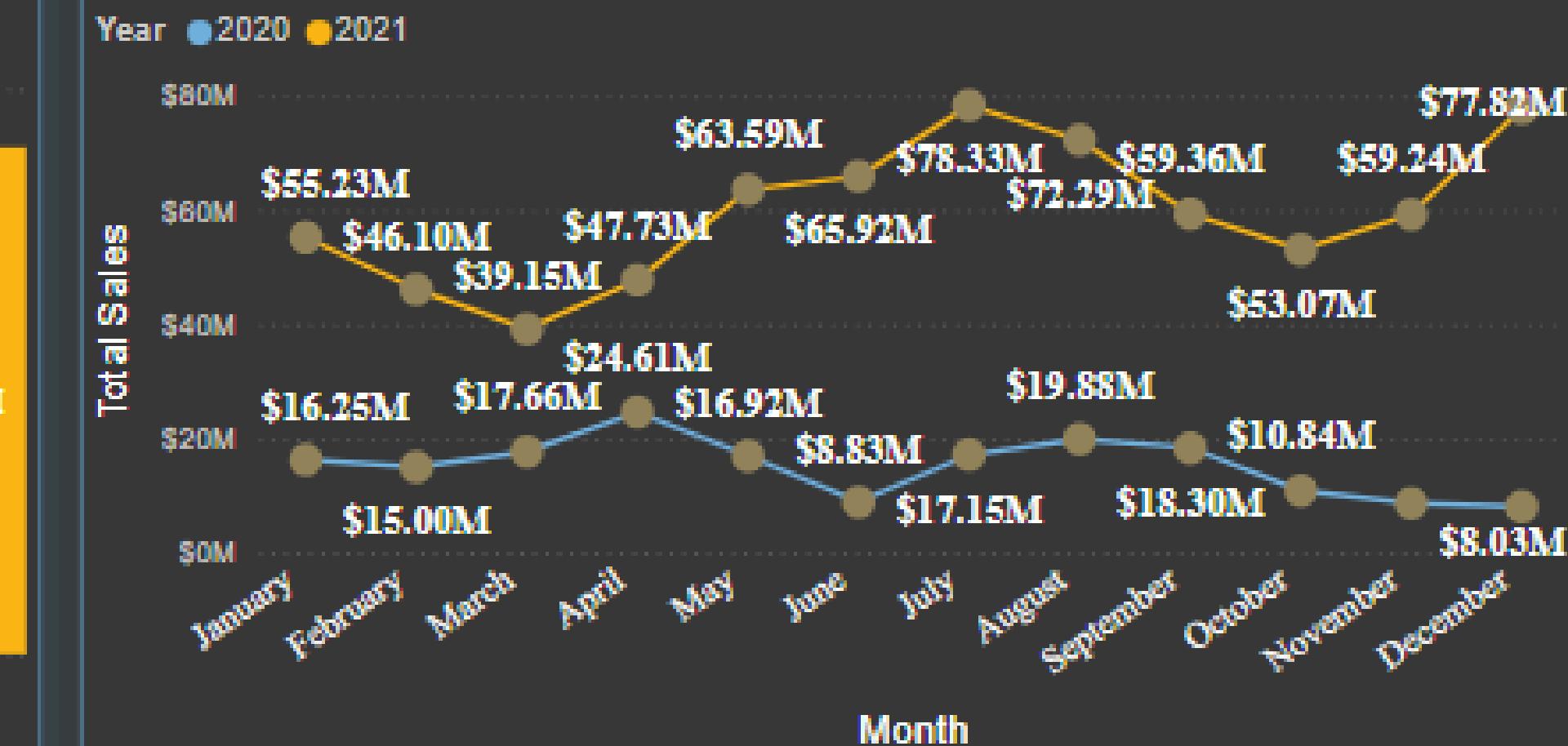
Data Source: github.com/paulo81818

2022- 2023

Total Sales OverTime



Monthly Sales OverTime



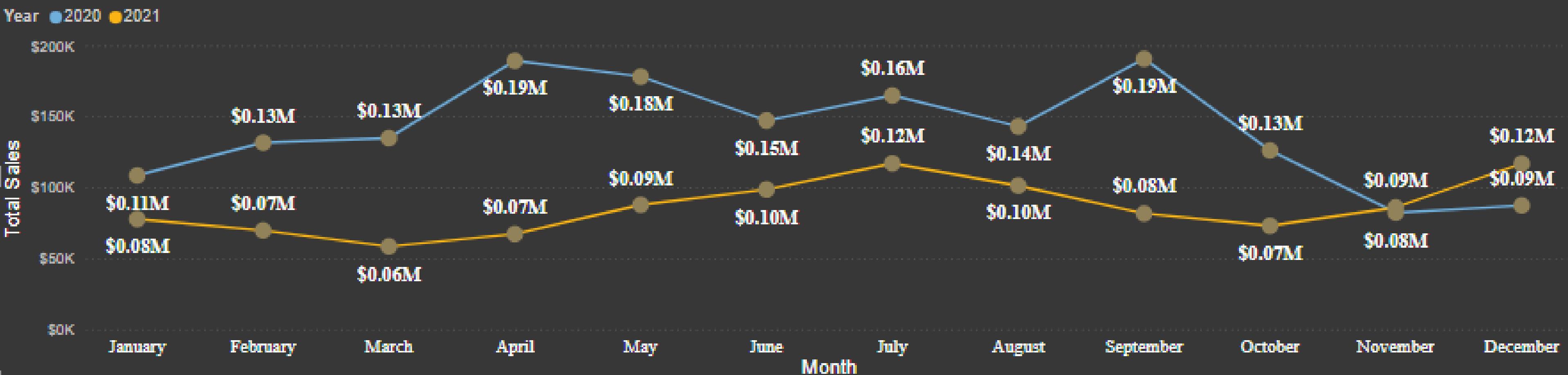
Year

All

Month

All

Avg Sales OverTime



From 2021 through 2022, Adidas made a total revenue of \$899,902,125, experiencing a significant increase in sales revenue generated from 2020 to 2021.

The plot above reveals a seasonal peak in July and December. Sales later experienced a drop in revenue around October before regaining traction and reaching a total of \$899 million in sales.

Peak sales occurred in July and December, likely due to festive seasons and back-to-school periods.

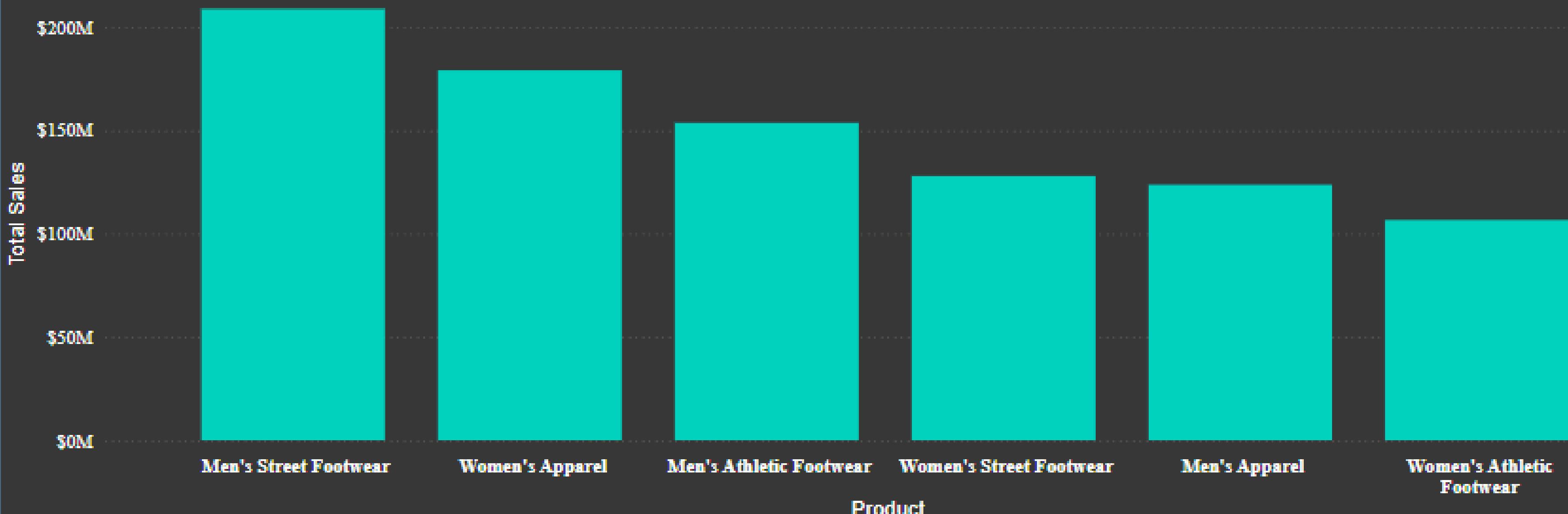
Yearly Total Sales:

- **2020 = \$182,080,675**
- **2021= \$717,821,450**

Reaching an Average of over \$80,000 in sales for both years

Product	% Total Sales	Units Sold	Year
Men's Street Footwear	23.21%	593320	All
Women's Apparel	19.90%	433827	
Men's Athletic Footwear	17.08%	435526	
Women's Street Footwear	14.22%	392269	
Men's Apparel	13.75%	306683	
Women's Athletic Footwear	11.85%	317236	

Total Sales Per Product

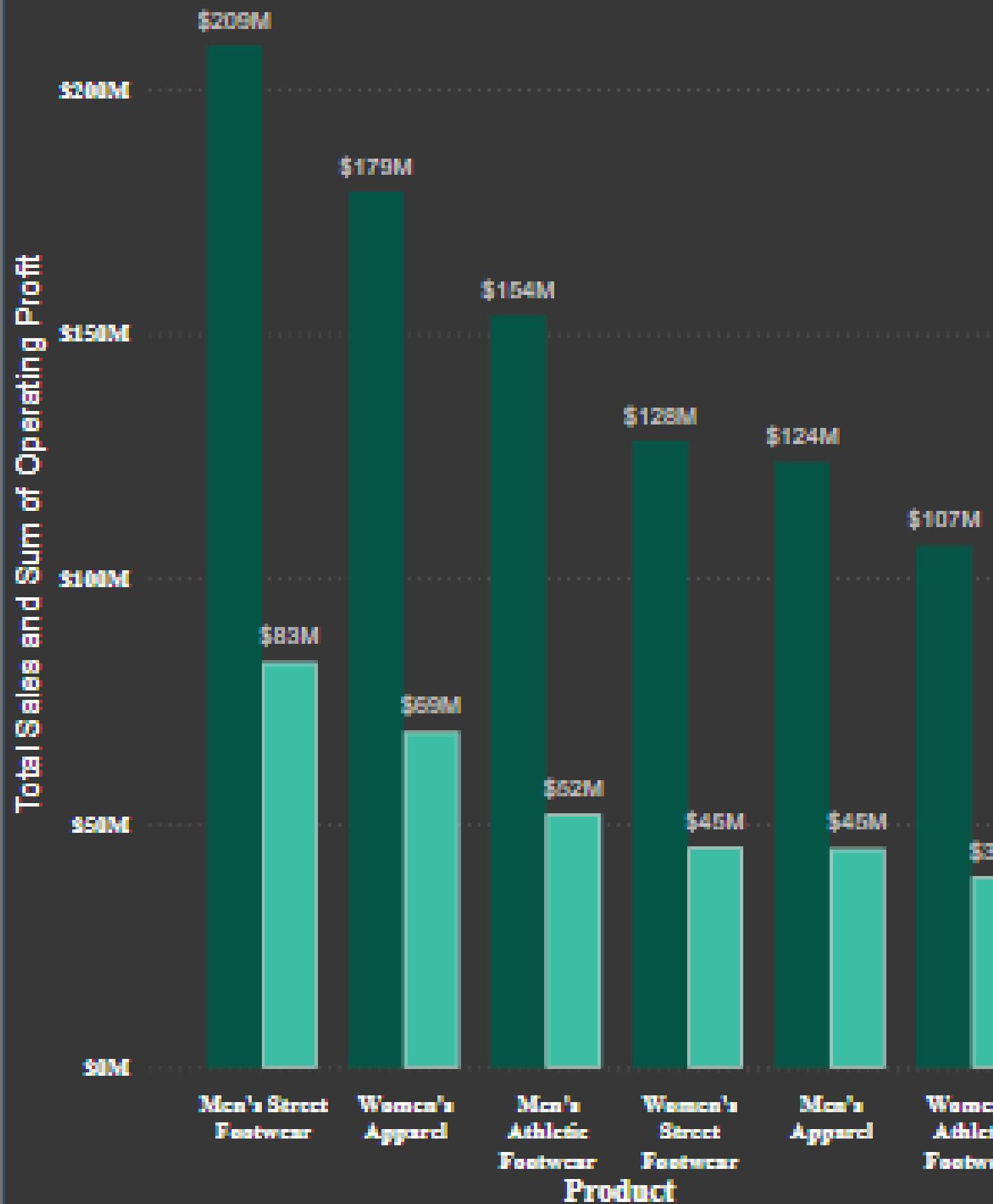


- Best-Selling Products:** Mens Street Footwear, Womens Apparels and Mens Athletic Wears were top performers, accounting for 23.21%, 19.90% and 17.08% of sales respectively. In addition, these 3 products also account for the most sold units in both years. Mens Street footwear sold the most units, followed by Men's Athletic Wears
- Product Profitability:** Men's Street Footwear and Women's Apparel had the highest profit margins.

Product	Total Sales	% GT Operating Profit
Men's Street Footwear	\$208,826,244.00	24.93%
Women's Apparel	\$179,038,860.00	20.67%
Men's Athletic Footwear	\$153,673,680.00	15.61%
Women's Street Footwear	\$128,002,813.00	13.58%
Men's Apparel	\$123,728,632.00	13.48%
Women's Athletic Footwear	\$106,631,896.00	11.73%
Total	\$899,902,125.00	100.00%

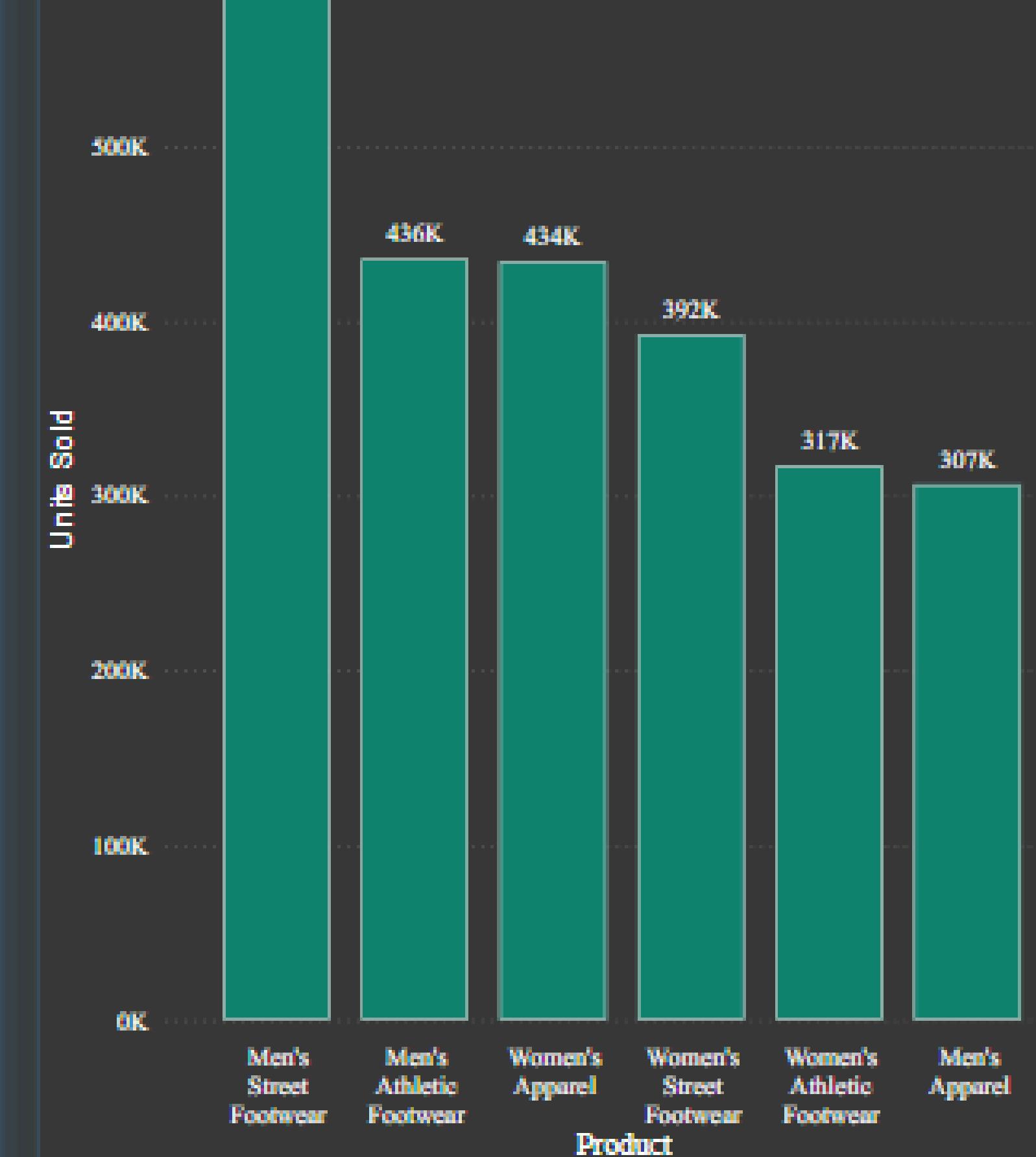
Operating Profit by Product

Total Sales Sum of Operating Profit



Units Sold by Product

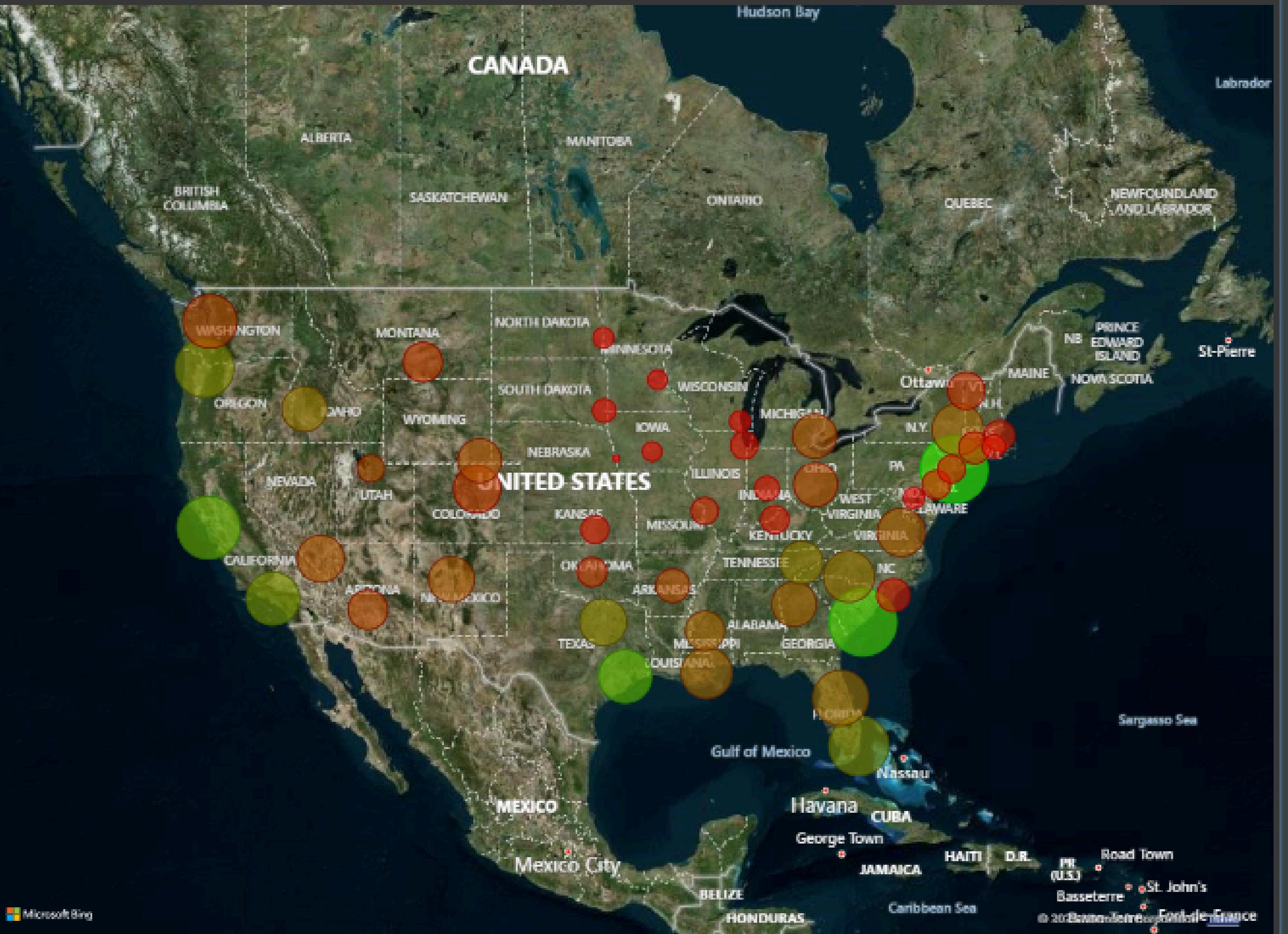
Units Sold



Year

All

Sales by Region



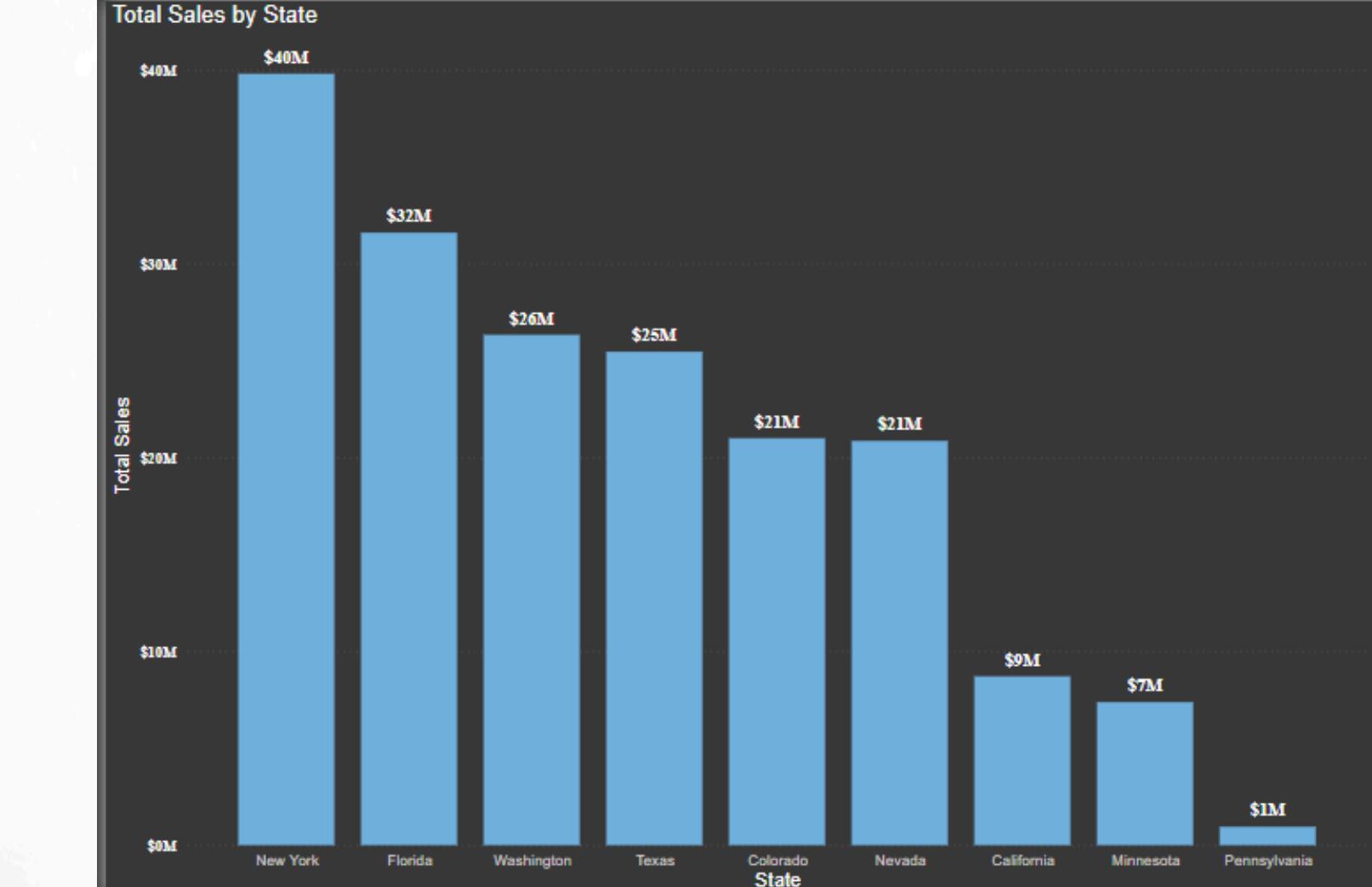
Region

Midwest	South	West
Northeast	Southeast	

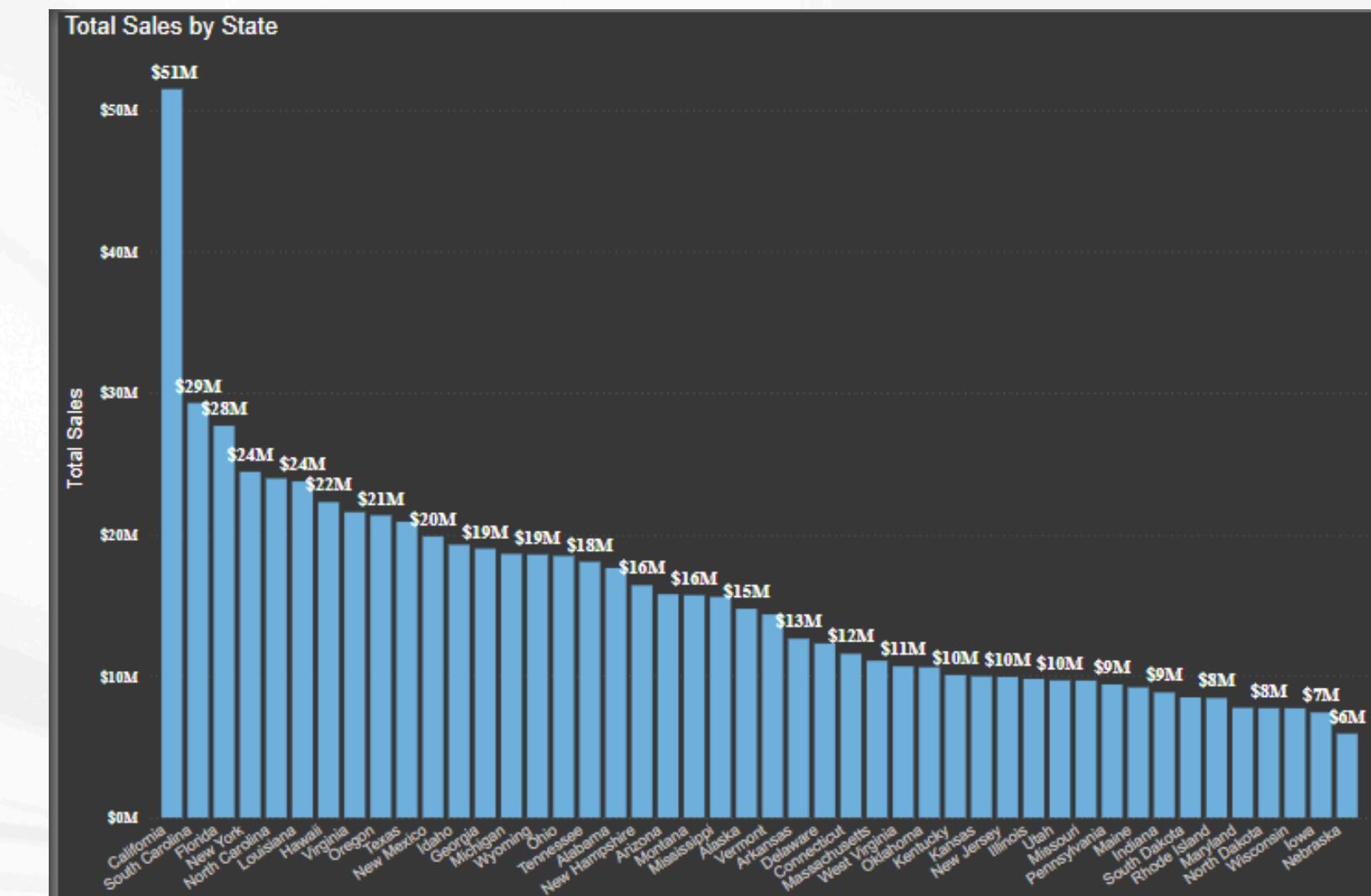
Region	Total Sales
West	\$269,943,182.00
Northeast	\$186,324,067.00
Southeast	\$163,171,236.00
South	\$144,663,181.00
Midwest	\$135,800,459.00

Year
2020

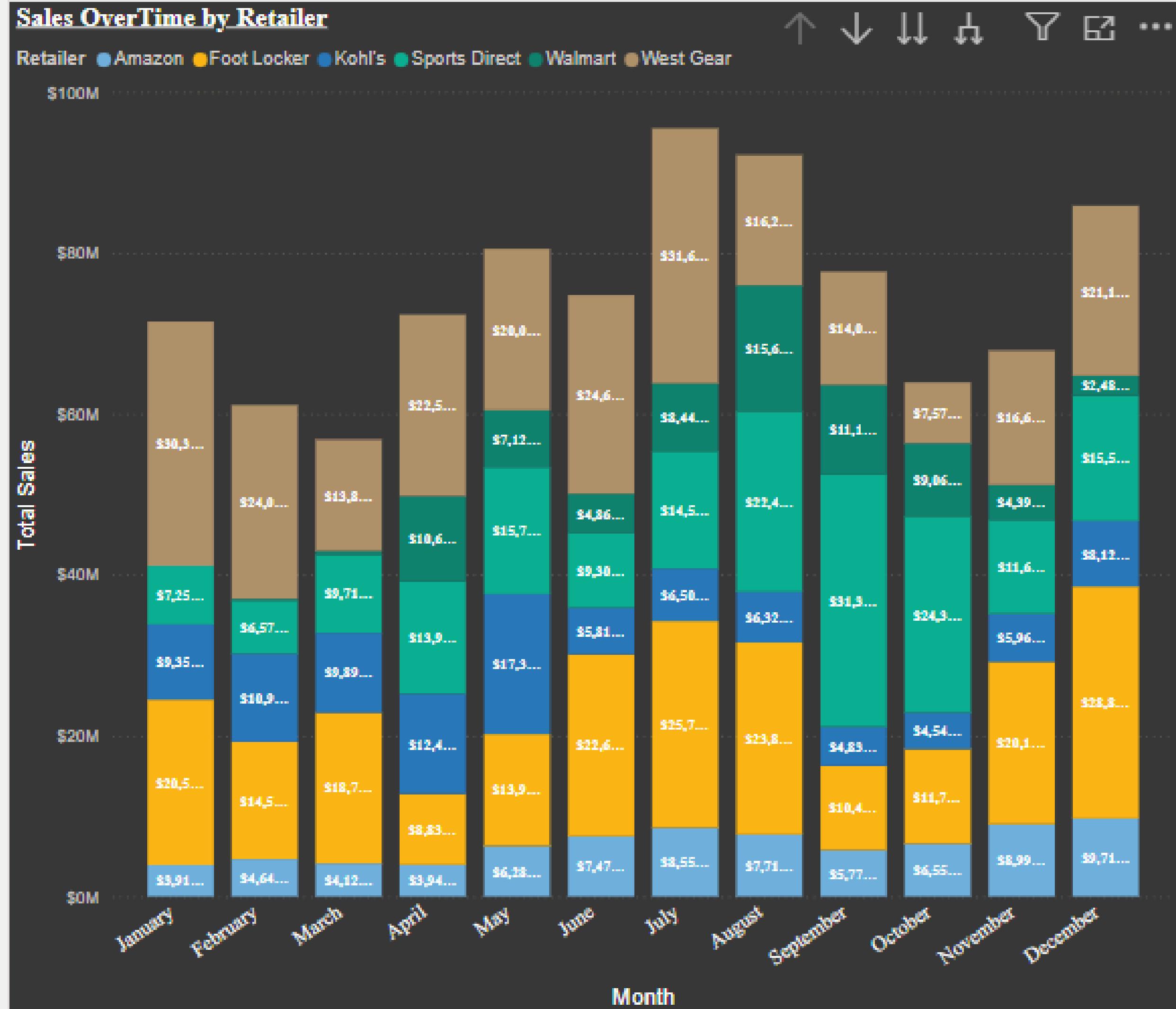
The West and NorthEast Region are responsible for the highest sales from 2020 to 2021. Cities like San Francisco and Los Angeles have an approximate sales of \$34.5 million and \$25.6 million, respectively, in the West. In the Northeast Region, New York totaled sales of \$39.8 million, making her the highest in that region. The West Region, although came third in sales, also did pretty well in her cities, averaging sales of \$24 million over 2020–2021.



The data also shows that in 2020, only 9 cities are responsible for all the sales made that year, with New York topping sales then and this could have been as a result of the Covid phase. 2021 on the otherhand had sales across 17 an above different countries, California had the highest sales recorded in that year



Year
2021



Year

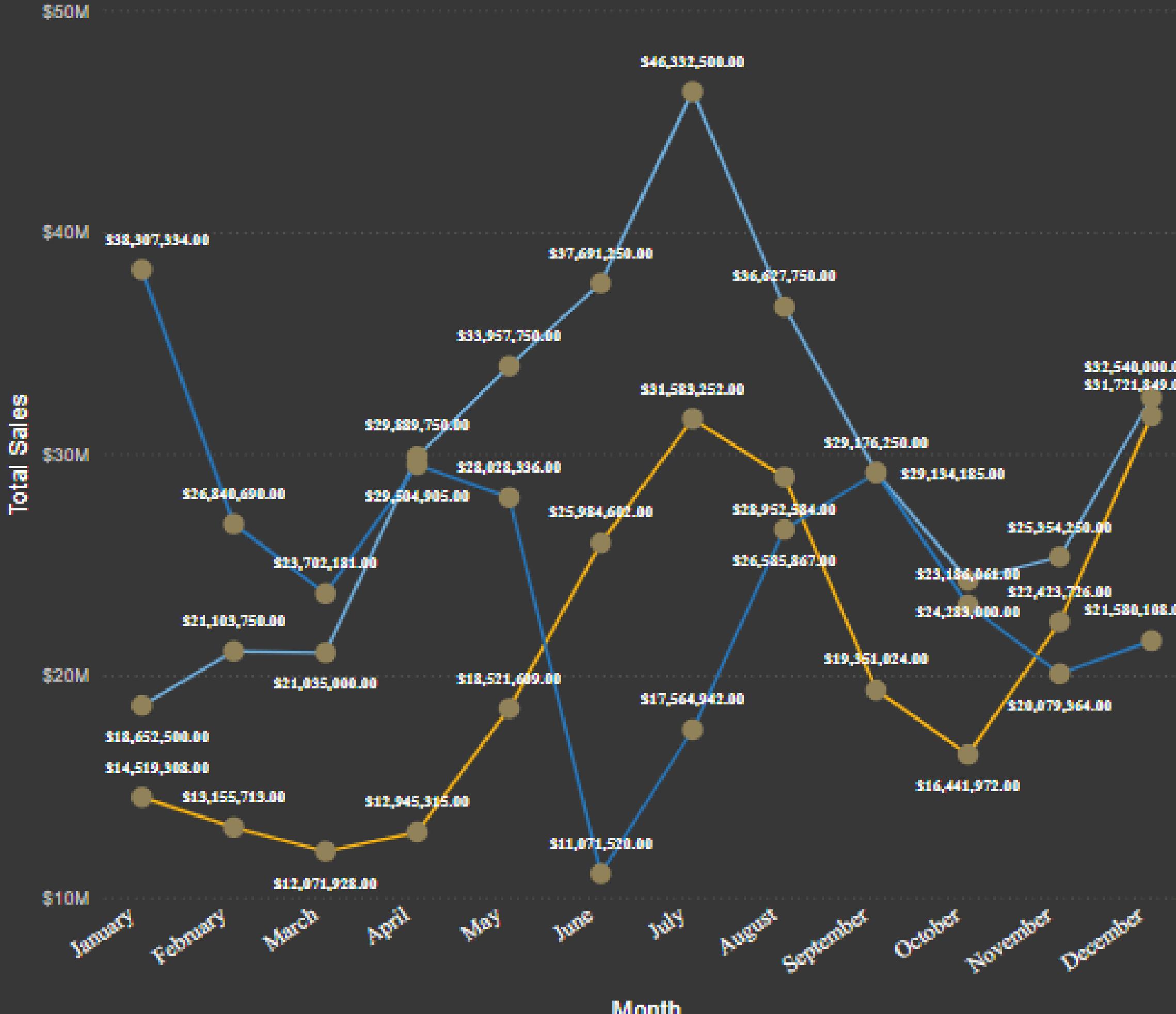
All

Retailer	Total Sales	Units Sold
West Gear	\$242,964,333.00	625262
Foot Locker	\$220,094,720.00	604369
Sports Direct	\$182,470,997.00	557640
Kohl's	\$102,114,753.00	287375
Walmart	\$74,558,410.00	206225
Amazon	\$77,698,912.00	197990

West Gear and Foot Locker sold the most units in both years together, thereby accounting for \$242.9 million and \$220.09 million in sales, respectively.

Sales OverTime by Sales Method

Sales Method ● In-store ○ Online □ Outlet



Year

All

Sales Method Year % GT Sum of Total Sales

Sales Method	Year	% GT Sum of Total Sales
In-store	2021	29.20%
Online	2021	27.02%
Outlet	2021	23.55%
In-store	2020	10.43%
Outlet	2020	9.30%
Online	2020	0.50%

Sales Method Total Sales Units Sold

Sales Method	Total Sales	Units Sold
In-store	\$356,643,750.00	689990
Outlet	\$295,585,493.00	849778
Online	\$247,672,882.00	939093

Although In-Store Method may have sold the fewest units in both years combined, this method accounted for the most sales income generated, contributing 40% to total sales. The online method contributed the least to sales.

RECOMMENDATIONS

- Increase inventory for Best sellers such as Mens footstreetwear and Womens Apparels
- Invest in Customer data to understand customer behaviour and purchase patterns
- Consider offering complementary products to increase the average transaction value.
- Establish strong relationships with retailers to ensure timely deliveries and minimize stockouts.
- Create targeted promotions to reach Regions, states and cities with the fewest sales

THANK YOU