



ADIDAS SALES ANALYSIS [2020-2021]

2M

Sum of Units Sold

\$90M

Total_Sale

\$33M

Sum of Operating Profit

Invoice Date

All

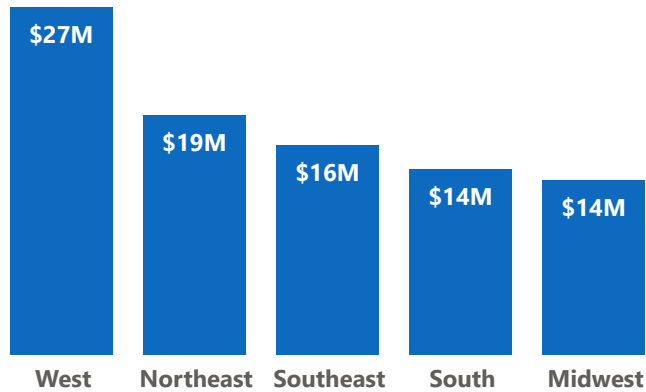
Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast
- ☐ West

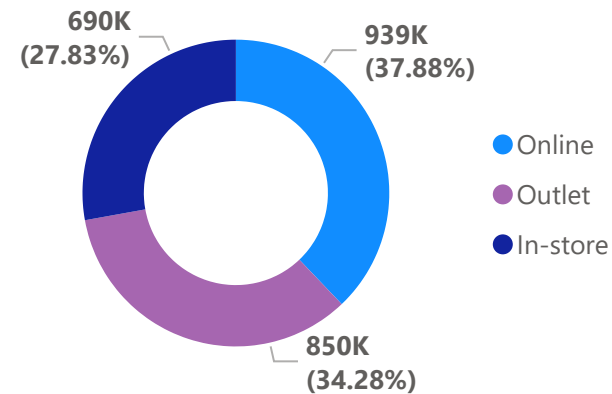
Retailer

- ☐ Amazon
- ☐ Foot Locker
- ☐ Kohl's
- ☐ Sports Direct
- ☐ Walmart
- ☐ West Gear

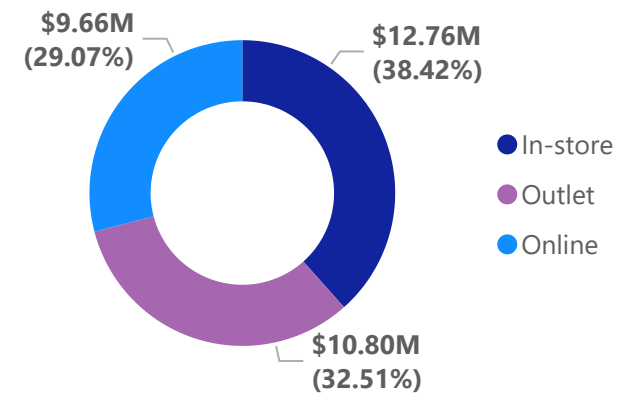
Sales by Region



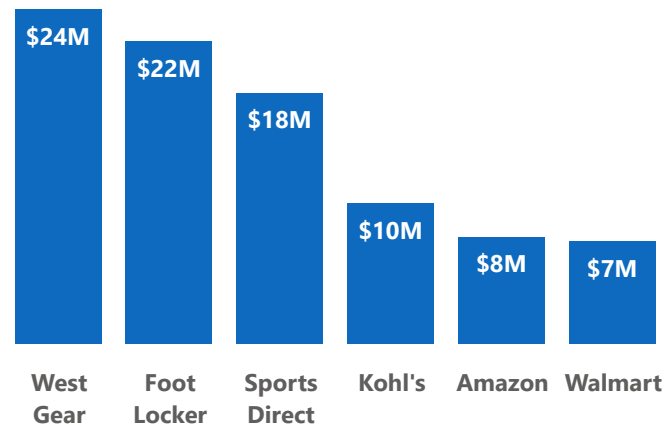
Units Sold by Sales Method



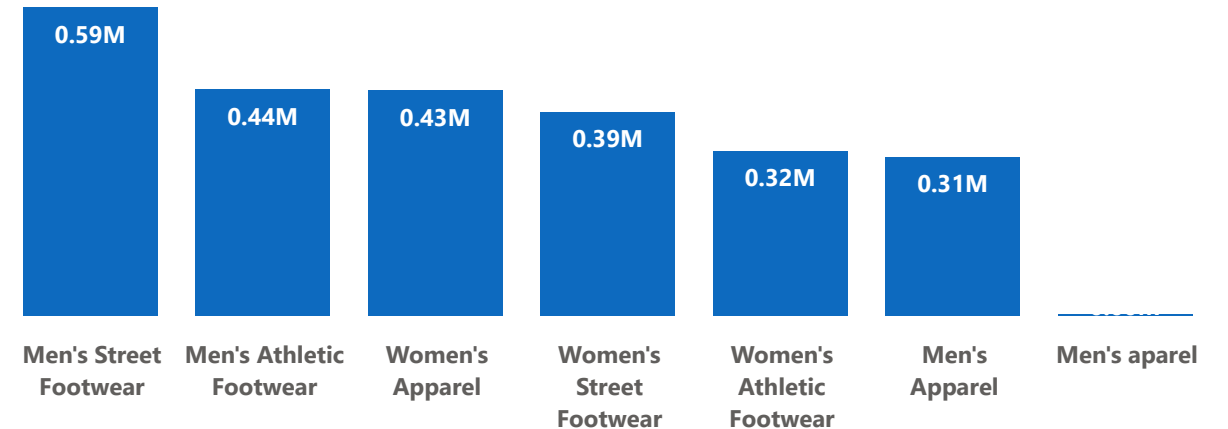
Operating Profit by Sales Method



Sales by Retailer



Units Sold by Product





ADIDAS SALES BY TIME ANALYSIS [2020-2021]

Year, Month, ...

All

Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast
- ☐ West

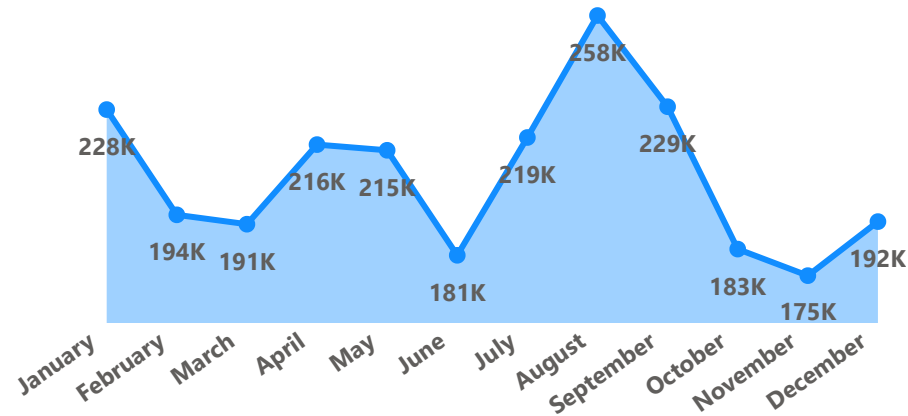
Retailer

- ☐ Amazon
- ☐ Foot Locker
- ☐ Kohl's
- ☐ Sports Direct
- ☐ Walmart
- ☐ West Gear

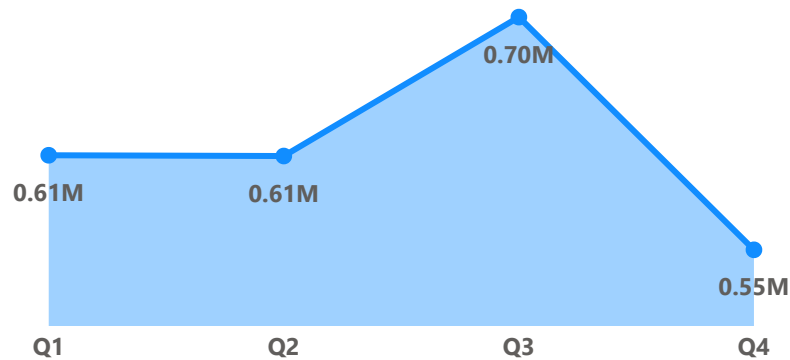
2M

Total Units Sold

Units Sold by Month



Units Sold by Quarter



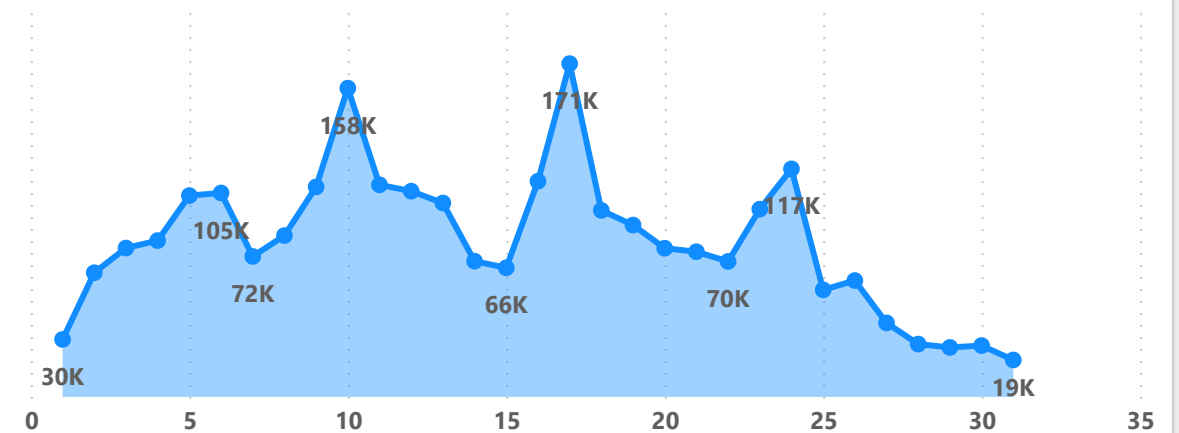
\$90M

Total Sale Amount

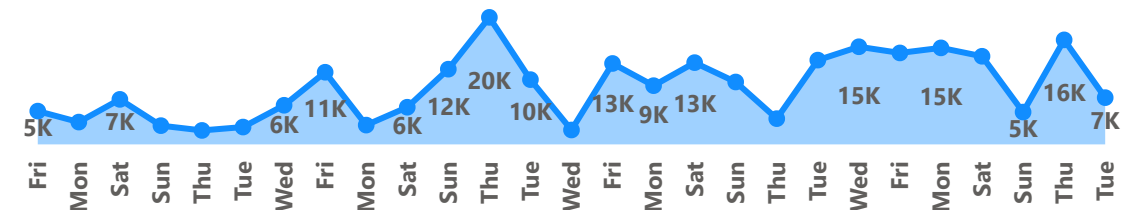
\$33M

Operating Profit

Units Sold by Day Number



Units Sold by Day





ADIDAS SALES BY LOCATION ANALYSIS [2020-2021]

2M

Total Units Sold

\$90M

Total Sale

\$33M

Total Operating Profit

Invoice Date

All

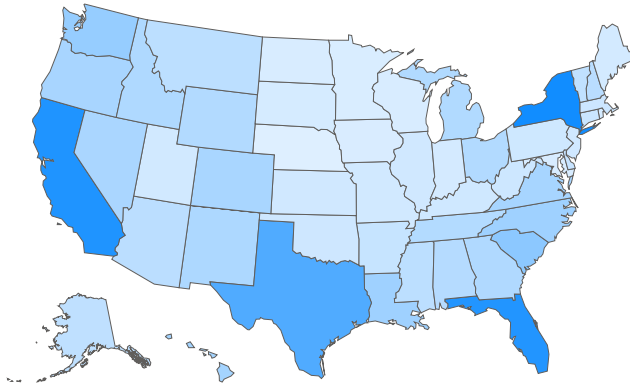
Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast
- ☐ West

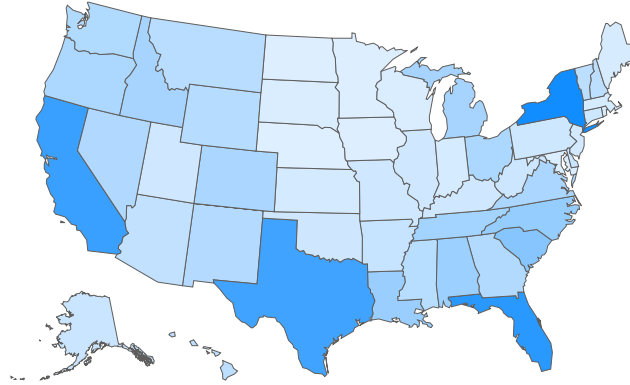
Retailer

- ☐ Amazon
- ☐ Foot Locker
- ☐ Kohl's
- ☐ Sports Direct
- ☐ Walmart
- ☐ West Gear

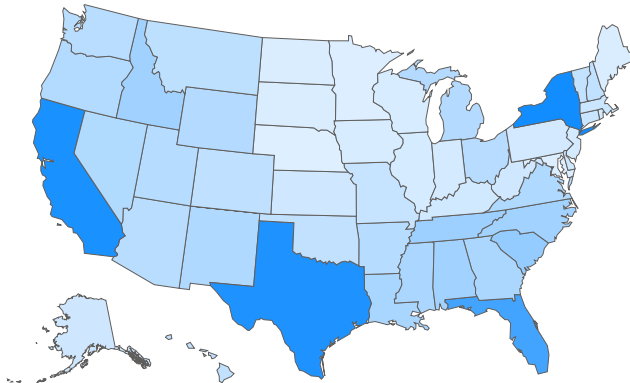
Sale by State



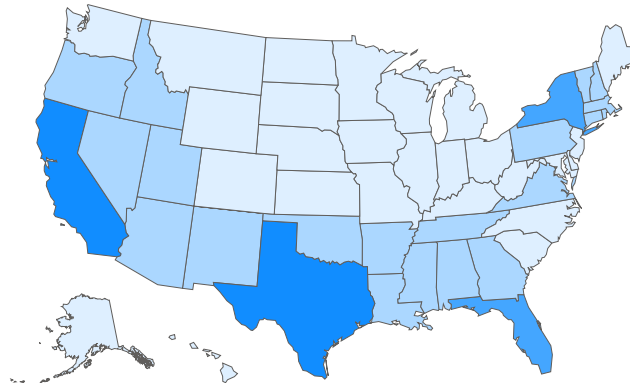
Operating Profit by State



Units Sold by State



No of Retailer by State



| State | Retailer | Total_Sale | Un So |
|---------------|----------|----------------|----------|
| California | 432 | \$6,017,413.3 | 163 |
| Texas | 432 | \$4,635,974.6 | 159 |
| Florida | 360 | \$5,928,371.4 | 133 |
| New York | 360 | \$6,422,903.9 | 169 |
| Alabama | 216 | \$1,763,342.4 | 63 |
| Arizona | 216 | \$1,578,222.1 | 40 |
| Arkansas | 216 | \$1,263,934.7 | 48 |
| Connecticut | 216 | \$1,157,344.8 | 34 |
| Georgia | 216 | \$1,899,746.6 | 50 |
| Idaho | 216 | \$1,927,687.8 | 63 |
| Louisiana | 216 | \$2,375,078.1 | 51 |
| Massachusetts | 216 | \$1,107,681.0 | 32 |
| Mississippi | 216 | \$1,559,170.9 | 50 |
| Nevada | 216 | \$2,085,850.9 | 51 |
| New Hampshire | 216 | \$1,641,166.7 | 40 |
| New Mexico | 216 | \$1,986,501.6 | 52 |
| Oklahoma | 216 | \$1,062,073.4 | 40 |
| Total | 9648 | \$89,990,212.5 | 2478 |



ADIDAS SALES DETAILS [2020-2021]

Invoice Date

All

Retailer

All

Region

All

2M

Total Units Sold

\$90M

Total Sale Amount

\$33M

Operating Profit

| Region | Units Sold | Total Sales | Operating Profit |
|-----------|------------|-----------------|------------------|
| West | 686985 | \$26,994,318.20 | \$8,960,940.65 |
| Northeast | 501279 | \$18,632,406.70 | \$6,802,058.77 |
| South | 492260 | \$14,466,318.10 | \$6,113,800.41 |
| Southeast | 407000 | \$16,317,123.60 | \$6,055,541.67 |
| Midwest | 391337 | \$13,580,045.90 | \$5,281,134.65 |
| Total | 2478861 | \$89,990,212.50 | \$33,213,476.15 |

| Product | Units Sold | Total Sales | Sum of Operating P |
|---------------------------|------------|-----------------|--------------------|
| Men's aparel | 900 | \$54,000.00 | \$16,2 |
| Women's Athletic Footwear | 317236 | \$10,663,189.60 | \$3,897,5 |
| Men's Apparel | 305783 | \$12,318,863.20 | \$4,460,1 |
| Women's Street Footwear | 392269 | \$12,800,281.30 | \$4,509,5 |
| Men's Athletic Footwear | 435526 | \$15,367,368.00 | \$5,184,6 |
| Women's Apparel | 433827 | \$17,903,886.00 | \$6,865,0 |
| Men's Street Footwear | 593320 | \$20,882,624.40 | \$8,280,2 |
| Total | 2478861 | \$89,990,212.50 | \$33,213,4 |

| State | Count of Retailer ID | Units Sold | Total Sales | Operating Profit |
|-------------|----------------------|------------|-----------------|------------------|
| Alabama | 216 | 63327 | \$1,763,342.40 | \$914,758.14 |
| Alaska | 144 | 30815 | \$1,475,310.30 | \$449,834.59 |
| Arizona | 216 | 46919 | \$1,578,222.10 | \$534,466.46 |
| Arkansas | 216 | 48468 | \$1,263,934.70 | \$491,569.79 |
| California | 432 | 163284 | \$6,017,413.30 | \$1,930,117.04 |
| Colorado | 144 | 41378 | \$2,099,653.60 | \$771,355.58 |
| Connecticut | 216 | 34696 | \$1,157,344.80 | \$415,232.08 |
| Delaware | 144 | 30275 | \$1,229,841.20 | \$452,435.01 |
| Florida | 360 | 133430 | \$5,928,371.40 | \$2,092,620.69 |
| Georgia | 216 | 56391 | \$1,899,746.60 | \$689,328.96 |
| Hawaii | 144 | 40375 | \$2,228,245.70 | \$584,979.41 |
| Idaho | 216 | 63827 | \$1,927,687.80 | \$812,111.51 |
| Illinois | 144 | 25407 | \$979,748.80 | \$392,036.86 |
| Indiana | 144 | 26332 | \$883,619.80 | \$337,925.60 |
| Iowa | 144 | 23446 | \$742,401.10 | \$265,521.74 |
| Kansas | 144 | 29463 | \$997,286.40 | \$351,014.73 |
| Kentucky | 144 | 28664 | \$1,007,284.80 | \$393,583.02 |
| Louisiana | 216 | 57615 | \$2,375,078.10 | \$941,723.35 |
| Total | 9648 | 2478861 | \$89,990,212.50 | \$33,213,476.15 |