



Performance of ADI- (2020&2021)



\$741.79M

Total Revenue

\$566.41M

2021 Revenue

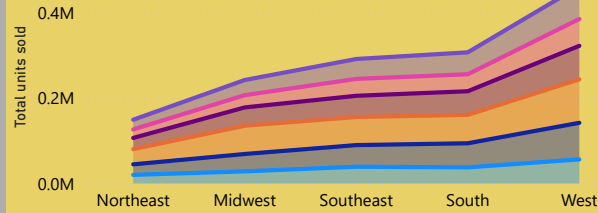
\$175.38M

2020 Revenue

1M

Total units sold

Total units sold by Region and Product



Top 1 Product

Men's Street Footwear

Highest unit sold

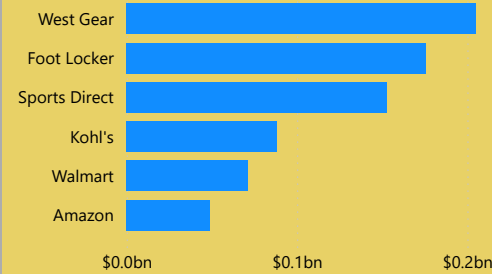
337K

Top Region By sales

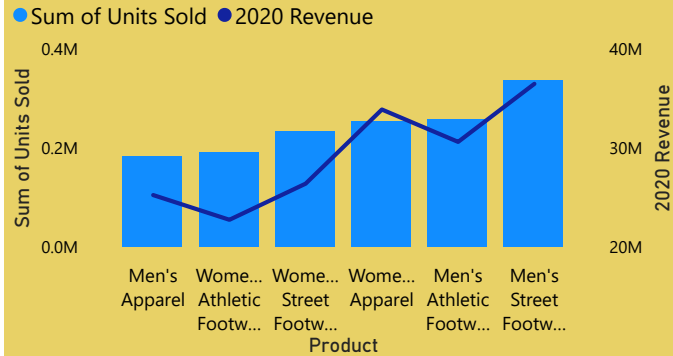
West

259452250

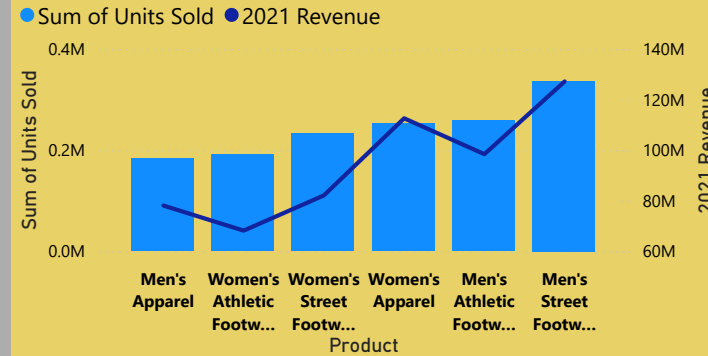
Total Sales- by Retailers



Sum of Units Sold and 2020 Revenue by Product



Sum of Units Sold and 2021 Revenue by Product



Retailer

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



Retailers - Products vs Sales



Retailer	Top3 Product Count	Top 3 Total sales
<input checked="" type="checkbox"/> Foot Locker	351695	17,55,51,250.00
Midwest	92675	3,96,16,000.00
Northeast	60800	3,30,06,000.00
Southeast	109155	5,76,67,500.00
West	67225	3,63,90,000.00
<input checked="" type="checkbox"/> Kohl's		
Midwest	48865	2,16,64,500.00
West	116360	5,97,23,250.00
<input checked="" type="checkbox"/> Sports Direct	331745	15,26,52,000.00
Midwest	57995	2,54,29,250.00
South	144895	6,21,83,500.00
Southeast	103505	5,23,75,500.00
<input checked="" type="checkbox"/> Walmart		
Northeast	31520	1,30,48,500.00
Total	1454960	74,17,92,250.00

Top 3 Reataiers vs sales

West Gear

\$20,52,81,250

Sum of Total Sales-Retailers YTD

Foot Locker

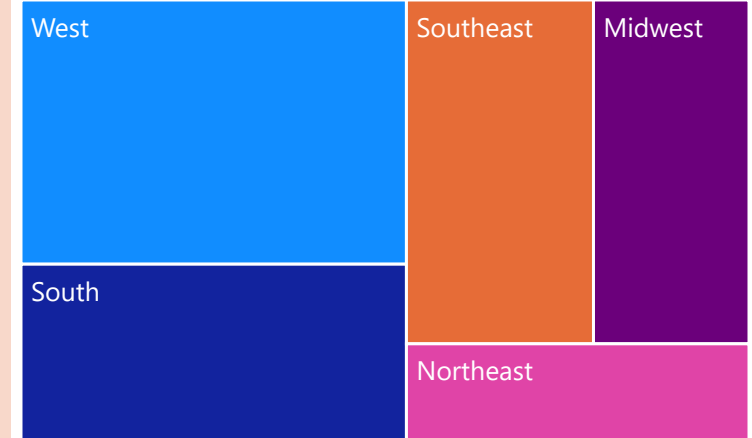
\$17,55,51,250

Sum of Total Sales-Retailers YTD

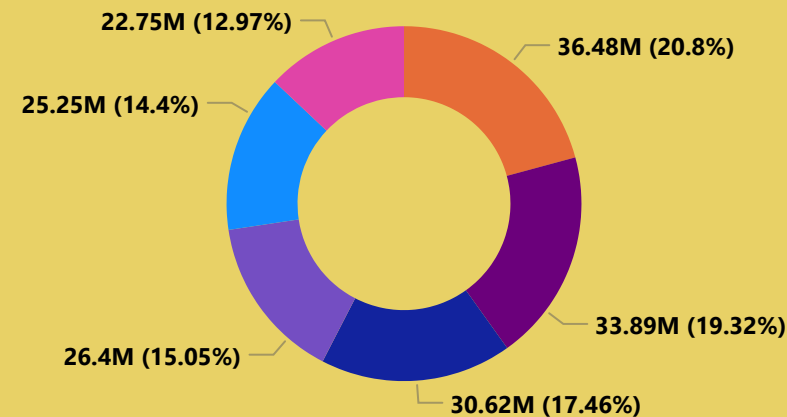
Sports Direct

\$15,26,52,000

Sum of Units Sold by Region

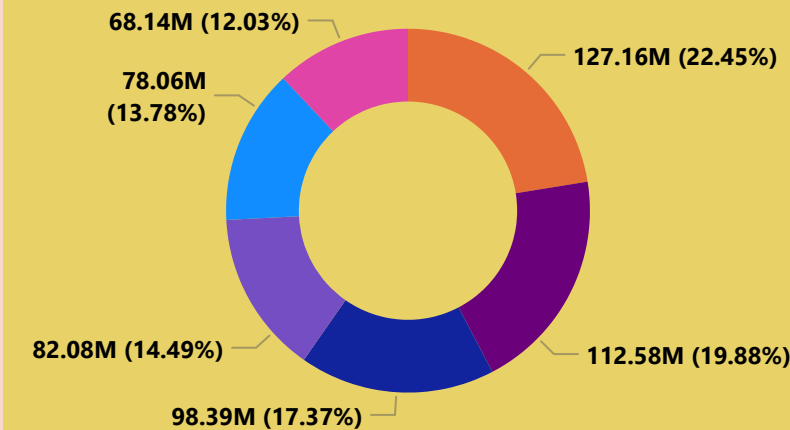


2020 Revenue by Product



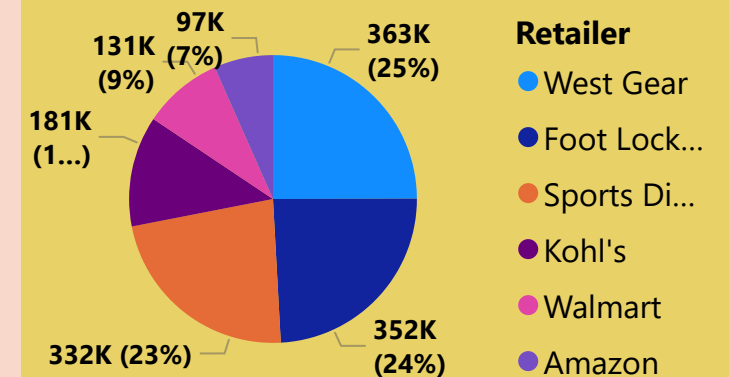
Product ● Men's Str... ● Women'... ● Men's At... ● Women'...

2021 Revenue by Product



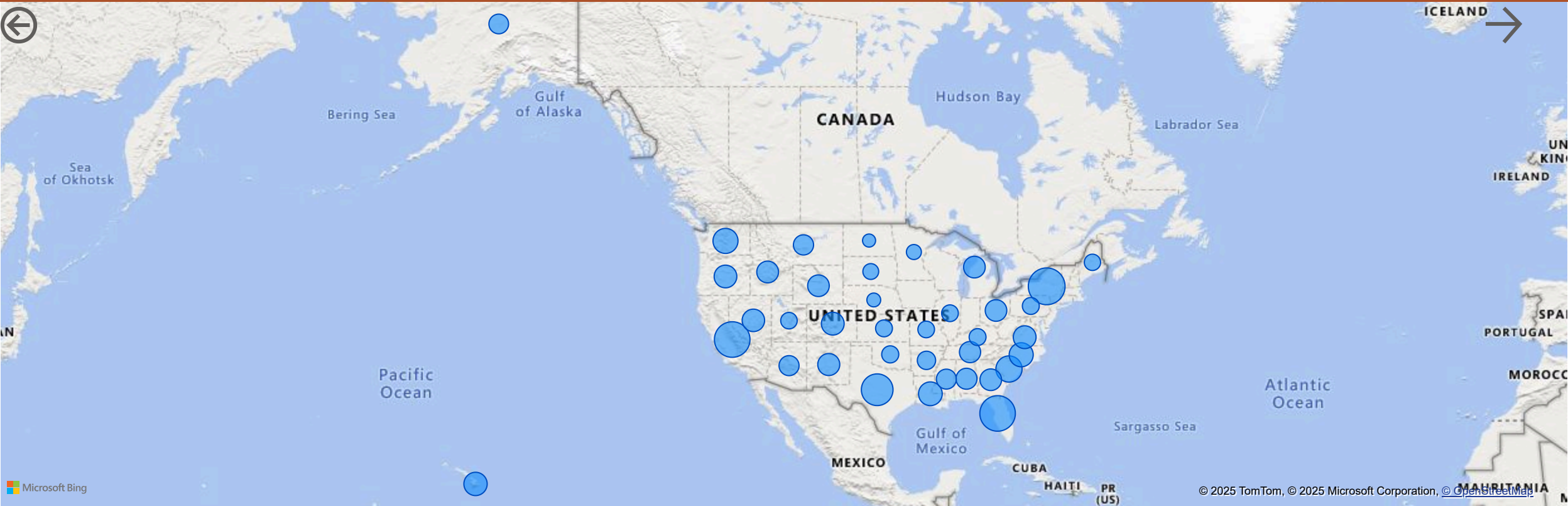
Product ● Men's Str... ● Women'... ● Men's At... ● Women'...

Sum of Units Sold by Retailer

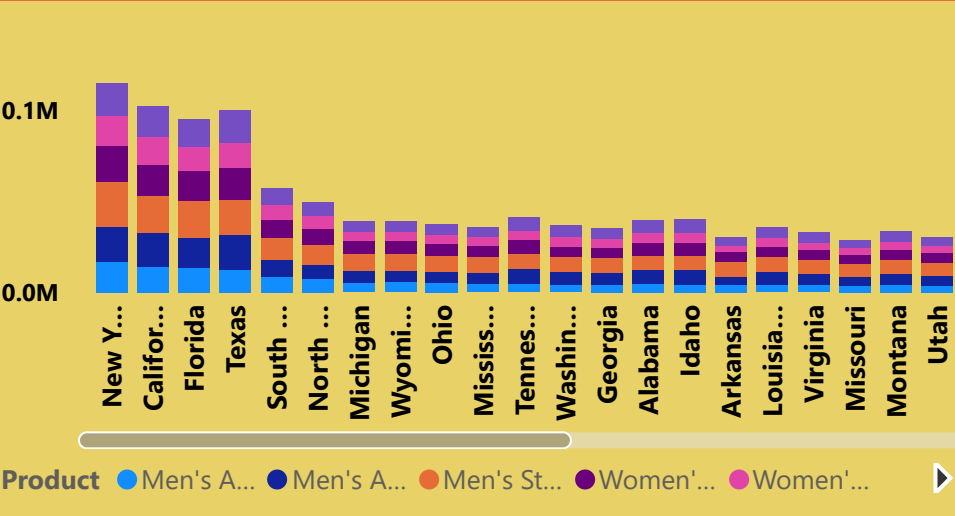


Retailer ● West Gear ● Foot Lock... ● Sports Di... ● Kohl's ● Walmart ● Amazon

Total Sales across State



Maximum Products sold State wise



Max of Units Sold by Sales Method and Product

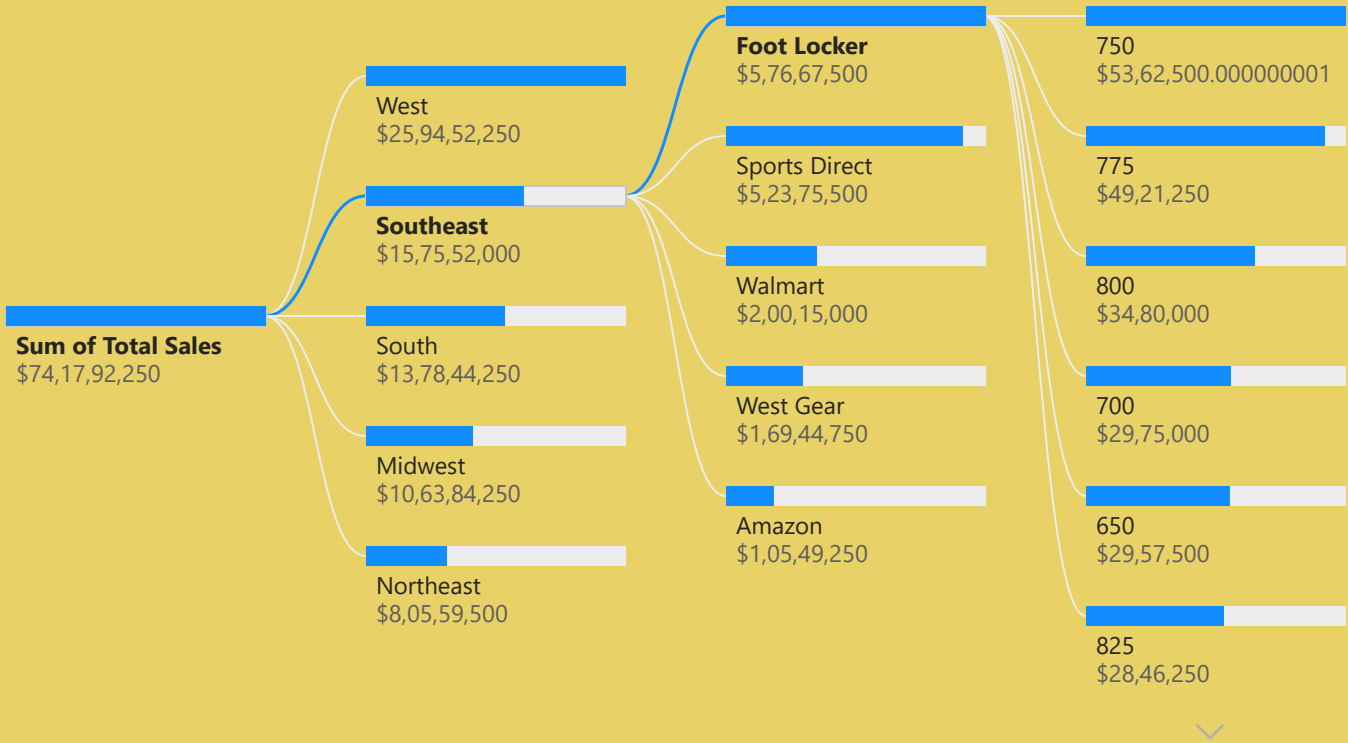




Region x
Southeast

Retailer x
Foot Locker

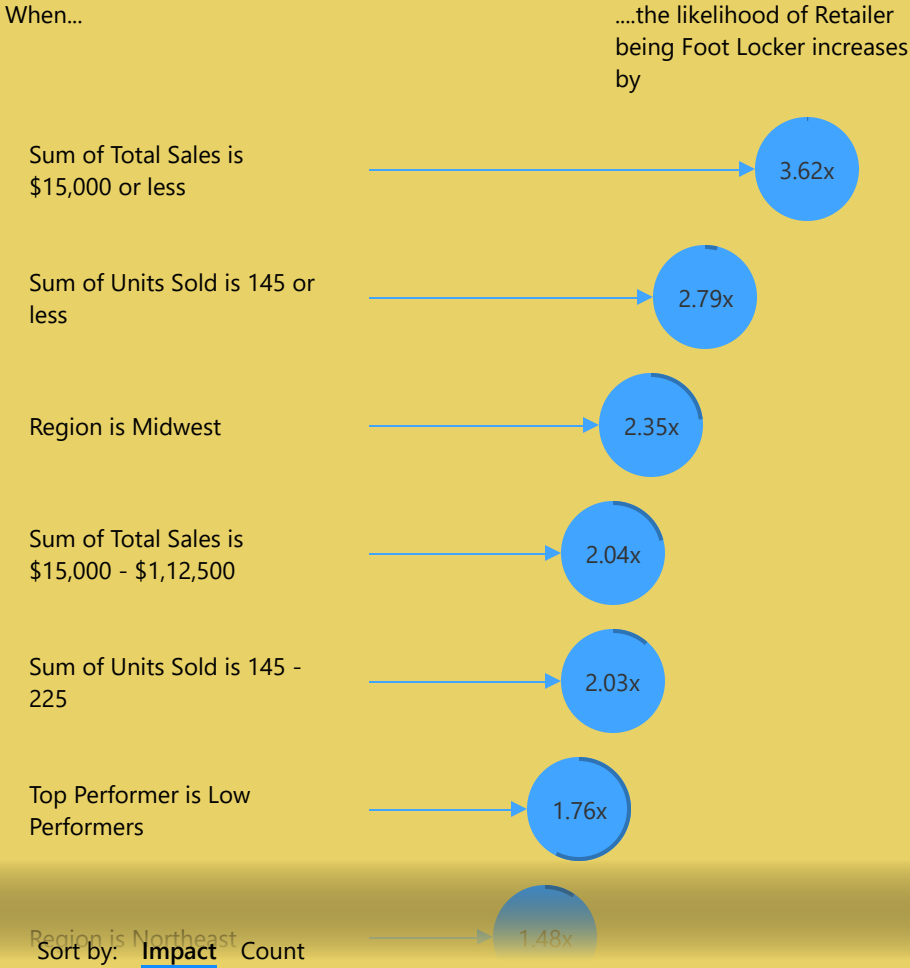
Units Sold x



Key influencers Top segments



What influences Retailer to be Foot Locker ?



Performance Data Acc to Unit sold

Retailer	Average Performer	Low Performers	TOP Performers	Total
Amazon	60	210		270
Foot Locker	216	590	32	838
Kohl's	165	195		360
Sports Direct	337	267	4	608
Walmart	114	90	12	216
West Gear	332	371	5	708
Total	1224	1723	53	3000