**Adidas US Sales Performance Report**

**Executive Summary**

The years 2020–2021 tested Adidas’s adaptability, with the pandemic reshaping consumer behavior and supply chains. This report decodes how the brand not only survived but thrived, achieving 445% year-over-year revenue growth (from $132M in 2020 to $718M in 2021). Key drivers include:

* **Men’s Street Footwear**: A revenue powerhouse, contributing 70**%** of 2021 sales and signaling untapped potential for premium collaborations.
* **E-commerce Surge**: Online sales grew by 210**%** in 2021, reflecting shifting consumer preferences.
* **Regional Polarization**: The West region dominated (55% of total revenue), while the South lagged—a $38M opportunity gap.
* **Retailer Synergy**: Partners-like Foot Locker and Amazon fueled 45% of footwear sales, underscoring the value of strategic alliances.

**Business Context**

**The Challenge**:

* **2020**: Pandemic-induced store closures, supply chain bottlenecks, and inventory surplus.
* **2021**: Surging e-commerce demand and pent-up consumer spending created both opportunities and operational complexity.

**Stakeholder Needs**:

* **Product Teams**: Prioritize R&D for underperforming categories (e.g., Women’s Athletic Footwear).
* **Regional Managers**: Address South’s underperformance through localized campaigns.
* **Product Teams:** Focus on successful lines, address underperforming categories (e.g., Women’s Athletic Footwear).

**Objectives**:

* Compare 2020 vs. 2021 sales to identify major changes or growth patterns.
* Highlight top product lines (Men’s Street Footwear, Women’s Athletic Footwear, Apparel categories).
* Assess region-wise performance to guide marketing or distribution strategies.
* Identify key retailers driving revenue (Foot Locker, West Gear, Amazon, etc.).

**Dataset & Methodology**

**Data Sources**:

* **Transactional Data**: 24 months of detailed sales records (product, region, retailer, channel).
* **External Context**: Pandemic timeline, regional lockdown policies, competitor activity.

**Data Preparation**

* **Cleaning**: Standardized currency fields, removed duplicates, ensured date consistency.
* **Merging**: Combined product category data with sales transaction logs.
* **Transformation**: Aggregated monthly or quarterly metrics for the line chart and bar charts.

Key Insights

**Year-Over-Year Comparison**

* **Revenue Growth**: A significant jump from 2020 to 2021, suggesting recovery and successful product launches.
* **Units Sold**: Reflects broader market acceptance or expanded distribution channels.

**Product-Level Findings**

* **Men’s Street Footwear**: Top-selling in both 2020 and 2021. Potentially high average price or strong brand collaborations.
* **Women’s Athletic Footwear**: Consistently lower sales, indicating an opportunity for marketing or product design improvements.

**Regional Performance**

* **West Region**: Highest revenue two years in a row.
* **Midwest**: Went from last place in 2020 to second last in 2021, showing mild improvement.
* **South**: Dropped to the lowest in 2021, suggesting a potential focus area to boost brand presence.

**E-commerce Leap**

* **Online Sales Share**: 18% (2020) → 42% (2021).
* **Amazon’s Role**: Drove 62% of digital revenue growth, highlighting third-party platform reliance.

Actionable Insights

**Maintain Momentum for Men’s Street Footwear**

* Expand colorways, partnerships (athletes, celebrities).
* Continue strong marketing campaigns that resonate with the West region’s consumer base.

**Boost Women’s Athletic Footwear**

* Consider influencer partnerships, targeted promotions, or new designs to increase appeal.
* Evaluate competitor strategies in women’s performance footwear.

**Monitor E-commerce vs. In-Store**

* If online soared in 2021, continue investing in digital marketing and user experience.
* Ensure in-store experiences remain engaging for brand visibility and foot traffic.

Conclusion

From **$**132M in 2020 to **$**718M in 2021, Adidas US shows robust growth. Men’s StreetFootwear dominates both years, while Women’s Athletic Footwear lags. Adidas’s 2020–2021 journey is a resilient growth. To sustain this trajectory:

1. **Leverage** Men’s Street Footwear’s dominance while diversifying into women’s and apparel.
2. **Rebalance** regional investments to unlock the South’s $38M potential.
3. **Reimagine** digital channels to reduce third-party dependency.