

ADIDAS SALES ANALYSIS

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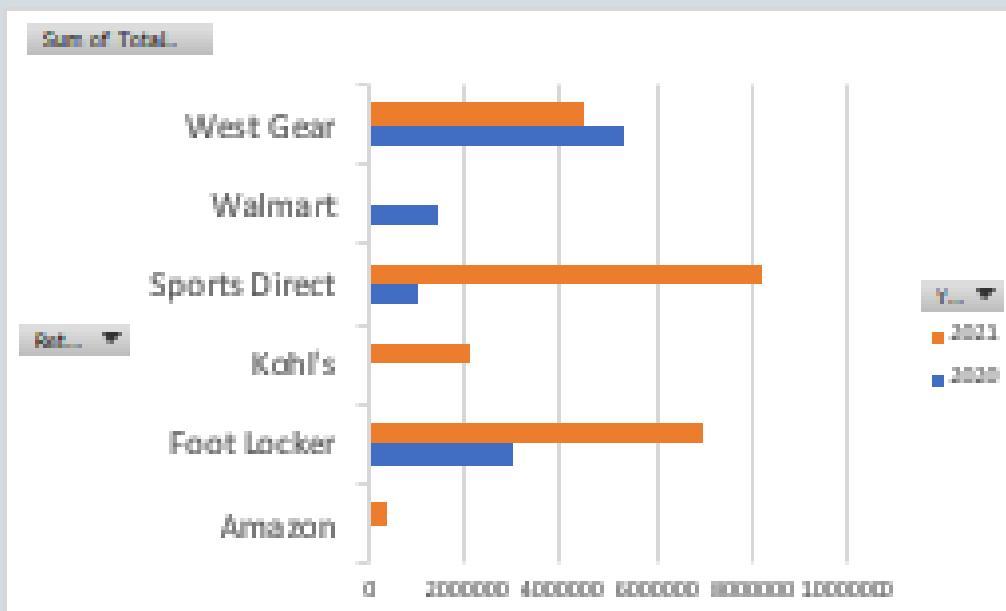
ADIDAS DASHBOARD

Total Sales: \$32960143

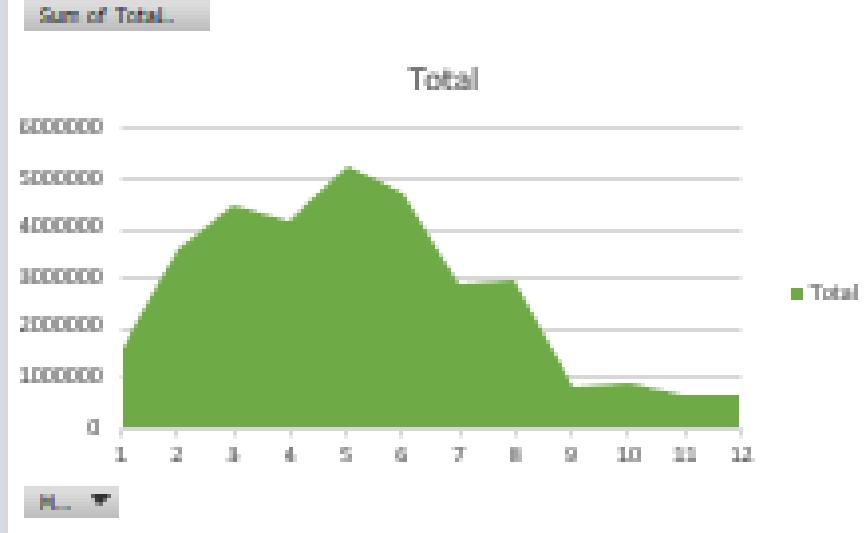
Average Sales: \$8086.394

Total Units Sold: \$954646

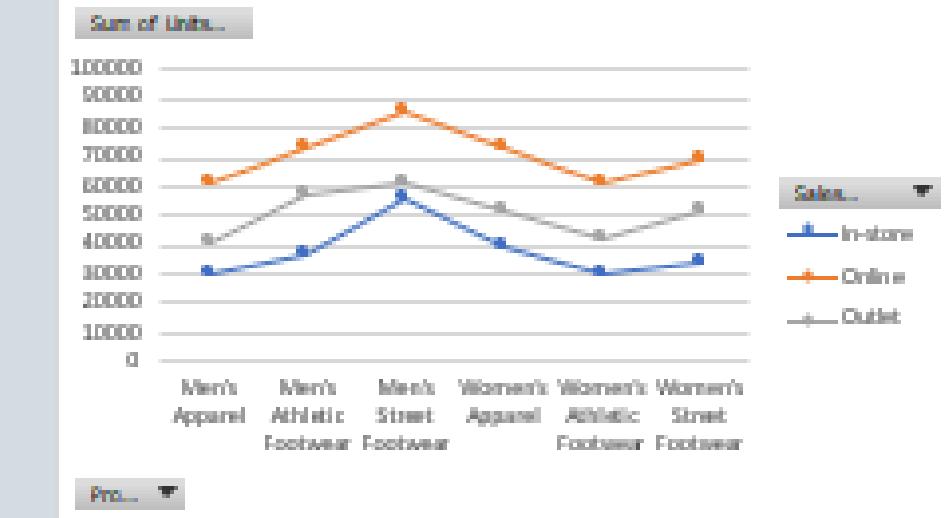
Year Wise Sales By Retailer



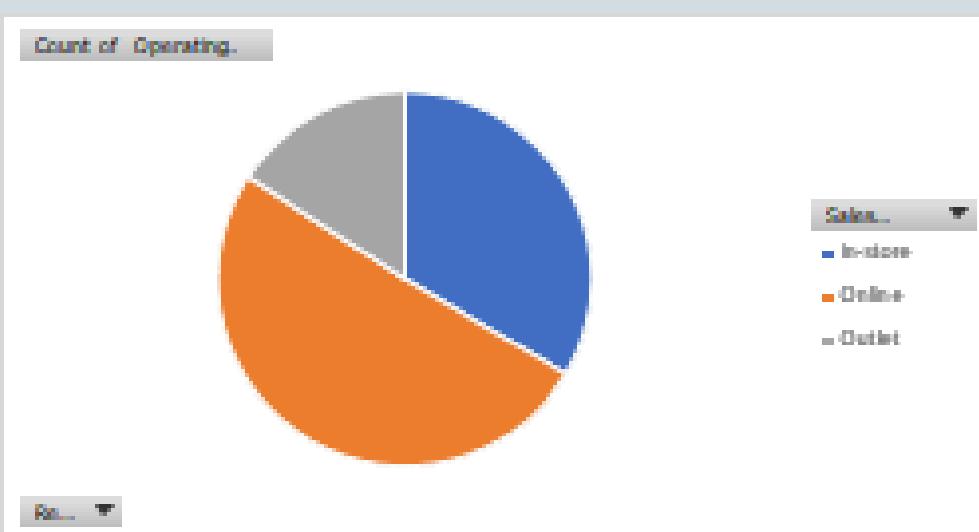
Monthly Sales



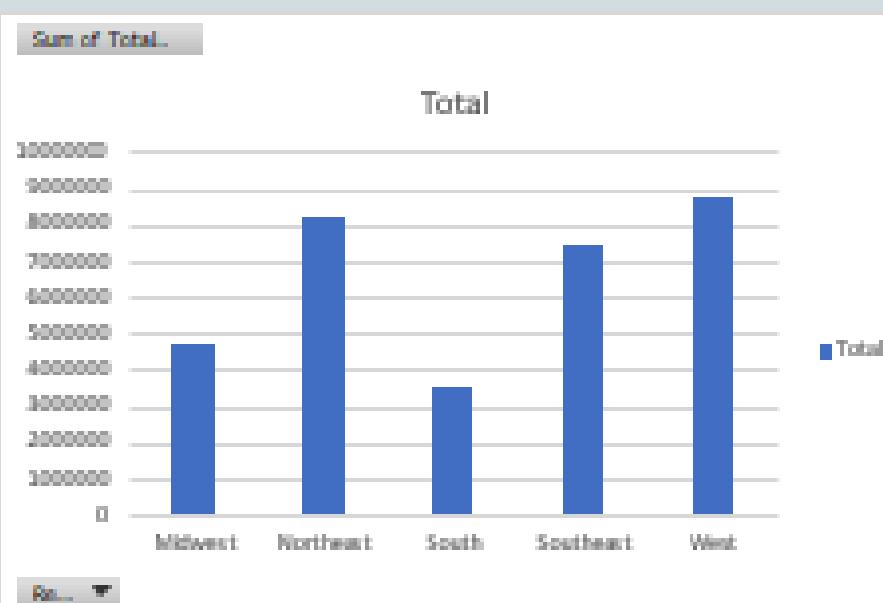
Sales Method: Units Sold



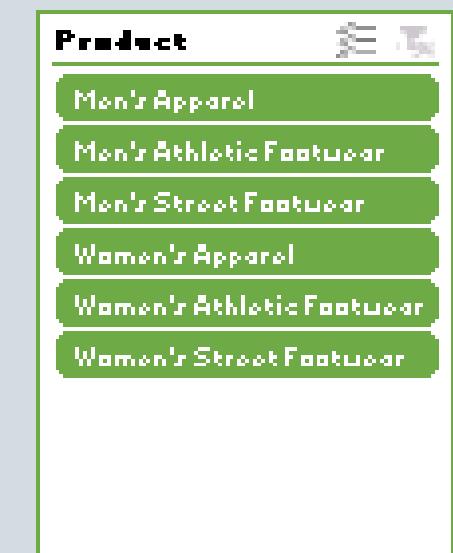
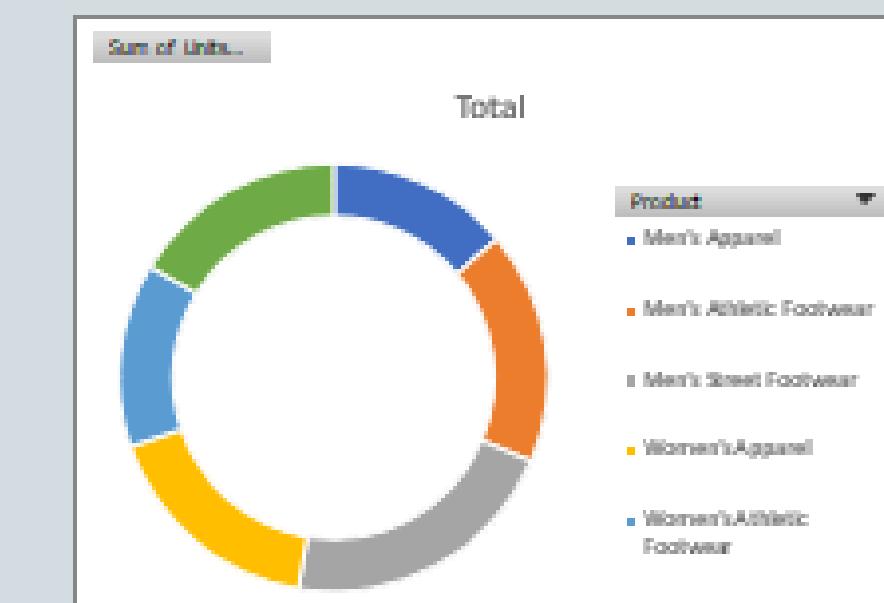
Profit through Sales Methods



Region Wise Sales



Units Sold by Category



MAIN OBJECTIVE

The goal of this sales analysis for Adidas shoes is to get a clearer picture of how the company is performing by looking at key factors like total sales, the number of shoes sold, which products are most popular, and how sales vary by region. By examining this data, we aim to spot trends, find the best-selling products, understand how different sales channels (like online and in-store) are working, and learn more about our customers. This information will help Adidas make smarter decisions to boost sales, improve product selection, and focus on the right markets for future growth.



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KEY INSIGHTS

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ANALYSIS OF SALES OF PRODUCT

- Top Seller: Men's Street Footwear with 37,358 units sold.
- Lowest Seller: Men's Apparel with 19,140 units sold.

Overall Insights:

- Footwear items, especially street styles for men and women, sell the most.
- Apparel generally sells less compared to footwear. For example, men's and women's footwear outperforms their respective apparel categories.



ANALYSIS OF SALES BY REGION

West: Leads the pack with the highest sales at \$8,782,432.

Northeast: Close behind with \$8,298,414.

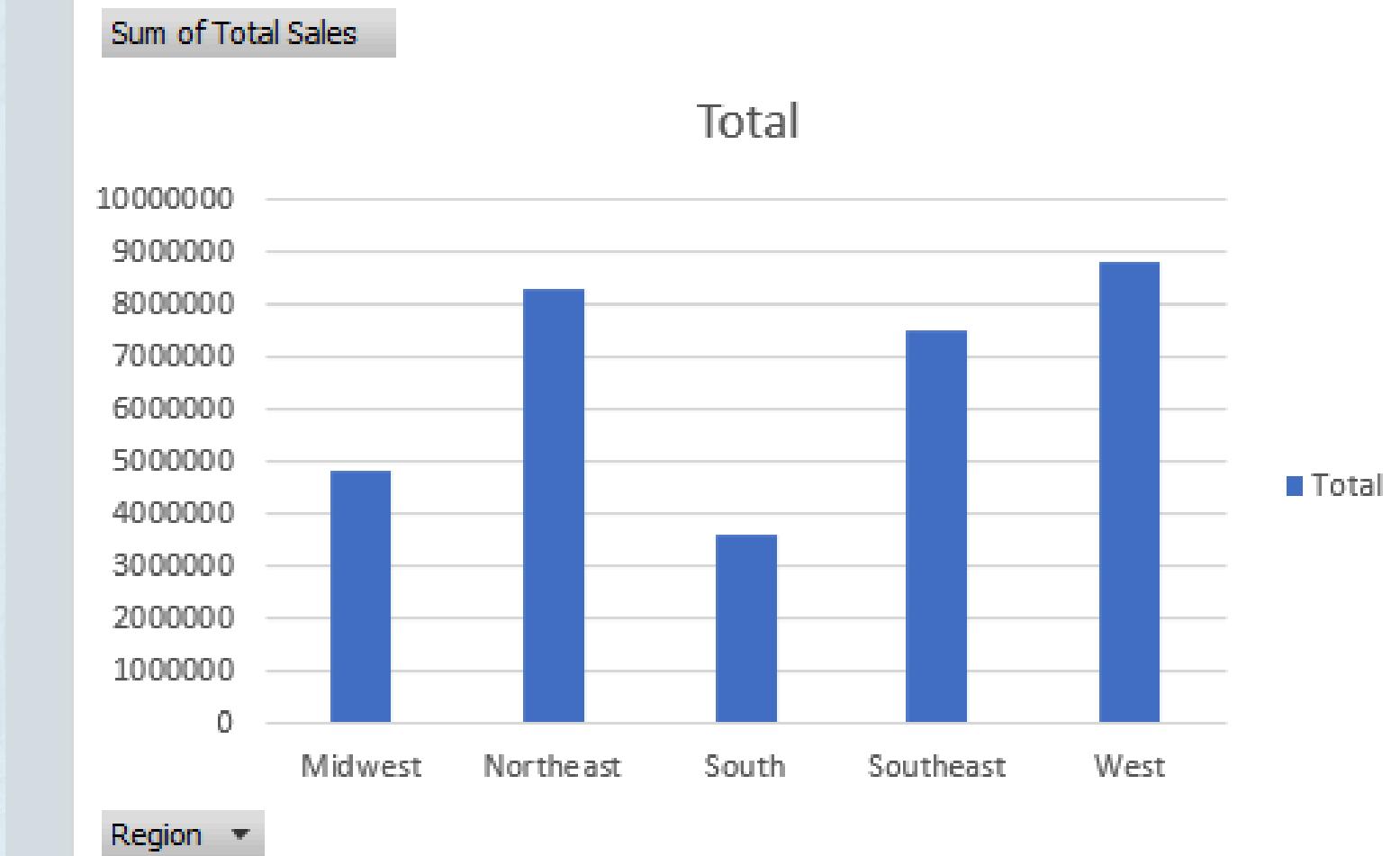
Southeast: Also strong, bringing in \$7,492,556.

Midwest: Has sales of \$4,809,415.

South: Trails a bit with \$3,577,326.

The West and Northeast are the top performers, while the South is a bit behind compared to the others.

Region Wise Sales

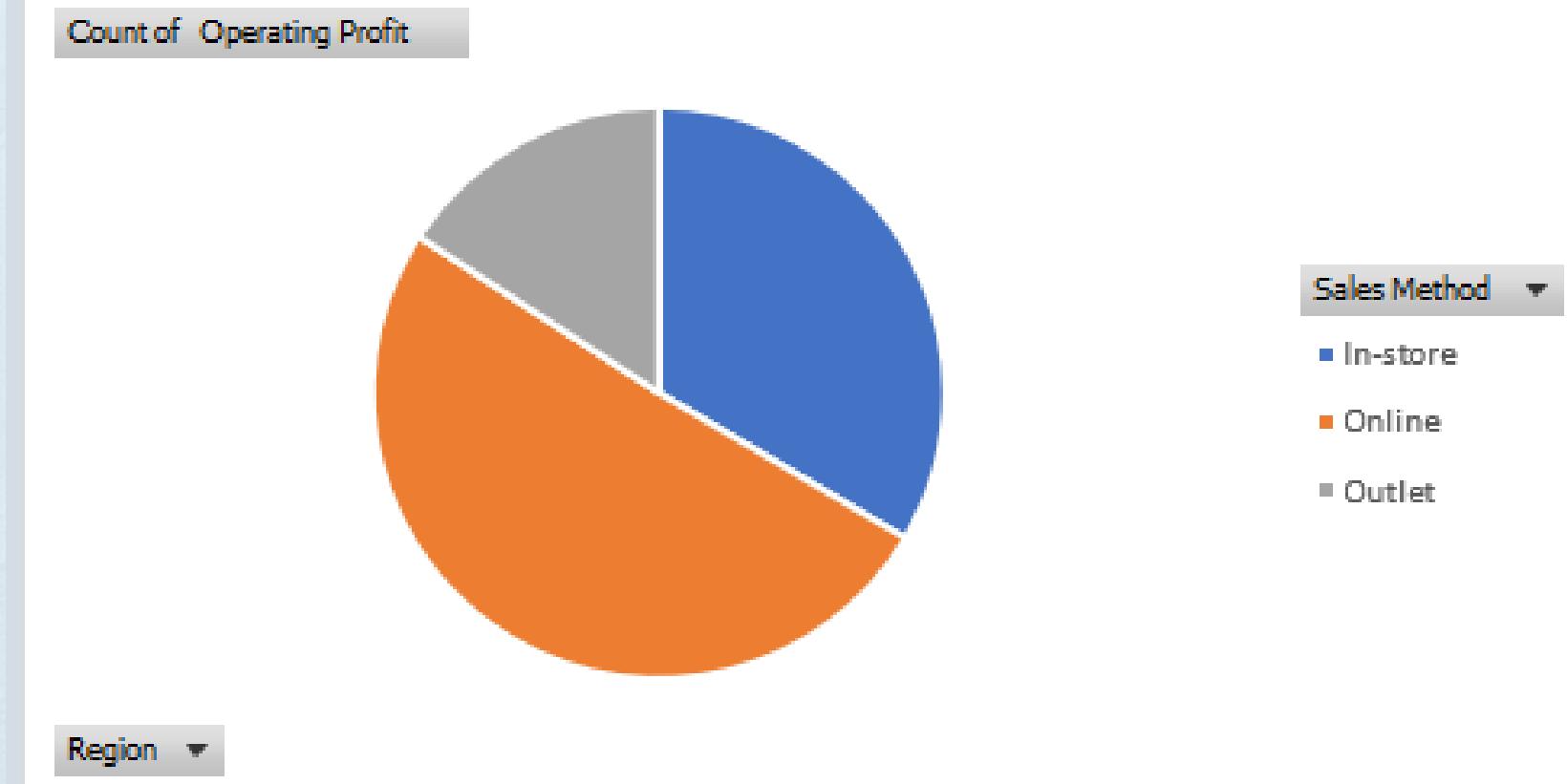


ANALYSIS OF PROFIT BY SALES

- In-store: The Midwest leads with 288 sales, followed by the Northeast with 333. The Southeast has 38, while the West has 146.
- There are no in-store sales recorded for the South. In total, there are 805 in-store sales.
- Online: The Midwest has 436 online sales, the Northeast 451, the south 177, the Southeast 530, and the West 478. Overall, there are 2,072 online sales.
- Outlet: The Northeast leads with 416 outlet sales, the Midwest has 136, the South 298, the West 346, and the Southeast only 3. The total for outlet sales is 1,199.

Overall, the Midwest has the highest number of in-store sales, while online sales are most popular across all regions, with the Southeast leading in this category. The Northeast shines in outlet sales, but the Southeast has the lowest outlet sales.

Profit through Sales Methods

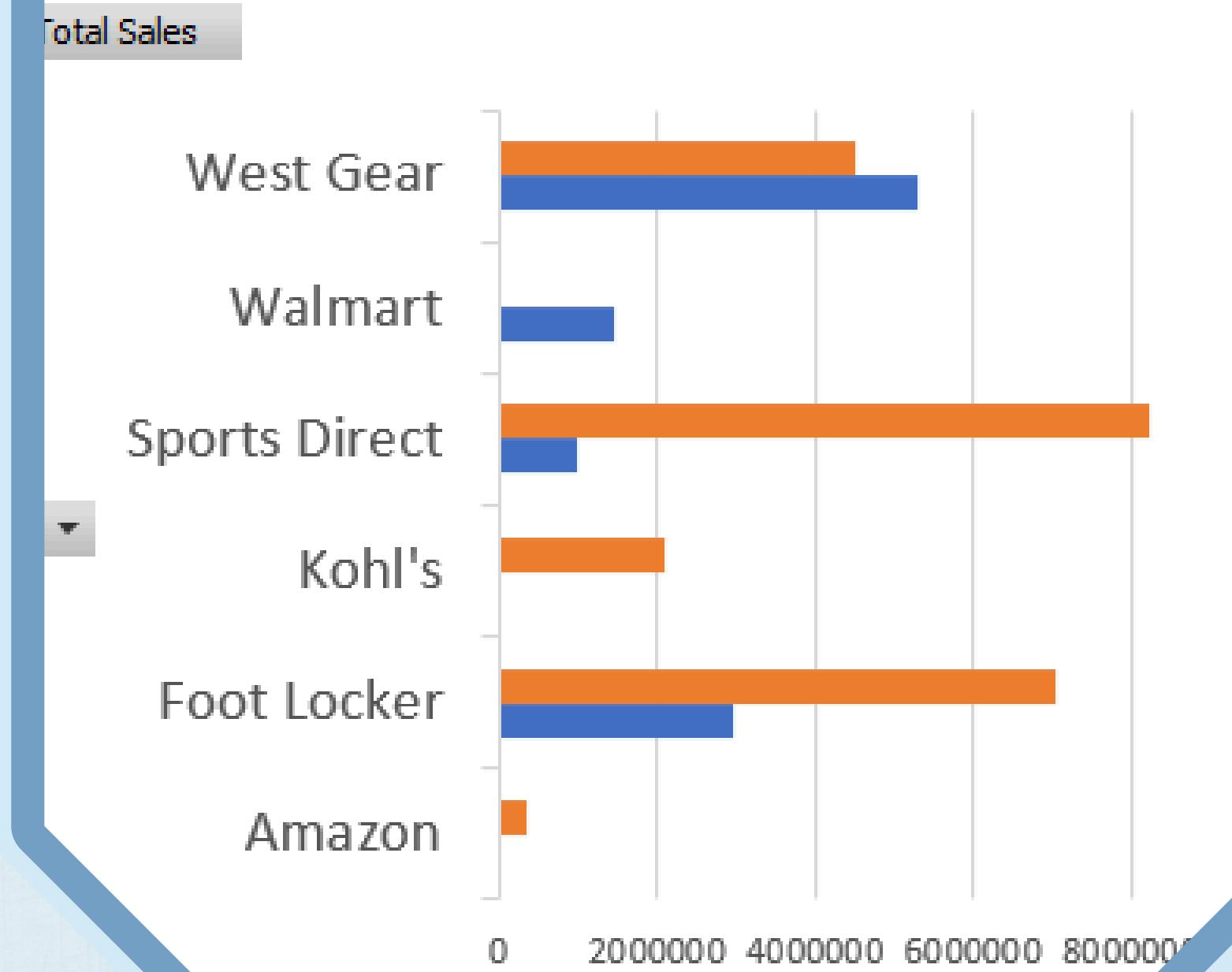


ANALYSIS OF SALES BY RETAILORS

- Foot Locker: Saw impressive growth, increasing from \$2,983,191 in 2020 to \$7,029,829 in 2021.
- Sports Direct: This had a notable rise, jumping from \$999,398 in 2020 to \$8,223,896 in 2021.
- Walmart: Had \$1,441,229 in sales for 2020, but no data for 2021.
- Kohl's: Recorded \$2,085,948 in 2021, with no 2020 data available.
- Amazon: Had \$364,636 in 2021 with no 2020 data provided.
- West Gear: Experienced a drop, falling from \$5,311,366 in 2020 to \$4,520,650 in 2021.

Overall, Foot Locker and Sports Direct saw significant increases, while West Gear faced a decline.

Year Wise Sales By Retailer



ANALYSIS OF MONTHLY SALES

- Highest Sales: The top sales figure is \$5,252,167.
- Other Notable Sales: Close behind are \$4,451,252 and \$4,201,102.
- Mid-Range Sales: Sales figures of \$3,608,159 and \$2,905,912 also stand out.
- Lower Sales: The lower end includes \$923,836 and \$863,700.
- Overall, sales vary widely, with the highest reaching over \$5 million and the lowest around \$860,000. The total sales across all these figures amount to \$32,960,143.





THANK
YOU