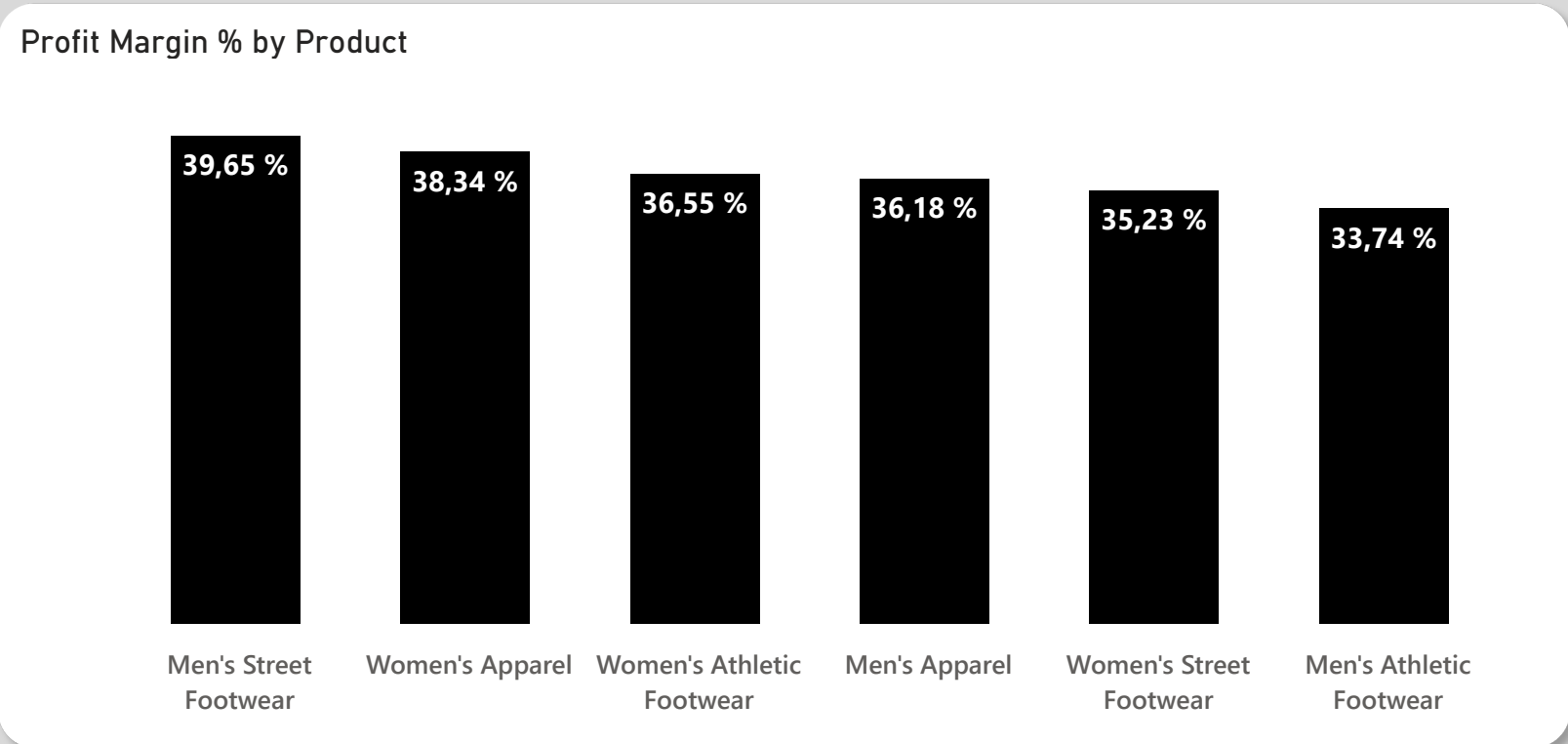
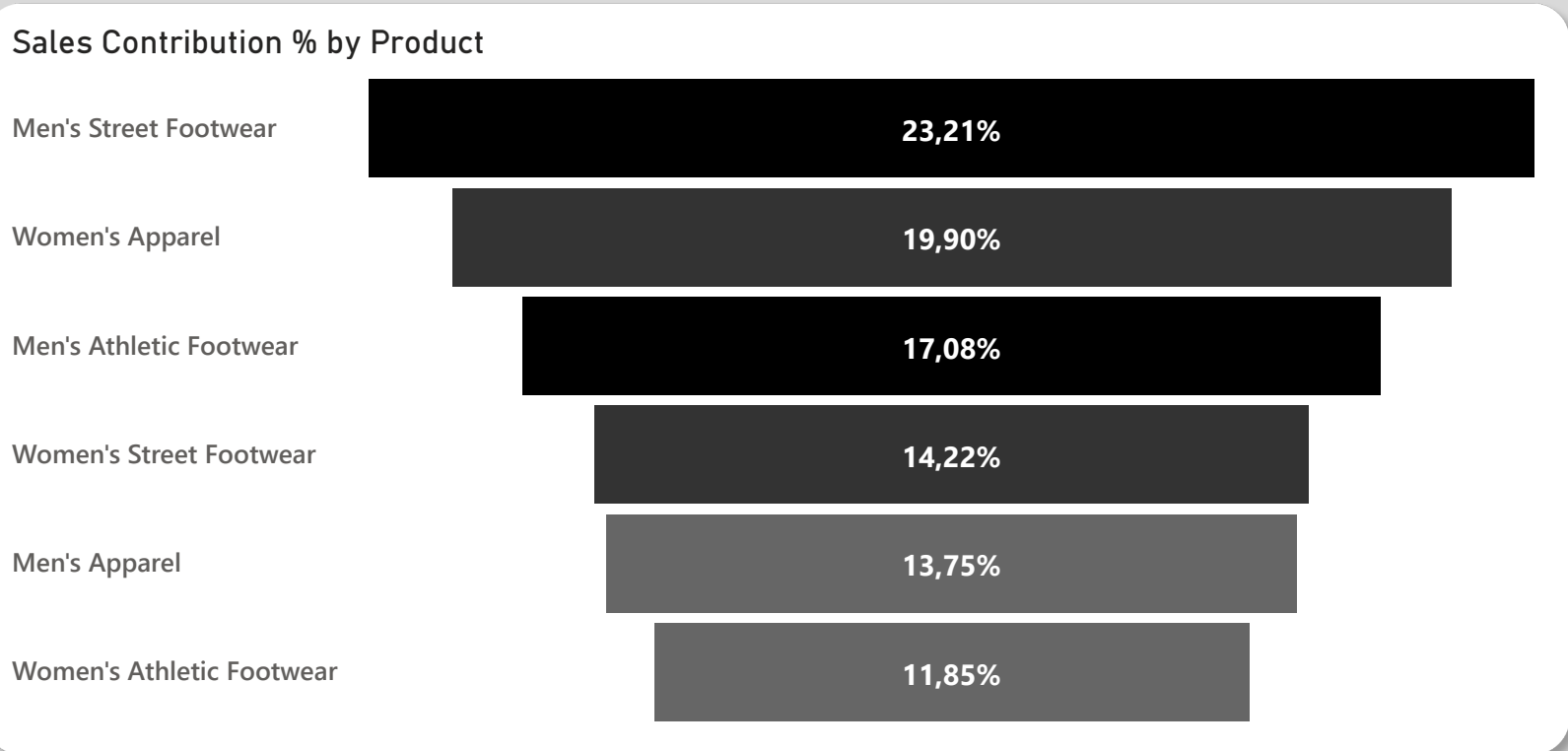
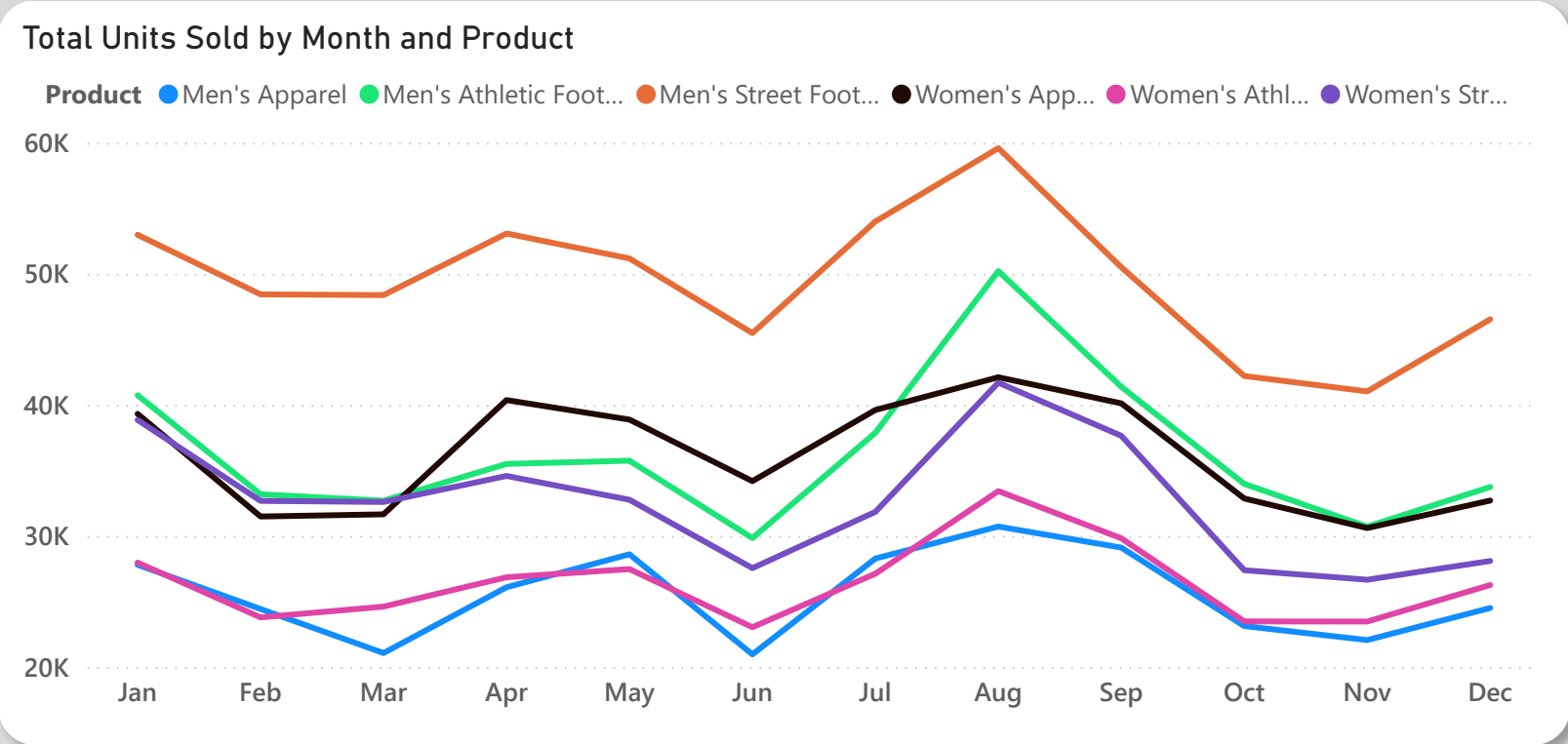
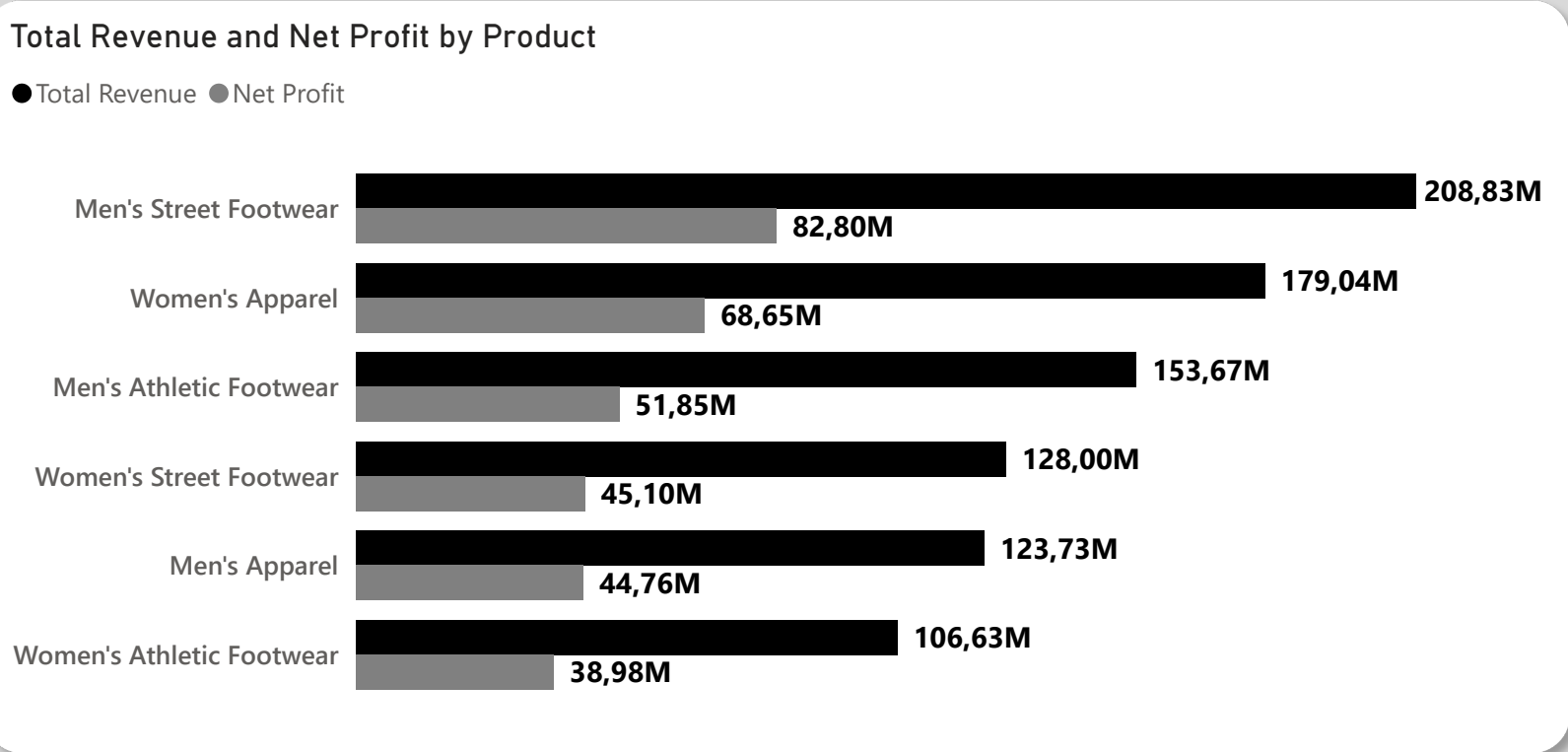
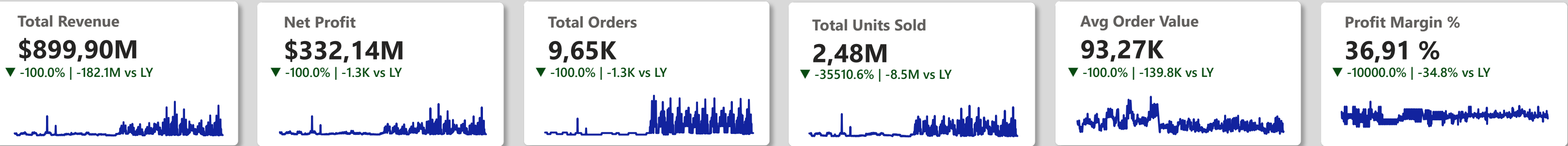




Adidas US Sales Dashboard

Uncovering Regional & Product-Level Profit Drivers

Year ▼ All ▼ Month ▼ All ▼



Product Performance

Regional/Market Analysis

Retailer Analysis



Sandra Hillary



Adidas US Sales Dashboard

Uncovering Regional & Product-Level Profit Drivers

Year

▼

All

▼

Month

▼

All

▼

Total Revenue

\$899,90M

▼ -100.0% | -182.1M vs LY

Net Profit

\$332,14M

▼ -100.0% | -1.3K vs LY

Total Orders

9,65K

▼ -100.0% | -1.3K vs LY

Total Units Sold

2,48M

▼ -35510.6% | -8.5M vs LY

Avg Order Value

93,27K

▼ -100.0% | -139.8K vs LY

Profit Margin %

36,91 %

▼ -10000.0% | -34.8% vs LY

Total Revenue and Net Profit by Region

● Total Revenue ● Net Profit

West	269,94M	89,61M
Northeast	186,32M	68,02M
Southeast	163,17M	60,56M
South	144,66M	61,14M
Midwest	135,80M	52,81M

Avg Order Size by Region

Southeast	133,31K
West	110,27K
South	83,72K
Northeast	78,42K
Midwest	72,54K

Total Revenue, Net Profit and Profit Margin by State

State	Total Revenue	Net Profit	Profit Margin %
Alabama	17.633.424,00	9.147.581,00	51,88 %
Tennessee	18.067.440,00	8.493.670,00	47,01 %
Michigan	18.625.433,00	8.135.902,00	43,68 %
Idaho	19.276.878,00	8.121.123,00	42,13 %
Nebraska	5.929.038,00	2.439.482,00	41,14 %
Mississippi	15.591.709,00	6.369.102,00	40,85 %
Ohio	18.484.583,00	7.528.843,00	40,73 %
North Carolina	23.956.531,00	9.756.425,00	40,73 %
Missouri	9.683.265,00	3.907.217,00	40,35 %
Vermont	14.352.923,00	5.785.973,00	40,31 %
Texas	46.359.746,00	18.688.214,00	40,31 %
Pennsylvania	10.357.519,00	4.156.749,00	40,13 %
West Virginia	10.689.160,00	4.282.958,00	40,07 %
Illinois	9.797.488,00	3.920.377,00	40,01 %
Utah	9.696.420,00	3.873.440,00	39,95 %
Montana	15.710.886,00	6.232.040,00	39,67 %

Avg Price per Unit by Region

Southeast	50,18
West	49,94
Northeast	46,69
Midwest	40,36
South	38,24

Product Performance

Regional/Market Analysis

Retailer Analysis

Sandra Hillary



Adidas US Sales Dashboard

Uncovering Regional & Product-Level Profit Drivers

Year

▼

All

▼

Month

▼

All

▼

Total Revenue

\$899,90M

▼ -100.0% | -182.1M vs LY

Net Profit

\$332,14M

▼ -100.0% | -1.3K vs LY

Total Orders

9,65K

▼ -100.0% | -1.3K vs LY

Total Units Sold

2,48M

▼ -35510.6% | -8.5M vs LY

Avg Order Value

93,27K

▼ -100.0% | -139.8K vs LY

Profit Margin %

36,91 %

▼ -10000.0% | -34.8% vs LY

Total Revenue and Net Profit by Retailer

● Total Revenue ● Net Profit

Retailer	Total Revenue	Net Profit
West Gear	243M	86M
Foot Locker	220M	81M
Sports Direct	182M	74M
Kohl's	102M	37M
Amazon	78M	29M
Walmart	75M	26M

Total Orders by Retailer

Retailer	Total Orders
Foot Locker	2637
West Gear	2374
Sports Direct	2032
Kohl's	1030
Amazon	949
Walmart	626

Profit Margin % by Sales_Method

35,78 % (32,15%)

38,99 % (35,03%)

36,53 % (32,83%)

Sales_Method

- Online
- Outlet
- In-store

Net Profit by Sales_Method

Sales_Method	Net Profit
In-store	128M
Outlet	108M
Online	97M

Avg Order Size by Retailer

Retailer	Avg Order Size
Walmart	119,10K
West Gear	102,34K
Kohl's	99,14K
Sports Direct	89,80K
Foot Locker	83,46K
Amazon	81,87K

Net Profit by Month

35M

30M

25M

20M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Sandra Hillary