# ADIDAS SALES DASHBOARD

**Product**
All

**Retailer**
All

**Sales Method**
All

**Region**
All

**State**
All

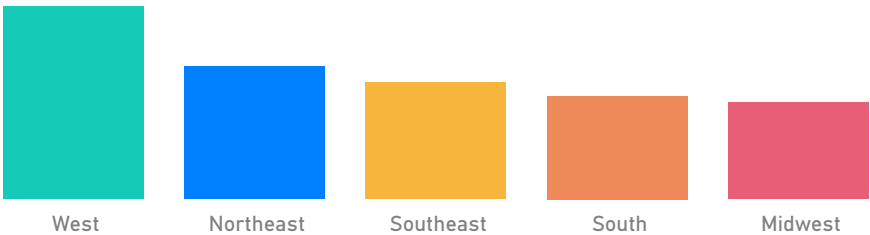**City**
All

**Month Year**
All

**Total Sales**
899.90M

**Unit Sold**
2478861

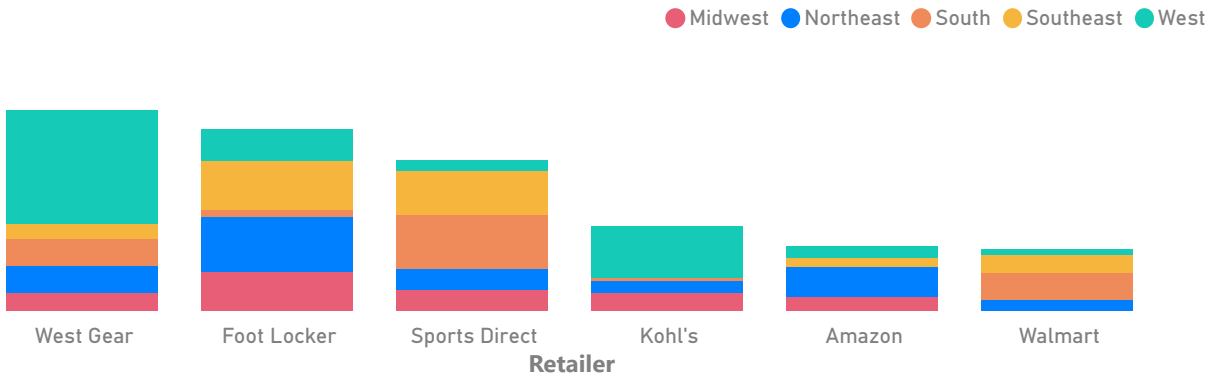**Operating Margin**
42.30%

## TOTAL SALES BY REGION

West | Northeast | Southeast | South | Midwest

### TOP 5 PERFORMING CITIES

| Region | State | City | Total Sales | Unit Sold |
|---|---|---|---|---|
| Northeast | Maine | Portland | 91,95,978.00 | 22410 |
| | New York | New York | 3,98,01,235.00 | 111954 |
| | West Virginia | Charleston | 1,06,89,160.00 | 29873 |
| Southeast | Florida | Miami | 3,16,00,863.00 | 73135 |
| | South Carolina | Charleston | 2,92,85,637.00 | 72610 |
| West | California | San Francisco | 3,45,39,220.00 | 86900 |
| | Oregon | Portland | 2,13,49,674.00 | 50536 |
| Total | | | 17,64,61,767.00 | 447418 |

## TOTAL UNIT SOLD

690K — 939K
850K

- Online
- Outlet
- In-store

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4
2020 | 2021
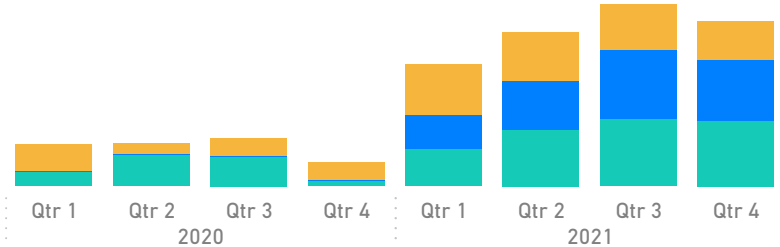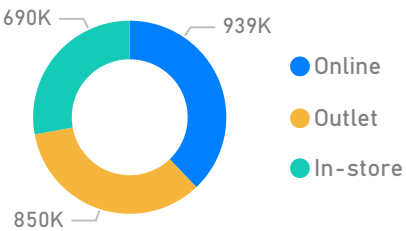
## TOTAL SALES BY RETAILERS

● Midwest ● Northeast ● South ● Southeast ● West

West Gear | Foot Locker | Sports Direct | Kohl's | Amazon | Walmart
**Retailer**

## TOTAL SALES MONTHLY TREND

January | February | March | April | May | June | July | August | September | October | November | December
**Month**
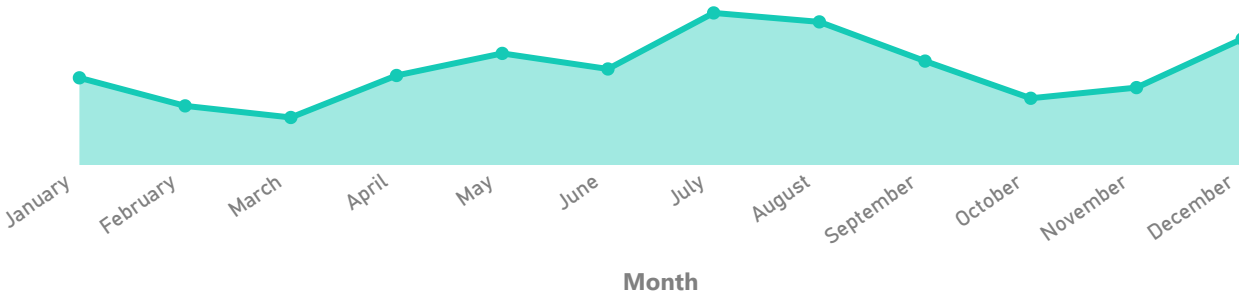
# ADIDAS SALES ANALYSIS

## Filters
- **Product**: All
- **Retailer**: All
- **Sales Method**: All
- **Region**: All
- **State**: All
- **City**: All
- **Month Year**: All

## TOTAL SALES BY PRODUCT & SALES METHOD

Legend: ● In-store ● Online ● Outlet

Products (x-axis): Men's Street Footwear, Women's Apparel, Men's Athletic Footwear, Women's Street Footwear, Men's Apparel, Women's Athletic Footwear, z

## TOTAL SALES BY CITIES

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## Sales Table
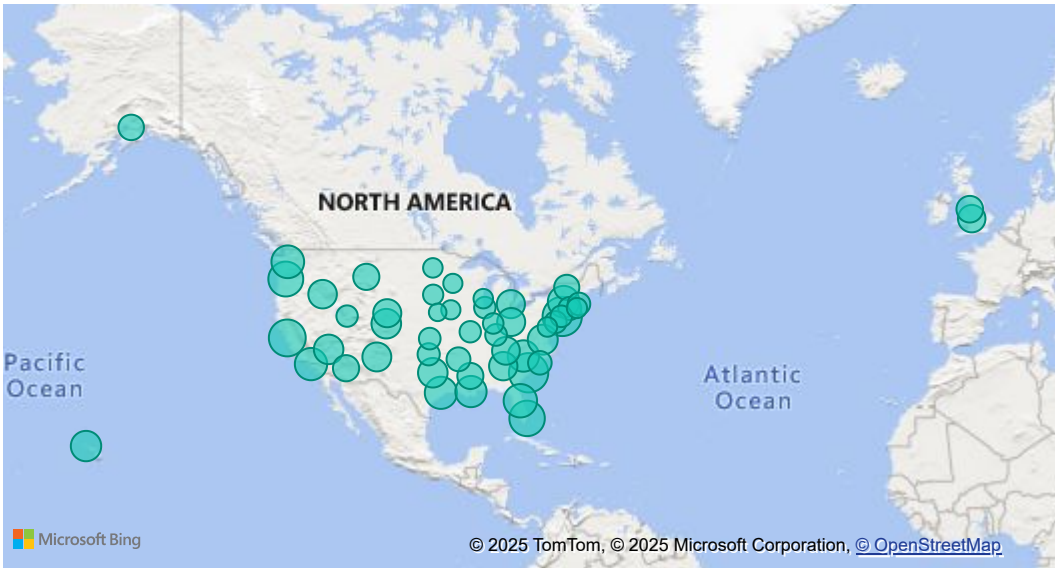
| Region | State | City | Total Sales | Unit Sold | Margin % |
|--------|-------|------|-------------|-----------|----------|
| Midwest | Illinois | Chicago | 97,97,488.00 | 25407 | 44.95% |
| | Indiana | Indianapolis | 88,36,198.00 | 26332 | 43.39% |
| | Iowa | Des Moines | 74,24,011.00 | 23446 | 42.09% |
| | Kansas | Wichita | 99,72,864.00 | 29463 | 41.17% |
| | Michigan | Detroit | 1,86,25,433.00 | 50095 | 47.58% |
| | Minnesota | Minneapolis | 73,78,068.00 | 20838 | 40.81% |
| | Missouri | St. Louis | 96,83,265.00 | 36404 | 45.32% |
| | Montana | Billings | 1,57,10,886.00 | 42713 | 47.10% |
| | Nebraska | Omaha | 59,29,038.00 | 19154 | 45.79% |
| | North Dakota | Fargo | 77,35,580.00 | 22781 | 39.86% |
| | Ohio | Columbus | 1,84,84,583.00 | 47781 | 45.90% |
| | South Dakota | Sioux Falls | 84,95,576.00 | 22973 | 39.47% |
| | Wisconsin | Milwaukee | 77,27,469.00 | 23950 | 42.42% |
| Northeast | Connecticut | Hartford | 1,15,73,448.00 | 34696 | 40.16% |
| | Delaware | Wilmington | 1,22,98,412.00 | 30275 | 42.80% |
| | Maine | Portland | 91,95,978.00 | 22410 | 39.89% |
| | Maryland | Baltimore | 77,58,059.00 | 20818 | 40.74% |
| | Massachusetts | Boston | 1,10,76,810.00 | 32895 | 34.71% |
| | New Hampshire | Manchester | 1,64,11,667.00 | 40812 | 39.10% |
| | New Jersey | Newark | 99,34,246.00 | 26540 | 42.71% |