

Sports Product Sales Analysis (FP20 Analytics Challenge 7)



\$129.25M

Sales

26,54,290

Units Sold

39.3%

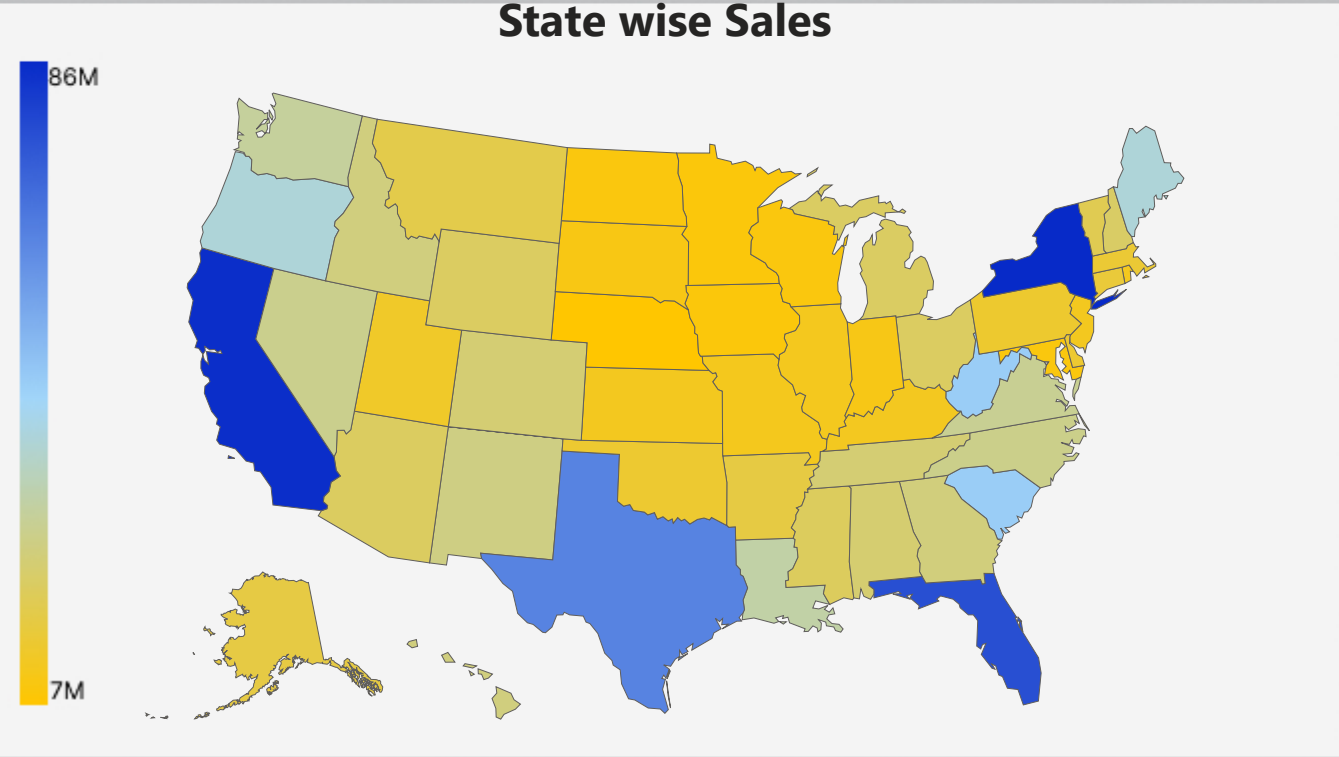
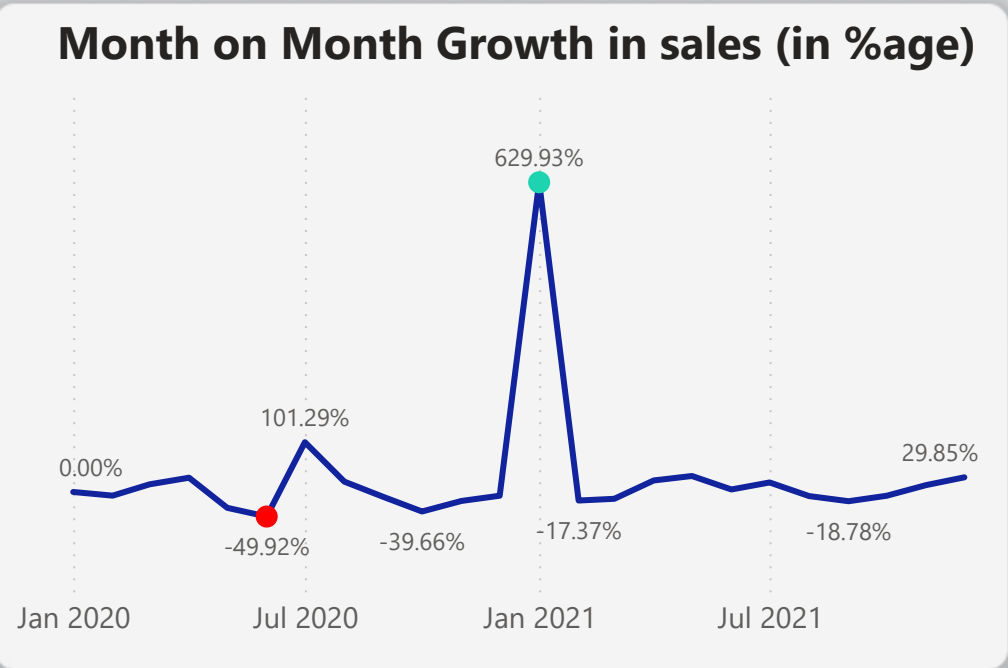
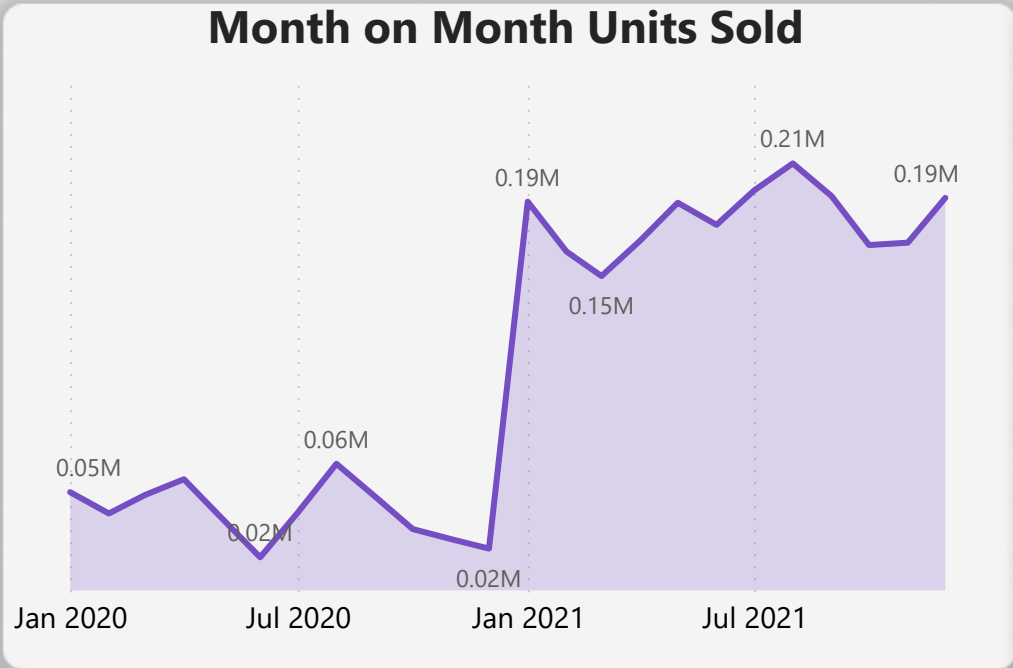
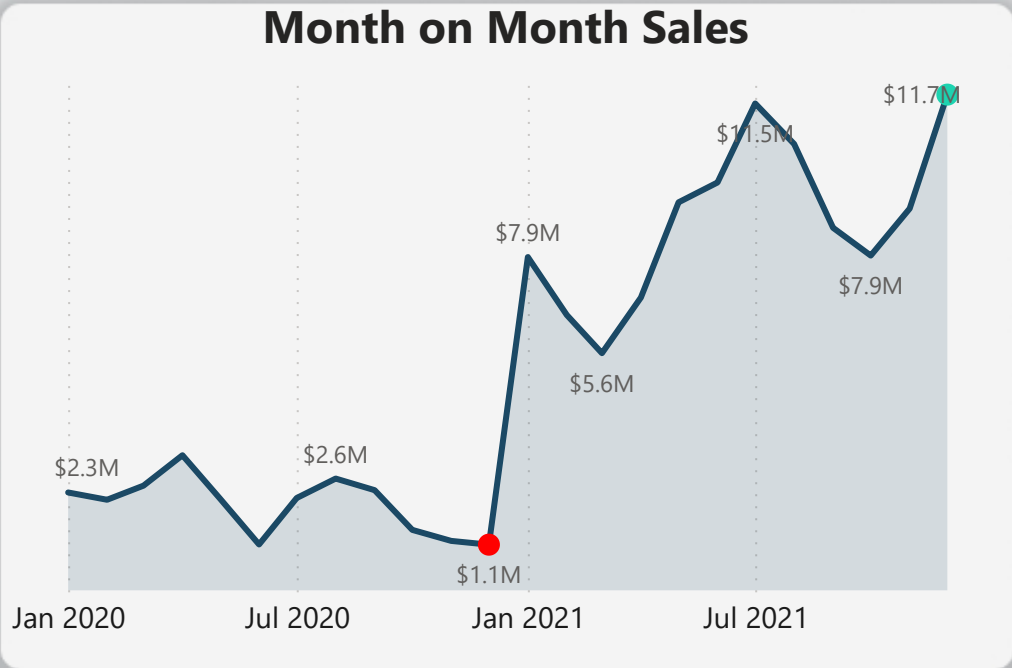
Operating Margin

All

Select a Year

☐ Profit

☒ Sales



City	Sales	Profit	Quantity	Operating Margin
Charleston	\$98,08,544	\$40,48,173	2,04,966	41.27%
Portland	\$83,53,554	\$31,51,721	1,45,892	37.73%
New York	\$56,76,160	\$21,14,664	1,11,954	37.26%
San Francisco	\$49,29,220	\$15,81,993	86,900	32.09%
Orlando	\$39,46,476	\$13,42,207	60,295	34.01%
Miami	\$38,74,113	\$15,79,388	73,135	40.77%
Los Angeles	\$36,51,288	\$13,78,158	76,384	37.74%



City wise
Summary

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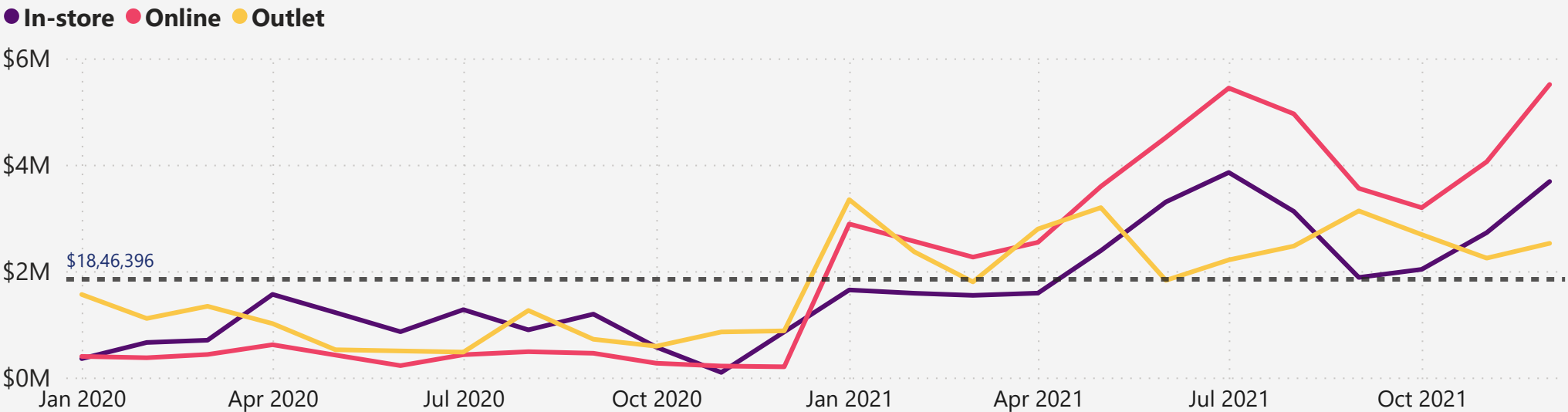
Select a Year

Quantity

Sales

Profit

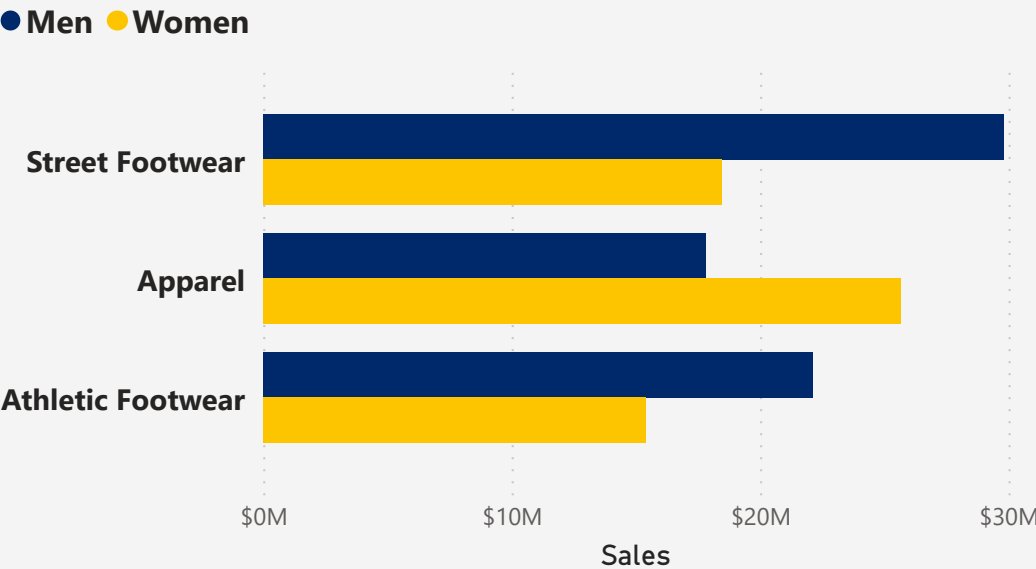
Month on Month Sales for each channel



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

Retailers

Sales by Product Category and Gender



Contribution of retailers in each channel

Retailer	In-store	Online	Outlet	Total
West Gear	47.57%	20.64%	19.00%	28.19%
Foot Locker	20.58%	30.98%	22.34%	25.13%
Sports Direct	14.21%	21.29%	22.24%	19.47%
Kohl's	7.63%	10.88%	12.61%	10.45%
Amazon	5.77%	9.81%	9.90%	8.63%
Walmart	4.24%	6.39%	13.92%	8.13%

What if

0

-50%

50%

%age Change in Product Quantity