

Insights

1. **Top Sales by State:** New York, California, Florida, and Texas are the leading states in terms of sales volume, suggesting strong brand presence and customer loyalty in these regions.
2. **Seasonal Sales Trends:** Sales are highest around certain months, likely in line with strong performance during peak shopping seasons.
3. **Sales by Retailer:** Walmart, West Gear, and Foot Locker are key retail partners, contributing significantly to total sales. Walmart is the top contributor with 27%, showing the importance of strategic retail partnerships.
4. **Sales Channels:** The majority of sales come from outlets (39.63%) and online channels (32.85%), while in-store sales make up the remaining 27.52%. The significant online sales suggest a shift towards digital shopping behaviors among customers.
5. **Popular Product Categories:** Men's street footwear and women's apparel are among the top-selling categories, indicating product demand and popularity in these segments. This insight can help in planning product assortments and targeted marketing.

Suggestions

1. **Expand Online Presence:** Given the substantial online sales, investing further in digital marketing and enhancing the e-commerce experience may help to capture even more customers who prefer online shopping.
2. **Regional Promotions in Top States:** Since states like New York and California contribute significantly to sales, Adidas could create region-specific promotions or events in these areas to further increase brand loyalty and market share.
3. **Seasonal Campaigns:** Since sales are higher in certain months, Adidas could introduce targeted seasonal campaigns, such as exclusive holiday collections or back-to-school offers, to capitalize on these peaks.
4. **Strengthen Retail Partnerships:** With Walmart, West Gear, and Foot Locker as key sales drivers, focusing on collaborative promotions or exclusive product lines with these retailers could drive further sales growth.
5. **Expand Product Lines in High-Demand Categories:** Considering the popularity of men's street footwear and women's apparel, Adidas could explore expanding these lines with new styles or limited-edition products to maintain interest and engagement in these categories.