



# PRODUCT SALES ANALYSIS

View Insights

Showing Data for :

1/1/2020 12/31/2021



\$89.99M

Total Sales



\$33.21M

Total Profit



2M

Units Sold



9644

Total Orders

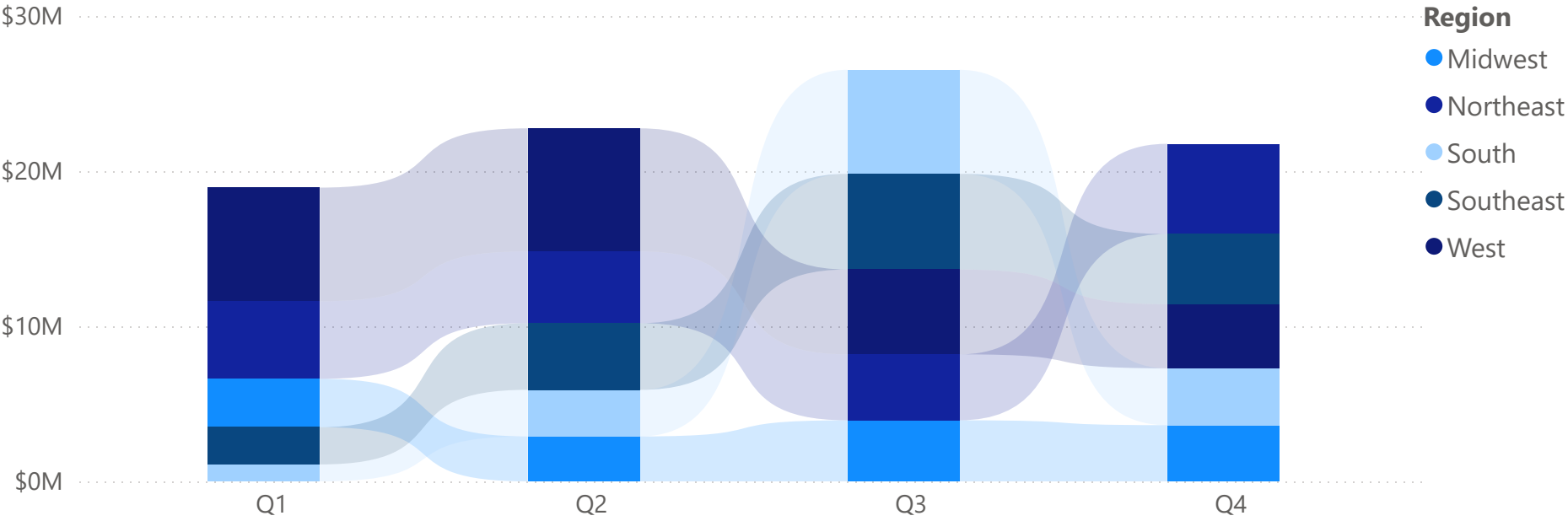


Year

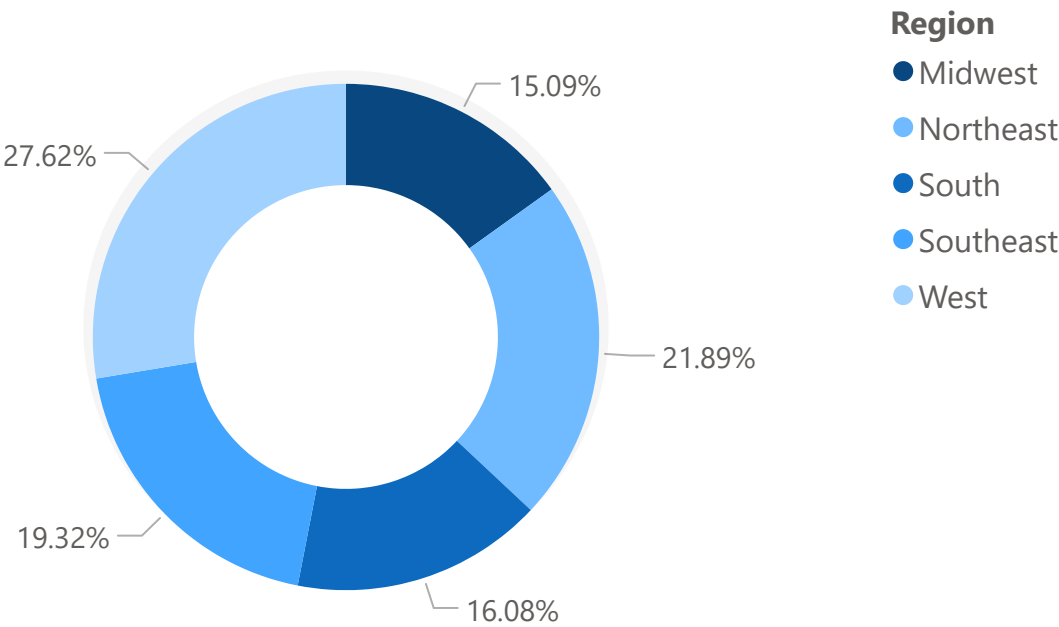
2020

2021

## Sales by Quarter (Q) and Region



## Regional Sales Contribution



## Select Region :

Midwest

Northeast

South

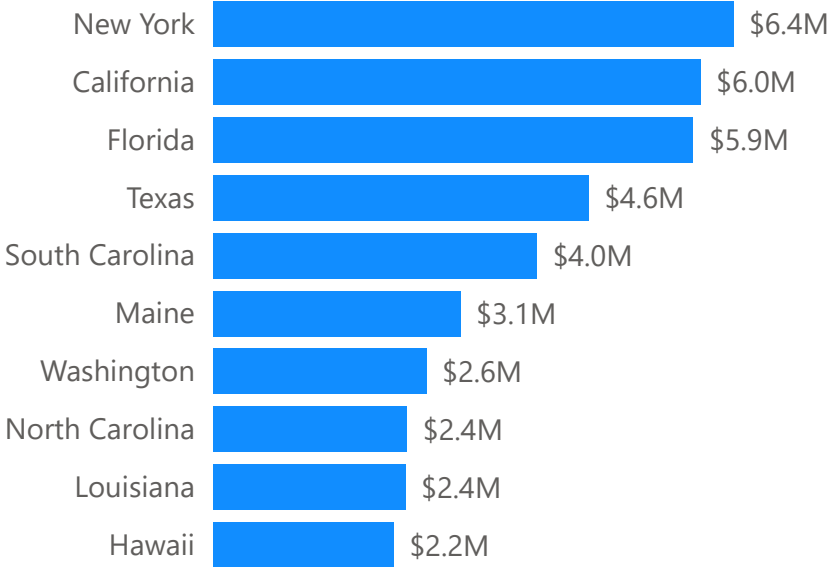
Southeast

West

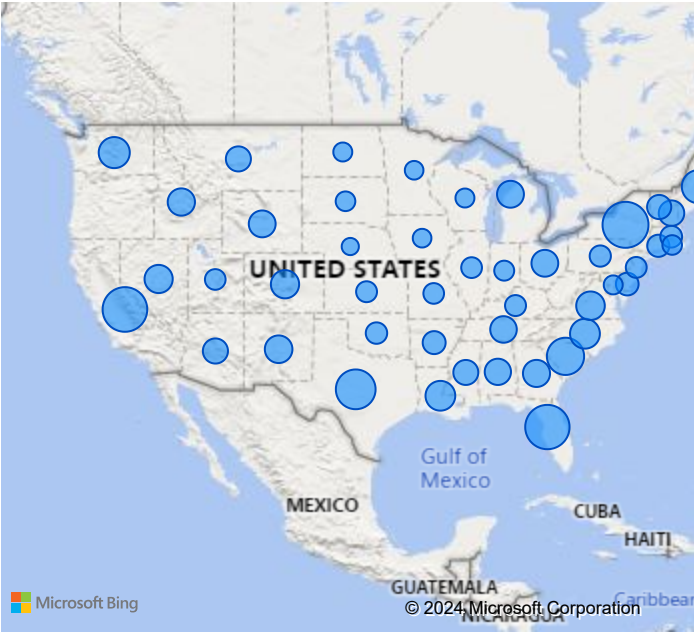
## Product Sales by Month

| Product                   | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Men's Apparel             | \$1.03M | \$0.92M | \$0.76M | \$0.99M | \$1.15M | \$0.95M | \$1.31M | \$1.18M | \$1.03M |
| Men's Athletic Footwear   | \$1.31M | \$1.09M | \$0.99M | \$1.19M | \$1.29M | \$1.13M | \$1.61M | \$1.82M | \$1.54M |
| Men's Street Footwear     | \$1.56M | \$1.42M | \$1.33M | \$1.68M | \$1.86M | \$1.72M | \$2.31M | \$2.19M | \$1.98M |
| Women's Apparel           | \$1.34M | \$1.04M | \$1.03M | \$1.51M | \$1.70M | \$1.74M | \$1.95M | \$1.60M | \$1.45M |
| Women's Athletic Footwear | \$0.83M | \$0.72M | \$0.71M | \$0.81M | \$0.94M | \$0.87M | \$1.08M | \$1.08M | \$0.95M |
| Women's Street Footwear   | \$1.08M | \$0.92M | \$0.86M | \$1.04M | \$1.11M | \$1.06M | \$1.29M | \$1.36M | \$1.21M |
| Total                     | \$7.15M | \$6.11M | \$5.68M | \$7.23M | \$8.05M | \$7.47M | \$9.55M | \$9.22M | \$7.97M |

## Top 10 States



## Total Sales by State





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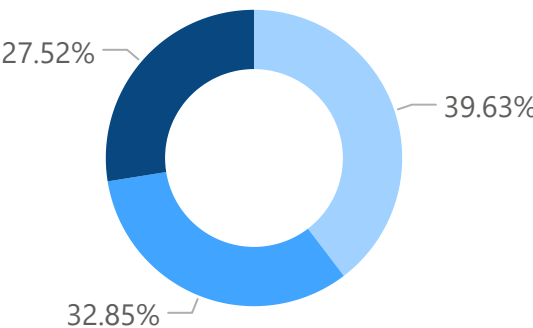


Year

2020

2021

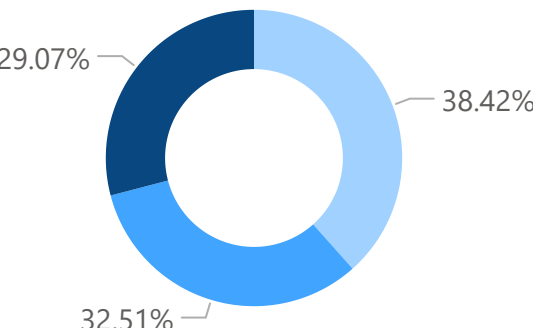
Total Sales by Sales Method



Sales Method

- In-store
- Outlet
- Online

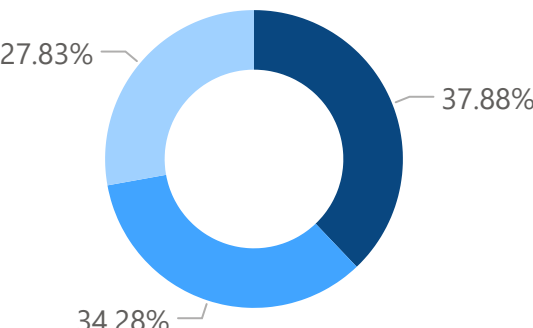
Total Profit by Sales Method



Sales Method

- In-store
- Outlet
- Online

Units Sold by Sales Method



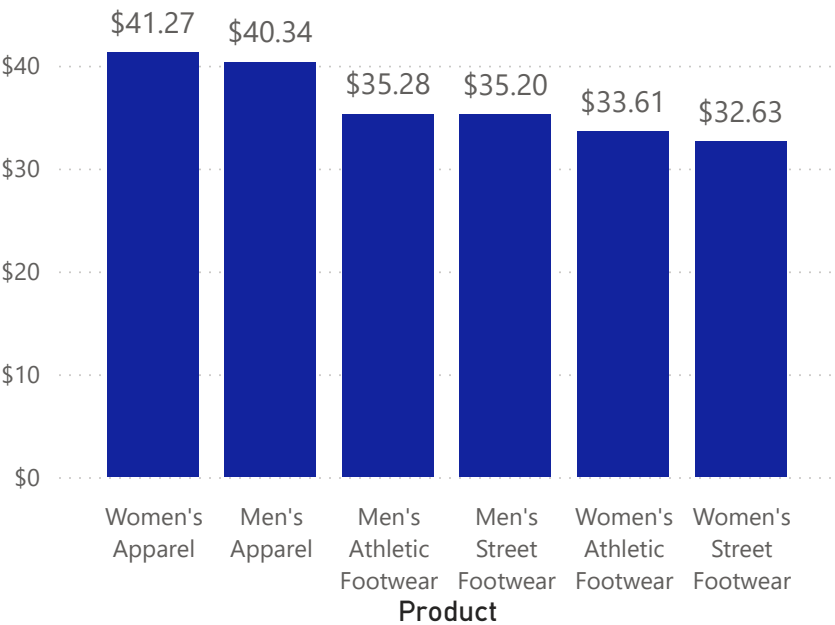
Sales Method

- Online
- Outlet
- In-store

Sales by Product



AvgSales Per unit by Product



Select Region :

Midwest

Northeast

South

Southeast

West

Retailers Sales Decomposition

