



ADIDAS AND US SALES ANALYSIS

Region
All

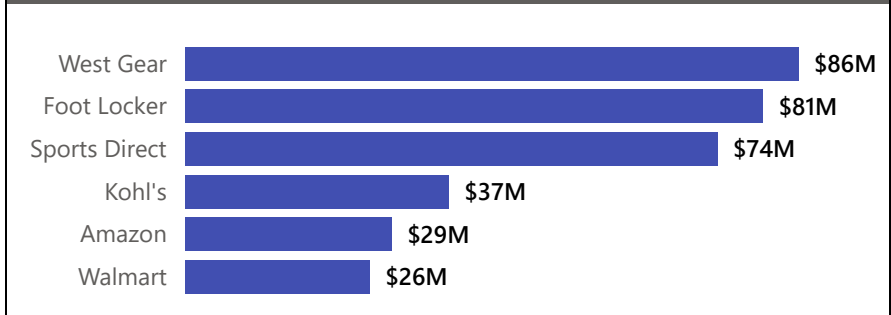
Invoice Date
01-01-2020 31-12-2021

1. overall performance metrices

Total Sales \$900M	Total Operating Profit \$332M	Average of Price per Unit \$45	Total Units Sold 2M
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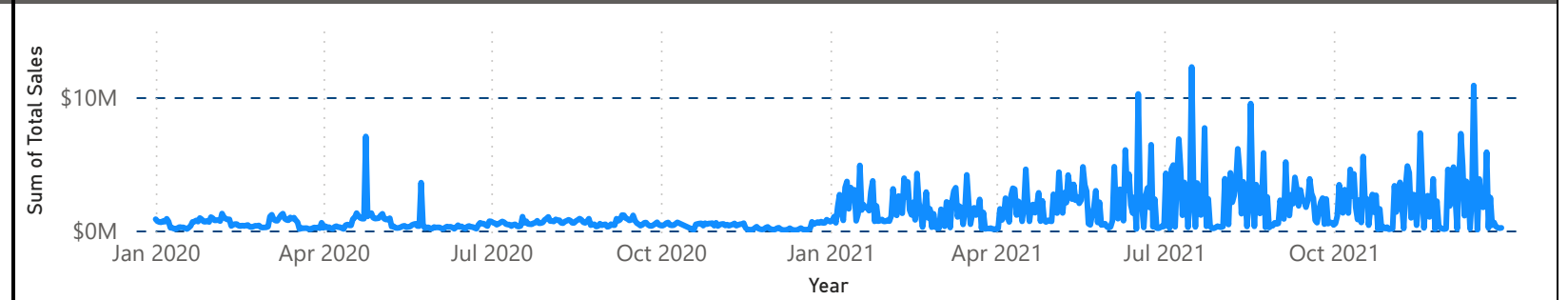
2. Profit Analysis by Retailer

Sum of Operating Profit by Retailer



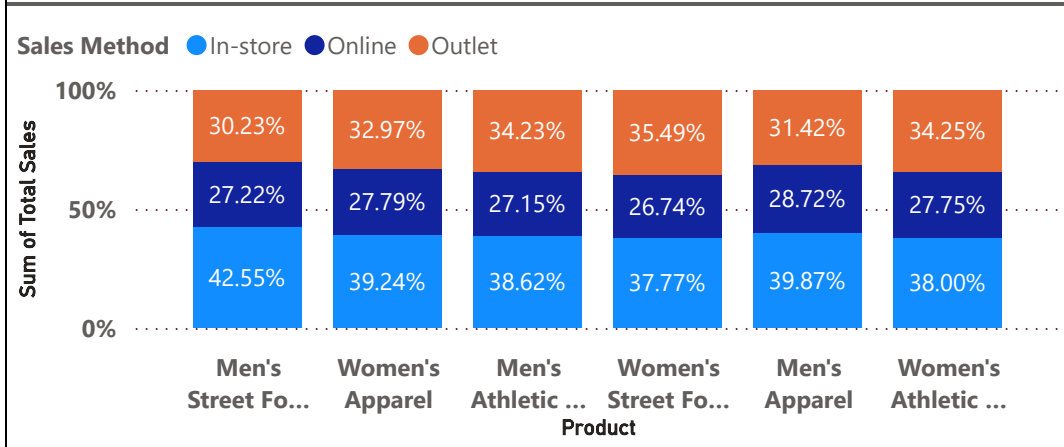
3. Sales Trend Over Time:

Sum of Total Sales by Year, Quarter, Month and Day



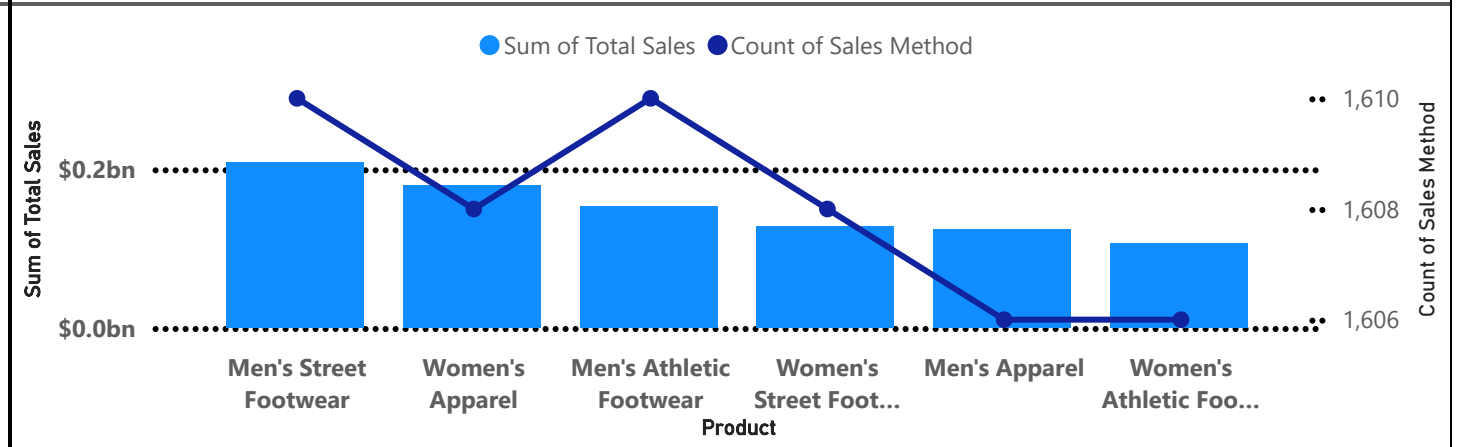
4. Product Category Sales Distribution:

Sum of Total Sales by Product and Sales Method



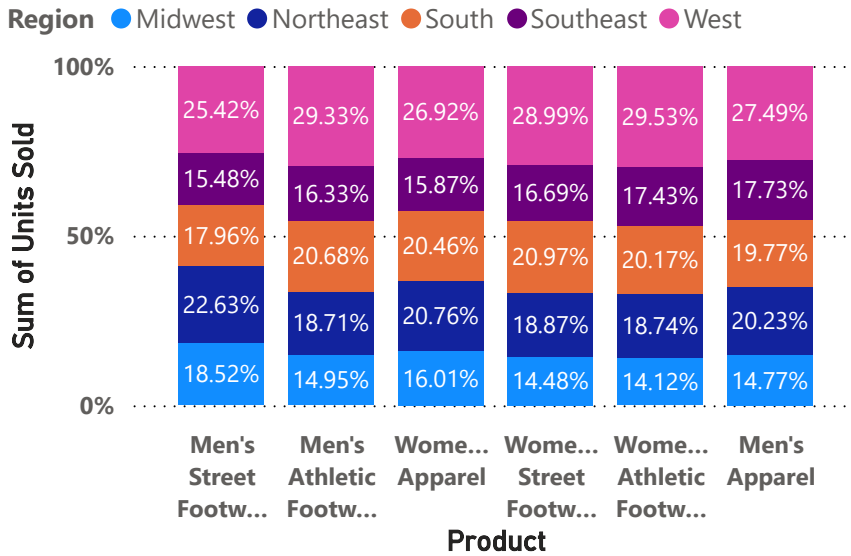
4. Product Category Sales Distribution:

Sum of Total Sales and Count of Sales Method by Product



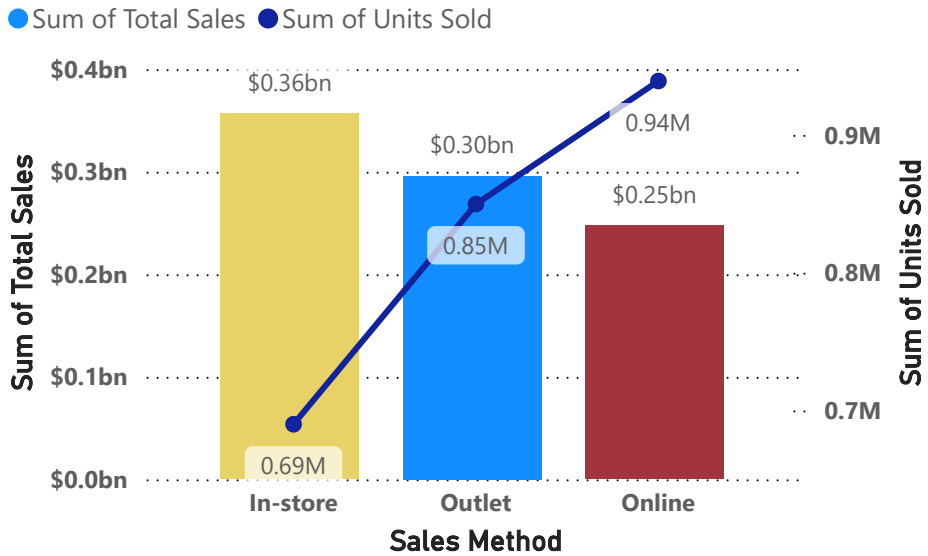
5. Units Sold by Product Category and Gender:

Sum of Units Sold by Product and Region



6.Effective Sales Methods Comparison:

Sum of Total Sales and Sum of Units Sold by Sales Method



Region, Product, Year, Month: All

- ☐ Select all
- ▼

☐ Midwest
- ▼

☐ Northeast
- ▼

☐ South
- ▼

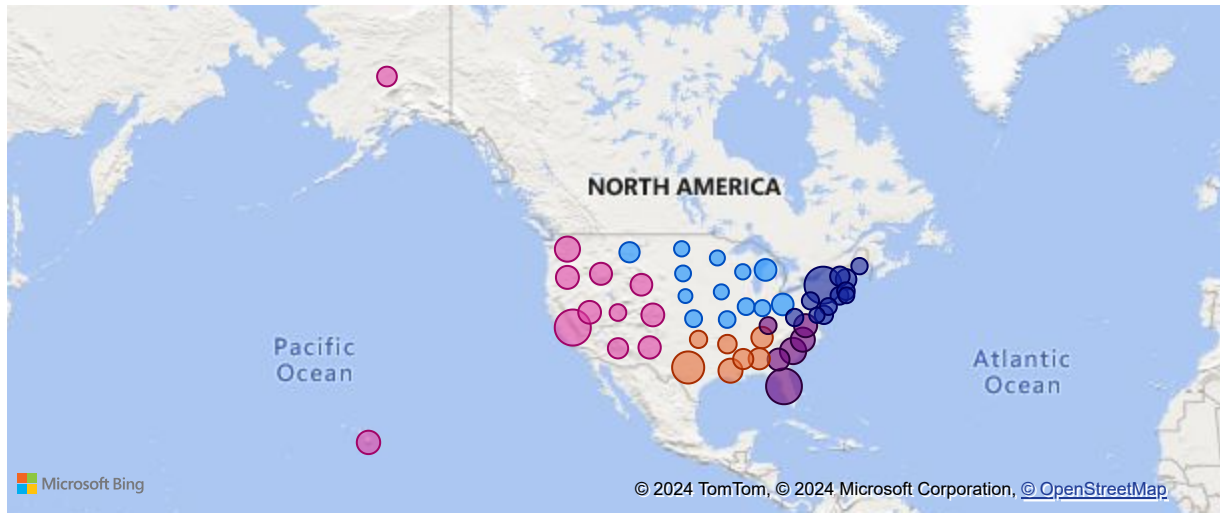
☐ Southeast
- ▼

☐ West

7.Regional Sales Analysis:

Sum of Total Sales by State and Region

Region Midwest Northeast South Southeast West

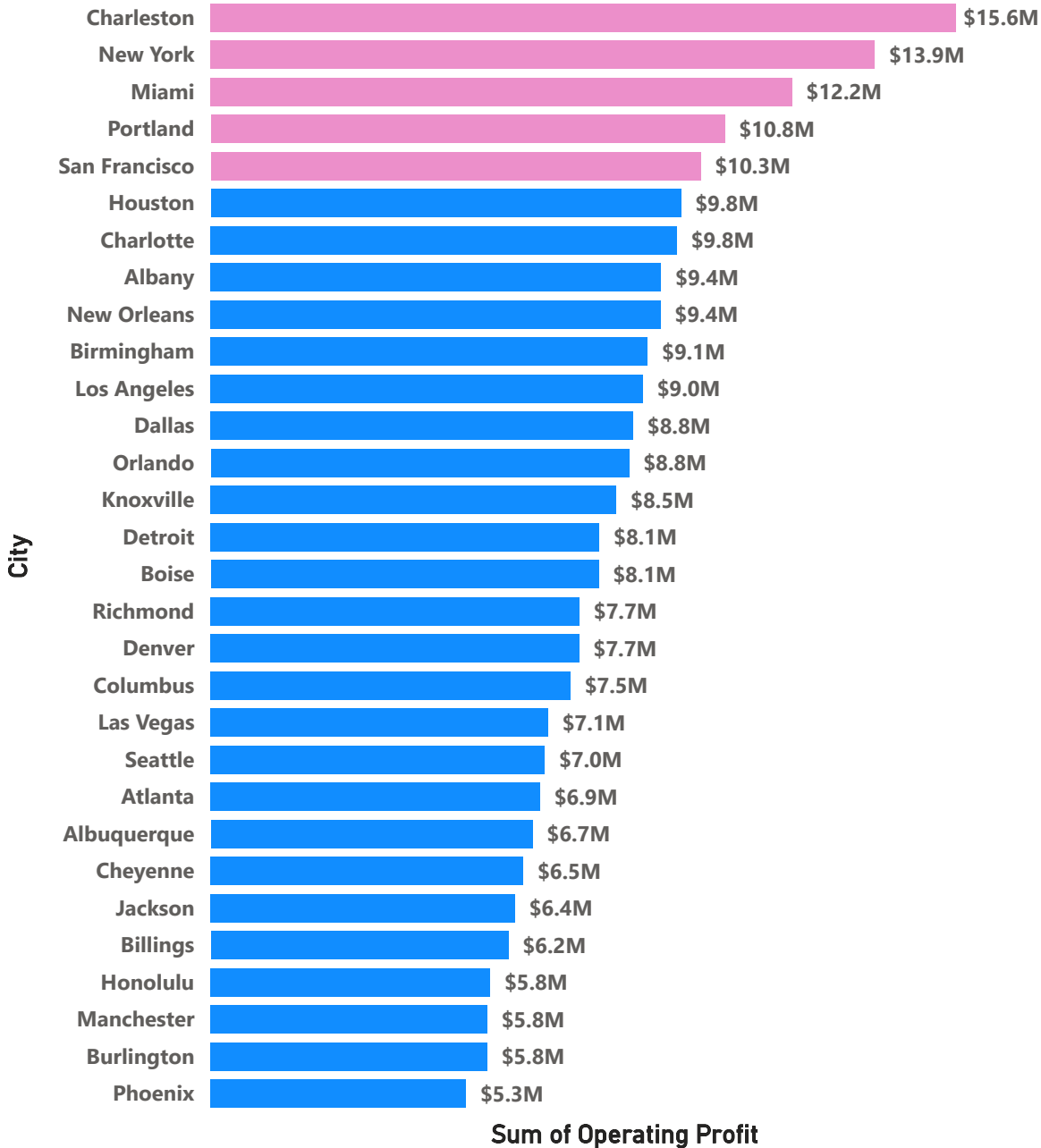


Region	State	City	Sum of Total Sales	Sum of Units Sold
South	Alabama	Birmingham	\$1,76,33,424	63327
West	Alaska	Anchorage	\$1,47,53,103	30815
West	Arizona	Phoenix	\$1,57,82,221	46919
South	Arkansas	Little Rock	\$1,26,39,347	48468
West	California	Los Angeles	\$2,56,34,913	76384
West	California	San Francisco	\$3,45,39,220	86900
West	Colorado	Denver	\$2,09,96,536	41378
Northeast	Connecticut	Hartford	\$1,15,73,448	34696
Northeast	Delaware	Wilmington	\$1,22,98,412	30275
Southeast	Florida	Miami	\$3,16,00,863	73135
Southeast	Florida	Orlando	\$2,76,82,851	60295
Total			\$89,99,02,125	2478861

City	Total Profit
Charleston	\$1,56,07,190
New York	\$1,38,99,973
Miami	\$1,21,68,619
Portland	\$1,07,60,799
San Francisco	\$1,02,56,250
Houston	\$98,45,141
Charlotte	\$97,56,423
Albany	\$94,29,851
New Orleans	\$94,17,233
Birmingham	\$91,47,581
Los Angeles	\$90,44,921
Dallas	\$88,43,063
Orlando	\$87,57,588
Knoxville	\$84,93,660
Detroit	\$81,35,894
Boise	\$81,21,115
Richmond	\$77,19,431
Denver	\$77,13,556
Columbus	\$75,28,840
Las Vegas	\$70,60,652
Seattle	\$69,91,403
Atlanta	\$68,93,290
Albuquerque	\$67,38,060
Cheyenne	\$65,44,071
Jackson	\$63,69,095
Billings	\$62,32,038
Total	\$33,21,34,761

8.Top Performing Cities by Profit:

Sum of Operating Profit by City



SUMMARY:

- 1.The visualizations provide a holistic view of Adidas sales performance, highlighting key metrics such as total sales, profit, and average price per unit. This allows stakeholders to easily assess overall business health and identify areas for improvement.
- 2.By analyzing profit by retailer, sales trends over time, and regional performance, the project uncovers actionable insights. This helps in identifying top-performing retailers and cities, as well as understanding customer preferences, enabling the formulation of targeted marketing and sales strategies.