

ADIDAS SALES ANALYSIS



Sales Overview:

This overview provides valuable insights into Adidas' sales performance like Sales Growth & Breakdown of sales by distribution channels such as retail stores, helping stakeholders understand the company's market position and make informed business decisions.



Product Analysis:

This analysis involves examining various aspects of the company's products to understand their performance, market demand, and areas for improvement. By product analysis, Adidas can make informed decisions about product development, marketing strategies, inventory management, and overall business performance to drive growth and profitability in the sportswear market.



Trend Analysis:

Trend analysis in Adidas sales analysis involves examining historical sales data and identifying patterns or trends over time. Trend analysis also enables Adidas to forecast future sales and adjust business strategies accordingly to capitalize on opportunities and mitigate risks.



SALES OVERVIEW

Total Sales

899.90M

MOM SALES
9%

Profit

332M

MOM PROFIT
9.52%

Total Units Sold

2.5M

In-store

Online

Outlet

Year

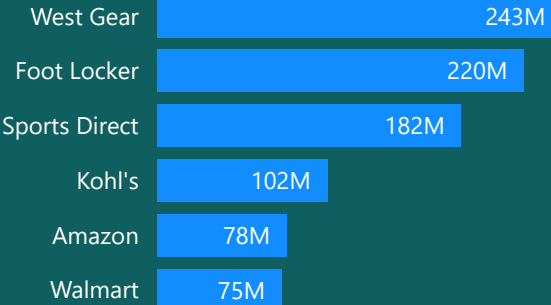
All

Month

All



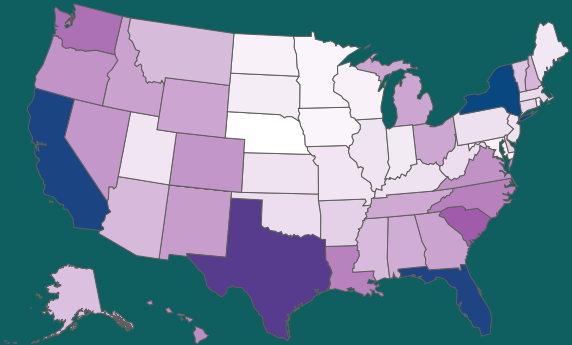
Sales by Retailer



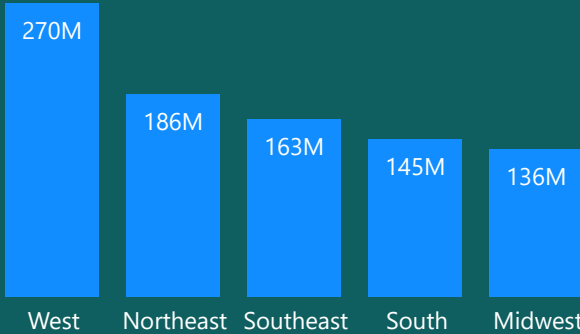
Sales by Product



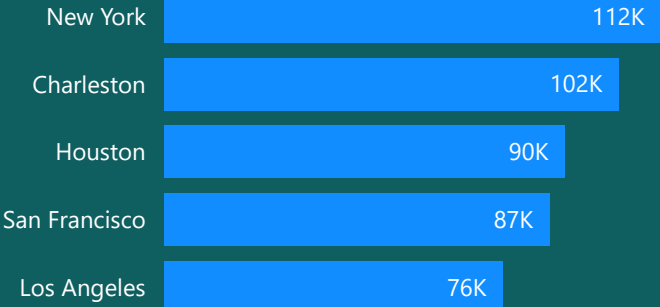
Sales by State



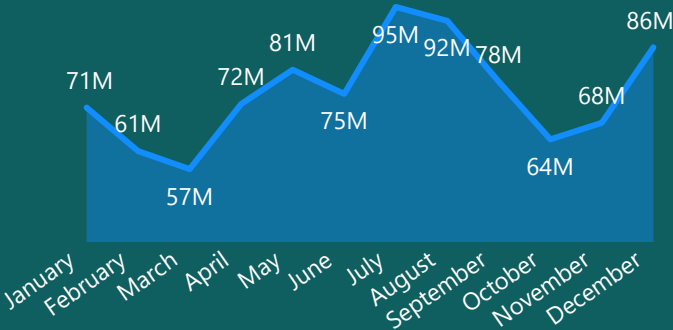
Sum of Total Sales by Region



Units Sold by City



Total Sales by month



PRODUCT ANALYSIS

year

2020

2021

Unit Sold

2.5M

Total Sales

899.9M



Men's
Apparel

Men's
Athletic
Footwear

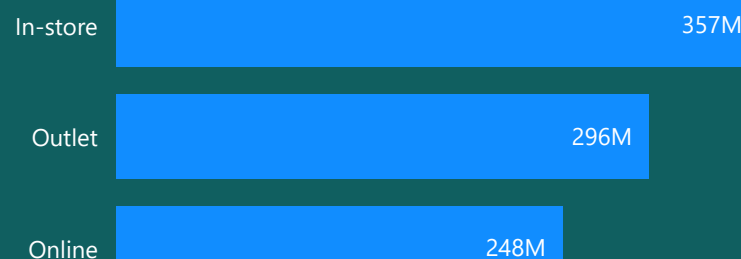
Men's Street
Footwear

Women's
Apparel

Women's
Athletic
Footwear

Women's
Street
Footwear

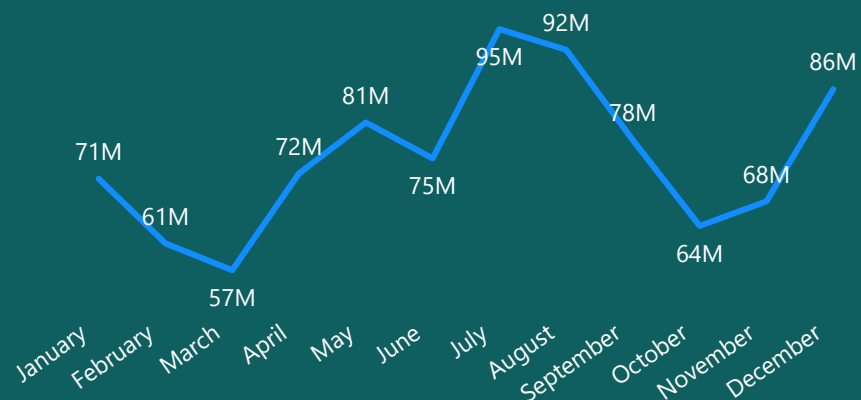
Total Sales by Sales Method



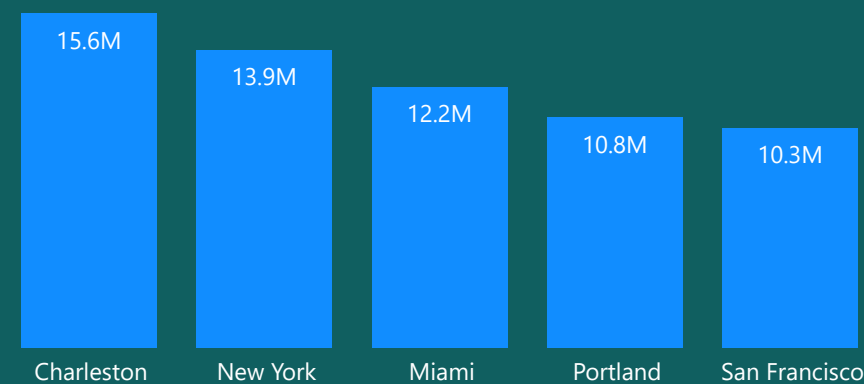
Units Sold by month



Total Sales by month



TOTAL PROFIT by City



TREND ANALYSIS

Total Sales

356.64M

Profit

128M

Total Units Sold

1M

In-store

Online

Outlet

Year

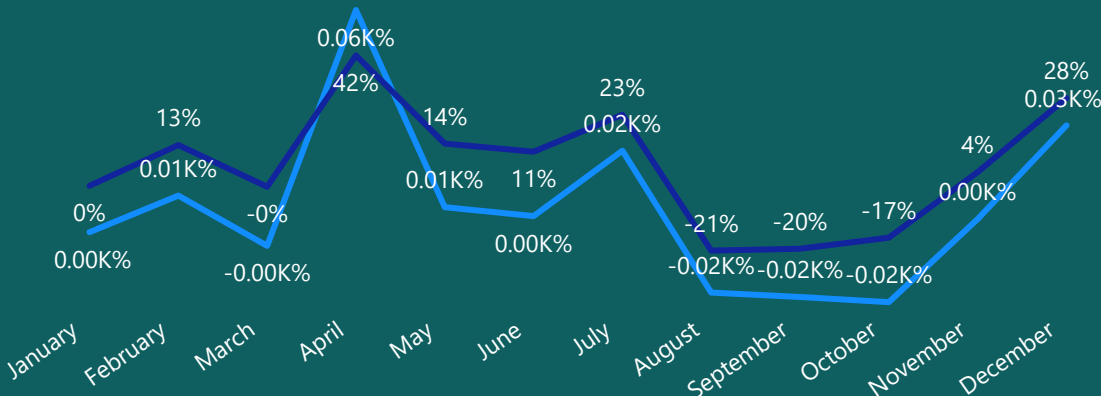
All

Month

All



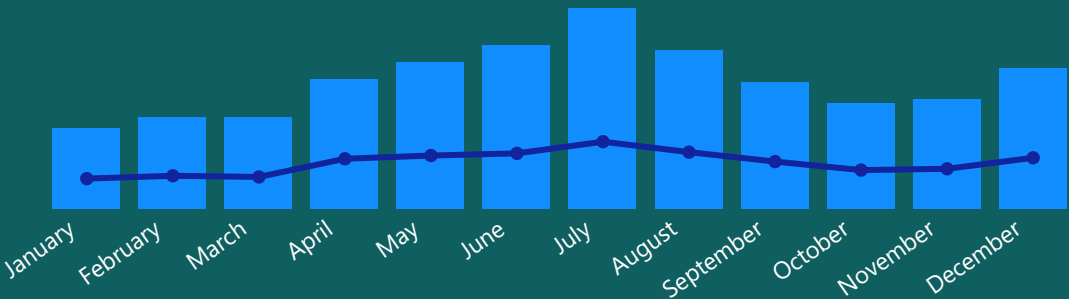
mom profit VS mom sales



Total Sales VS Units Sold



Total Sales and Profit



Sum of Total Sales and Average of Operating Margin by month

