



ADIDAS SALES ANALYSIS DASHBOARD

SALES ANALYSIS

TRENDS AND RECOMMENDATION

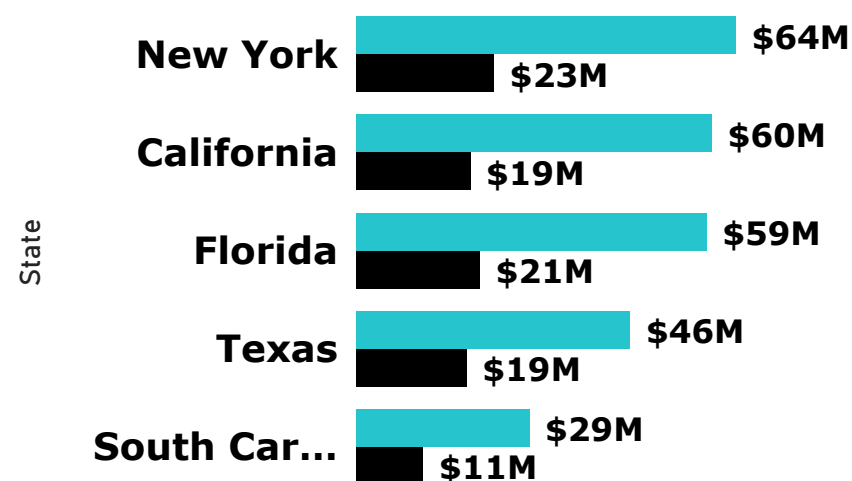
TOTAL PROFIT
\$899.9M

NUMBER OF STATE
50

TOTAL SALES
\$332.13M

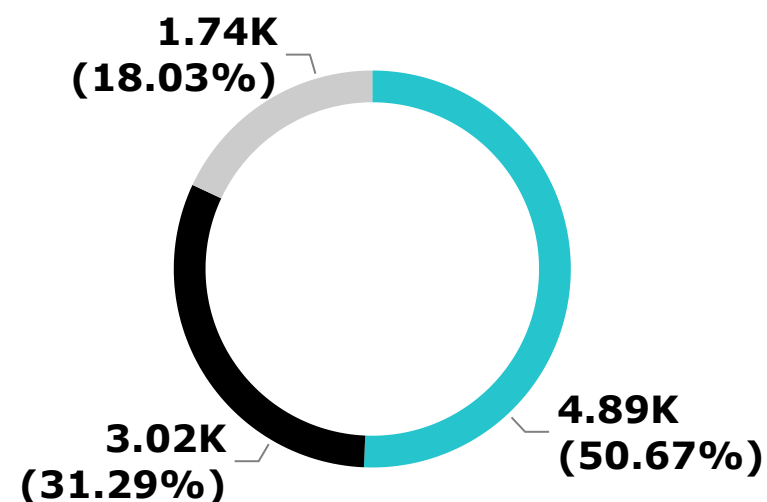
STATES I TOTAL SALES I PROFIT

● Sum of Total Sales ● Sum of Operating Profit



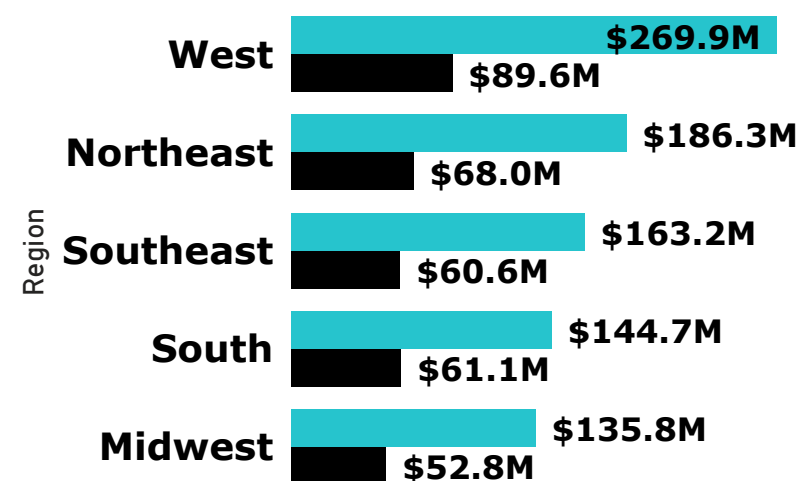
SALES METHOD I ONLINE I OUTLET I INSTORE

Sales Met... ● Online ● Outlet ● In-store



REGION I TOTAL SALES I PROFITS

● Sum of Total Sales ● Sum of Operating Profit



REGION

Region

Midwest

Northeast

South

Southeast

West

YEAR

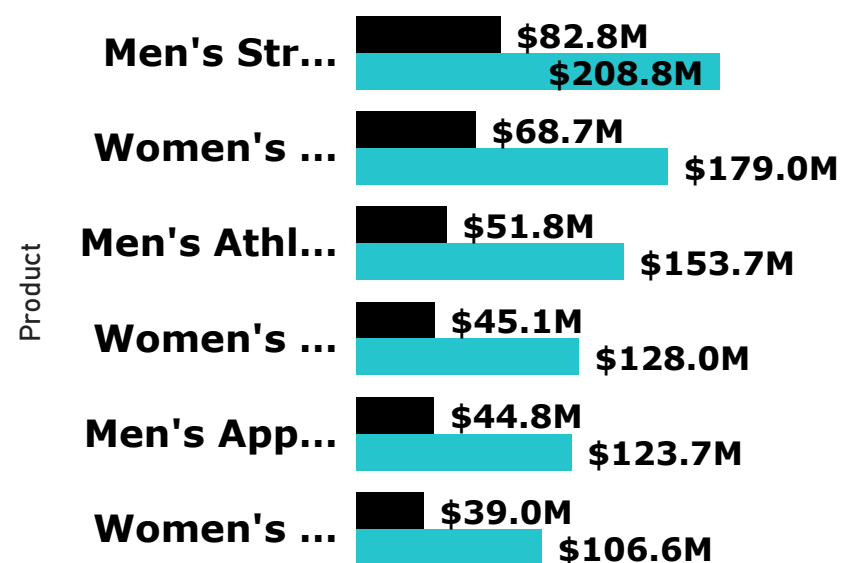
Year

2020

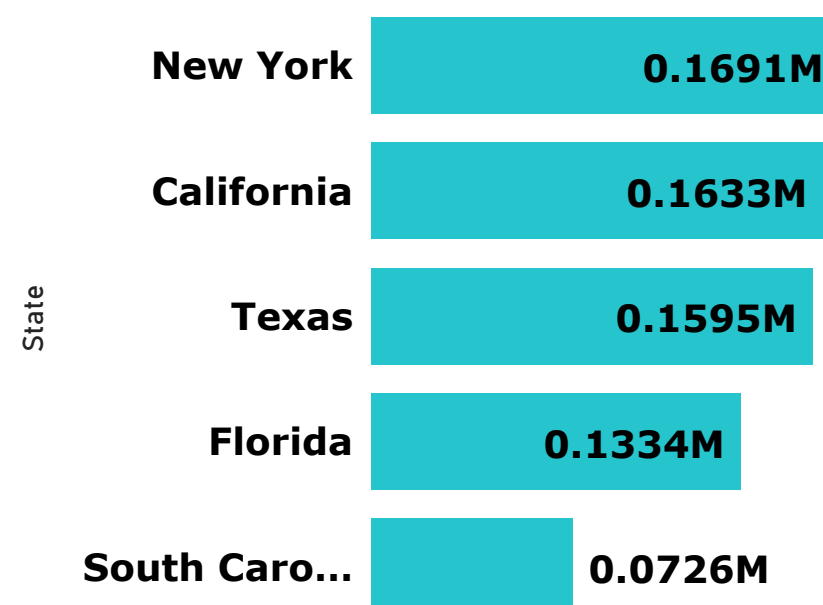
2021

PRODUCT I TOTAL SALES I PROFITS

● Sum of Operating Profit ● Sum of Total Sales

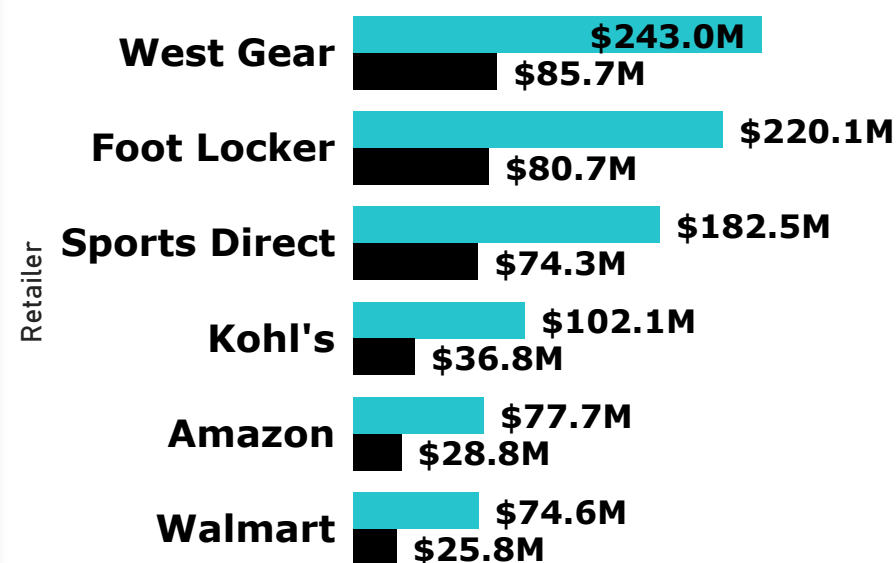


STATE I TOTAL UNIT SOLD



RETAILER I TOTAL SALES I PROFITS

● Sum of Total Sales ● Sum of Operating Profit



RETAILER

Retailer

Amazon

Foot Locker

Kohl's

Sports Direct

Walmart

West Gear

The chart displays the Sum of Operating Profit over time. The y-axis represents the profit in millions of dollars, ranging from \$0M to \$40M. The x-axis represents the year, from Jan 2020 to Jan 2022. A dashed line indicates the trend, and a grey shaded area represents the confidence interval. The data points are as follows:

Date	Sum of Operating Profit (\$M)
Jan 2020	6
Jul 2020	2
Jan 2021	3
Jul 2021	29
Jan 2022	29

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Sum of Total Sales

Year

Year	Sum of Total Sales (\$M)
2020	16
2020	9
2020	20
2020	8
2021	55
2021	39
2021	78
2021	53
2022	78

- 1 we saw an increase in total sales in New York, California, and Florida the states same with profit, and this can be due to two reasons; the population of these states and the standard of living of those living in these states. even though Florida came third in terms of sales but came second among the states with the highest profit.
- 2 we saw online as the sales method taking 50% of the total sales method followed by outlet with 31%.
- 3 among the 5 regions in the US we saw that more sales were made in the west region where we have California state and this is the result of the biggest retailer in the west named West Gear taking the lead among the retailers, followed by the Northeast where we have New York state