



Sales Analysis 2020-2021

Year
All

Gender
All

Region
All

Sales Method
All

9648

Total Products Sold

6

Total Retailers

\$47M

Total Operating Profit

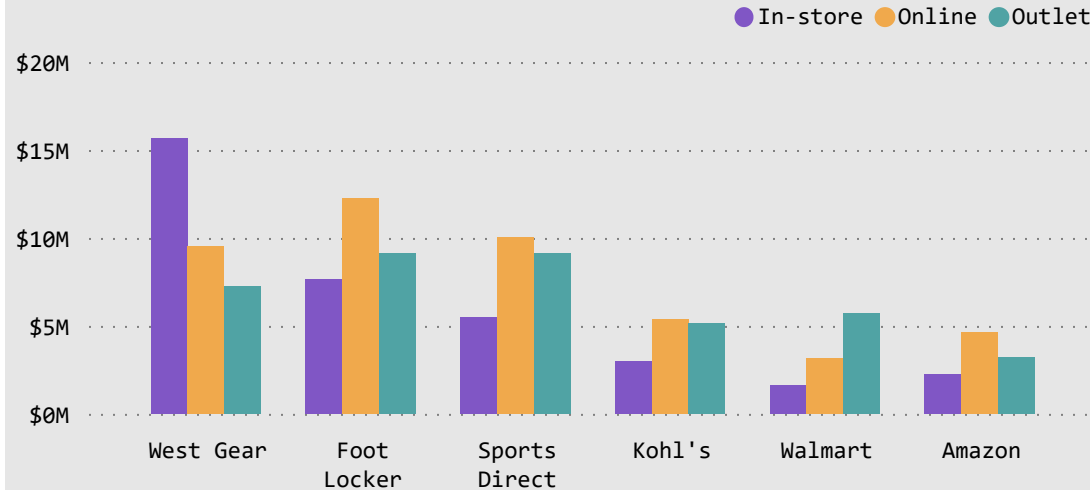
\$120.17M

Total Sales

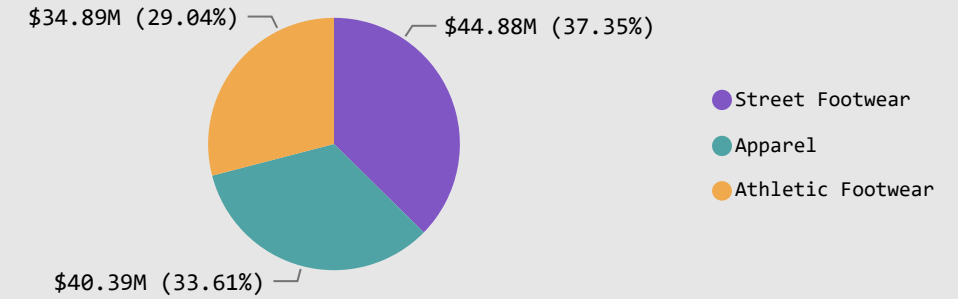
\$45.22

Avg Price per Unit

Sales by Retailer & Sales Method

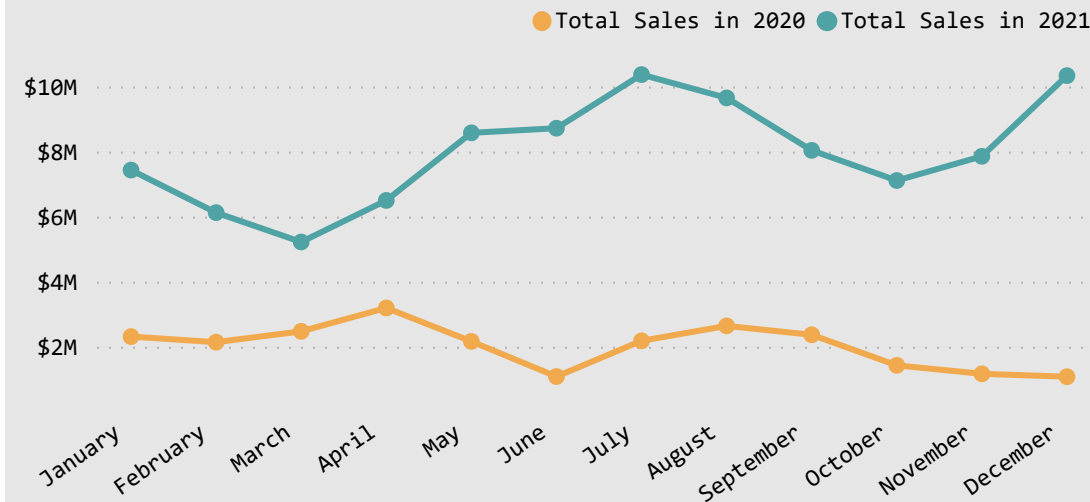


Total Sales by Product

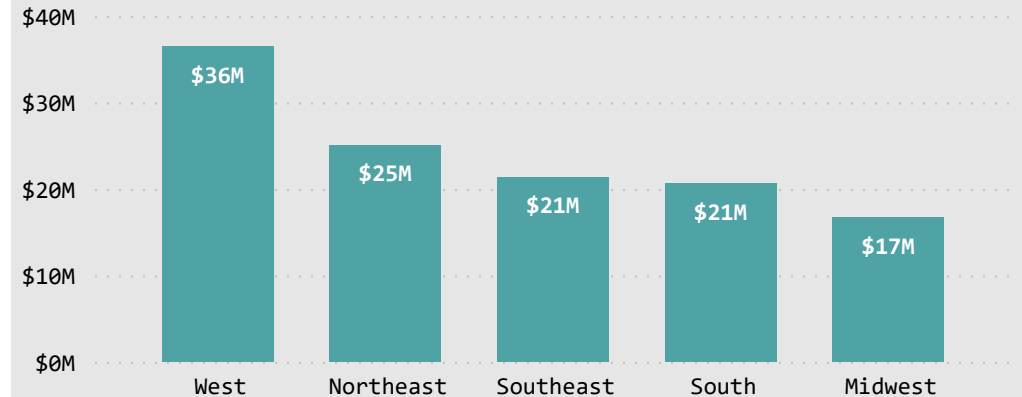


Retailer	Total Sales	Operating Profit	Profit Margin	Total Sales %
West Gear	\$32,409,558	\$12,196,891	38%	26.97%
Foot Locker	\$29,024,945	\$11,317,027	39%	24.15%
Sports Direct	\$24,616,622	\$10,641,609	43%	20.49%
Kohl's	\$13,512,453	\$5,182,260	38%	11.24%
Amazon	\$10,096,987	\$3,984,432	39%	8.40%
Walmart	\$10,506,085	\$3,902,749	37%	8.74%

2020 vs 2021 Sales by Month



Sales by Region



Insights

- In total 6 Retail stores, 9648 Products were sold which generated around \$120 million sales and operating Profit of \$47 million.
- Among the Retailers, West gear is at top in terms of Total Sales.
- \$45.22 is the average unit price.
- Street Footwear Generated the most sales.(\$44.8 million)
- Because of Corona pandemic Sales for year 2020 are quite lower than 2021 Sales.
- Highest sales were in the month of July and lowest in March.
- In West Region sales is highest where as lowest in Midwest Region .
- In Online mode Sales was highest.