



SALES DASHBOARD OVERVIEW 2020/2021

TOTAL SALES
£717,821,450.00



UNITS SOLD
£2,016,512.00



TOTAL CUSTOMERS
8346

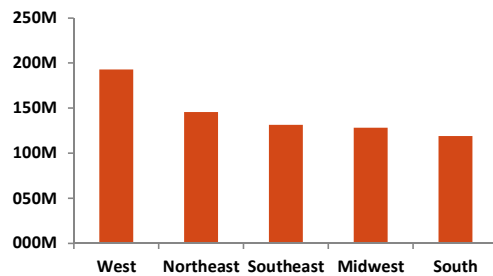


YEAR

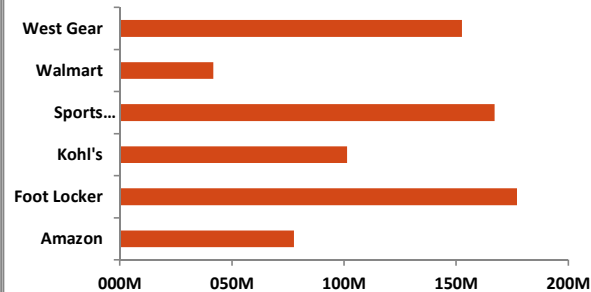
2020

2021

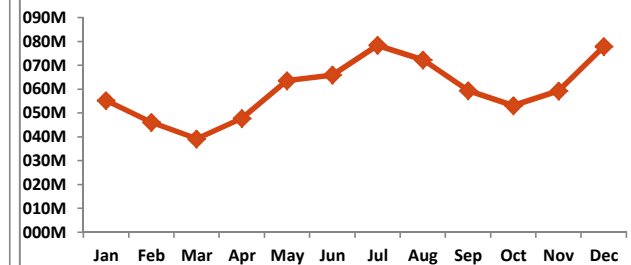
SALES BY REGION



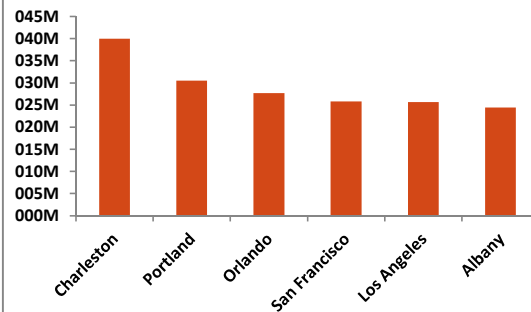
SALES BY RETAILER



SALES PERFORMANCE BY MONTH



SALES BY CITY



SALES BY PRODUCT

Men's Apparel	£123,728,632.00
Men's Athletic Footwear	£153,673,680.00
Men's Street Footwear	£208,826,244.00
Women's Apparel	£179,038,860.00
Women's Athletic Footwear	£106,631,896.00
Women's Street Footwear	£128,002,813.00

SALES BY CHANNEL

In-store	£356,643,750.00	39.63%
Online	£247,672,882.00	27.52%
Outlet	£295,585,493.00	32.85%