

# ADIDAS DATASET ANALYSIS |

## *Tentative Study of Adidas*



by  
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# ADIDAS US SALES DATA ANALYSIS

## Analysis of 2020 -2021 in Four Different States

\$899.9M

Sum of Total Sales

\$4.08K

Sum of Operating Ma...

\$436.25K

Sum of Price per Unit

\$2.48M

Sum of Units Sold

\$332.13M

Sum of Operating Pr...

Reta...

- ☐ 1128299
- ☐ 1185732
- ☐ 1189833
- ☐ 1197831

Regi...

- ☐ Midwest
- ☐ Northe...
- ☐ South
- ☐ South

Sale...

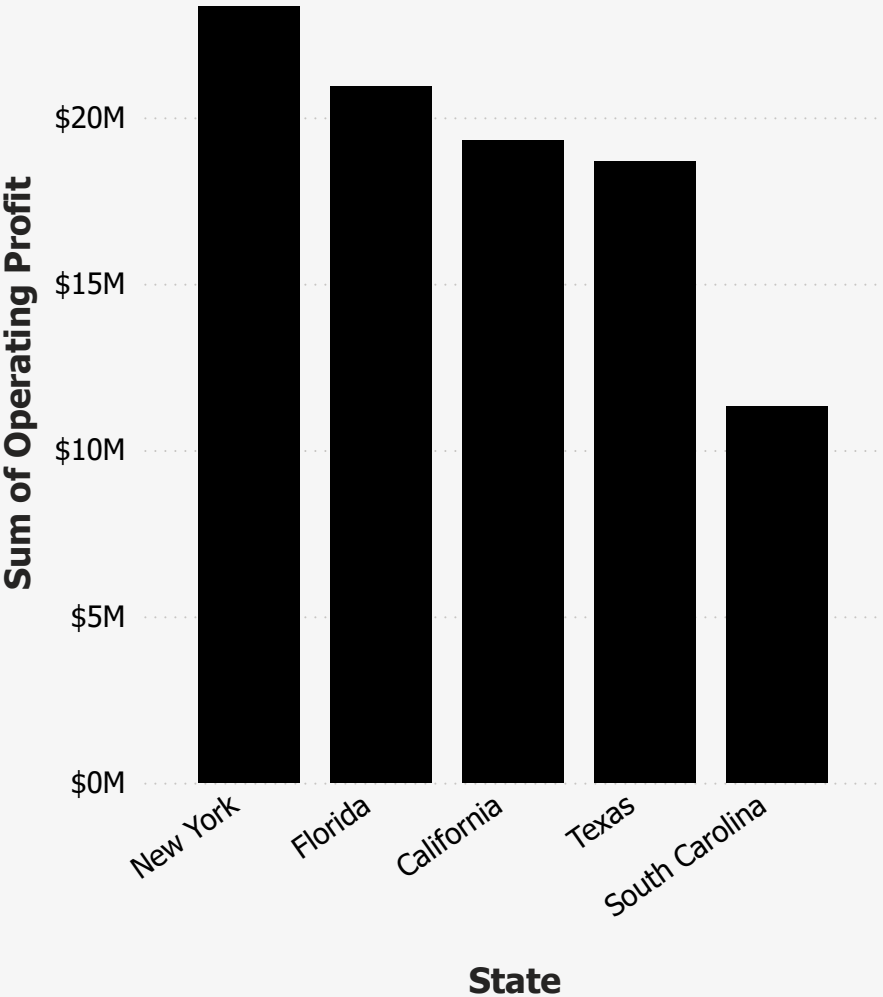
- ☐ In-store
- ☐ Online
- ☐ Outlet

Retailer

- ☐ Amazon
- ☐ Foot Lo...
- ☐ Kohl's
- ☐ Sports ...
- ☐ Walmart

Q1. Top 5 states that yield Operating Profit

Sum of Operating Profit by State



Q2. Region with least amount of sales

Region	Sum of Total Sales
West	\$269,943,182
Northeast	\$186,324,067
Southeast	\$163,171,236
South	\$144,663,181
Midwest	\$135,800,459
Total	\$899,902,125

Q3. Product that yields the highest earning

Product	Sum of Total Sales
Men's Apparel	\$123,728
Men's Athletic Footwear	\$153,673
Men's Street Footwear	\$208,826
Women's Apparel	\$179,038
Women's Athletic Footwear	\$106,631
Women's Street Footwear	\$128,002
Total	\$899,902,125



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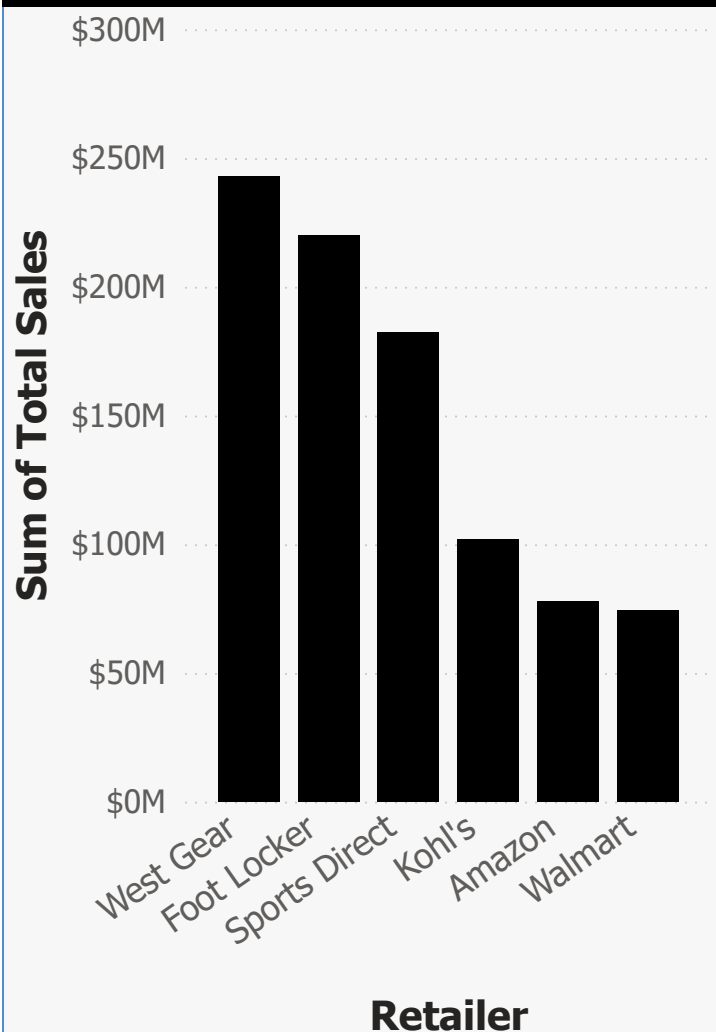
Sum of Units Sold

**\$2.48M**

Sum of Units Sold

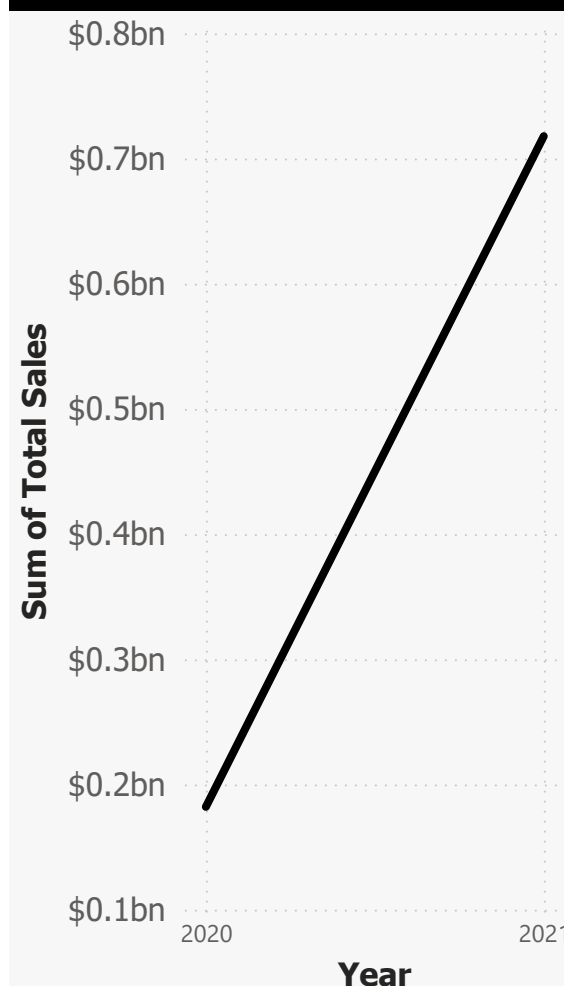
Q4. Retailer with more incentive

### Sum of Total Sales by Retailer



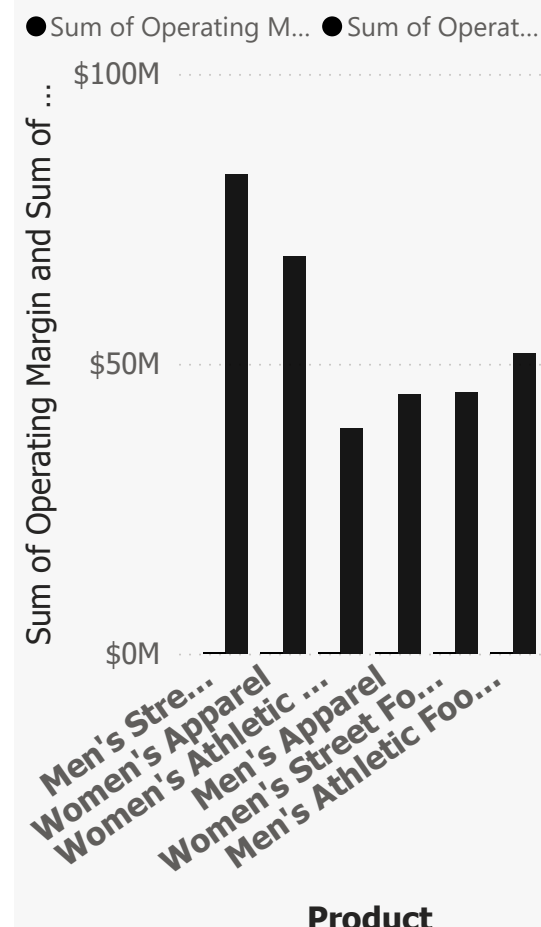
Q5. Year that made the highest sales

### Sum of Total Sales by Year



Q6. Operating margin with highest operating profit

### Sum of Operating Margin and Sum of Operating Profit by Product



Q7. Highest sales method with their Region

### Sum of Total Sales by Region and Sales Method

