Adidas US Sales Case Study

Adidas's sales patterns in the US market fluctuated between 2020 and 2021. To maintain a competitive edge, Adidas aims to gain deeper insights into sales performance, customer preferences, regional variations, and the effectiveness of sales channels.

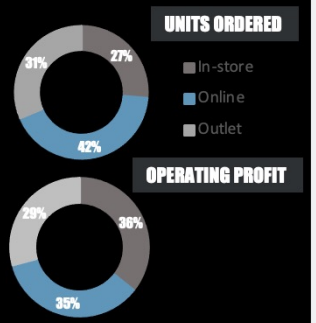
Key Tasks:

Uncover	Uncover key performance metrics to evaluate efficiency across different regions and channels.
Identify	Identify seasonal trends, regional sales variations, and the impact of different sales channels on overall performance.
Determine	Determine customer preferences and areas for potential improvement or growth.
Develop	Develop a concise visualisation focused on communicating key insights effectively.
Provide	Provide recommendations based on findings to help Adidas optimise its sales strategies and marketing efforts

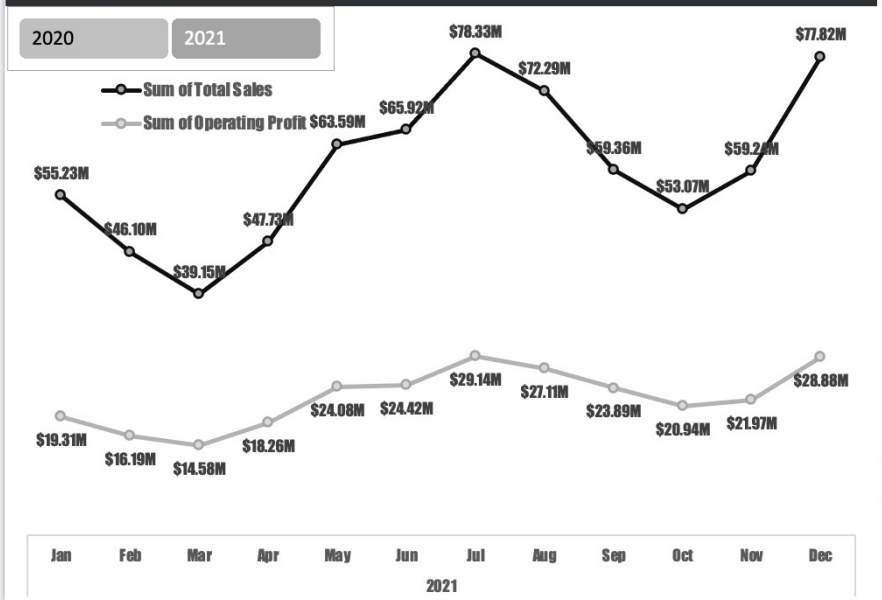
Jan | Feb | Mar
Apr | May | Jun
Jul | Aug | Sep
Oct | Nov | Dec

Sales Volume $899.90M
Units Sold 2.48M
Operating Profit $332.13M
Avg Operating Profit 42%
States 50
Retailers 6

Midwest | Northeast
South | Southeast
West



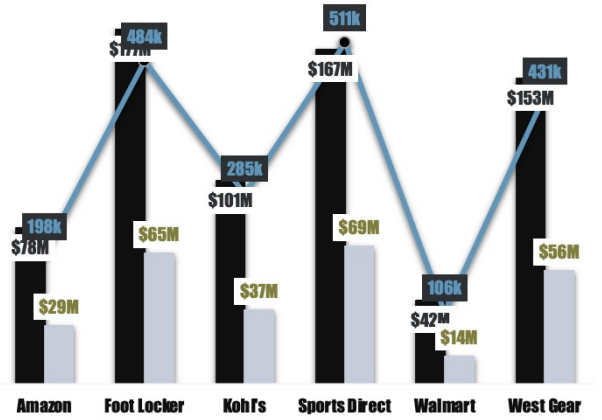
TREND DISTRIBUTION



PRODUCT ANALYTICS

Products	Total Units	AVERAGE Price per Units	Operating Margins
Men's Apparel	245.5k	$ 49.63	41%
Men's Athletic Footwear	353.8k	$ 42.82	41%
Men's Street Footwear	494.1k	$ 43.68	45%
Women's Apparel	353.6k	$ 50.74	45%
Women's Athletic Footwear	253.1k	$ 40.16	43%
Women's Street Footwear	316.5k	$ 39.22	41%

REGIONAL ANALYTICS



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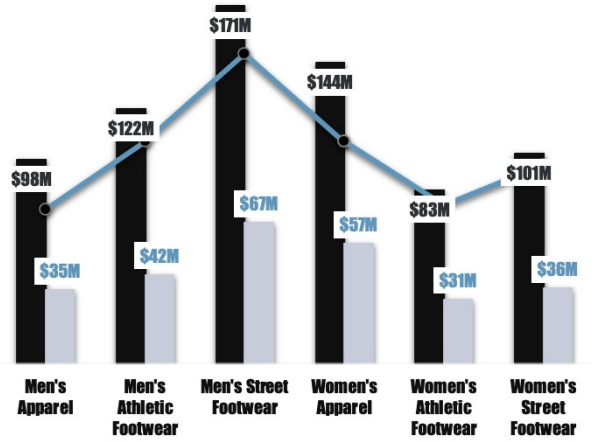
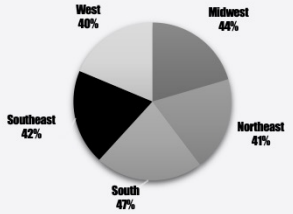
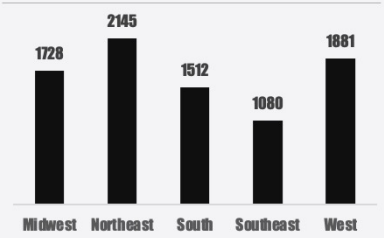


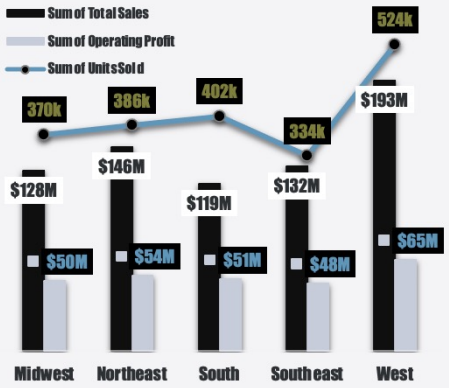
REGIONAL ANALYTICS

Approximately equal distibution of the **operating margin** across the regions indicating eveness in profit margin





Considerable improvement in the number of retailers operating in each region from 2020



Summary

- ***Optimising inventory and promotions is essential for business success.***
- ***Improve online sales by enhancing the online shopping experience.***
- ***Tailor product offerings and marketing strategies to regional preferences and trends to enhance market penetration, especially in underperforming regions.***
- ***Expanding outlet locations and improving outlet stock to attract more price-sensitive customers.***

KEY PERFORMANCE METRICS

- Operating margin is evenly distributed across regions, indicating consistent efficiency.
- Evaluating the units sold reviewed online channels as the most efficient sales channels.