

# Adidas Sales Dashboard

1/1/2020



12/31/2021



Ask a question about your data



Try one of these to get started

top states by target

top cities by target

what is the target by city

Show all suggestions

Product	Total Sales	Units Sold	Average Price	Operating Profit	Operating Marg
Men's Street Footwear	208,826,244	593,320	44.24	82,802,323	40
Women's Apparel	179,038,860	433,827	51.60	68,650,996	40
Men's Athletic Footwear	153,673,680	435,526	43.78	51,846,964	40
Women's Street Footwear	128,002,813	392,269	40.25	45,095,897	40
Men's Apparel	123,728,632	306,683	50.32	44,763,099	40
Women's Athletic Footwear	106,631,896	317,236	41.11	38,975,843	40
Total	899,902,125	2,478,861	45.22	332,135,122	40

## Operating Profit Analysis

Key influencers Top segments

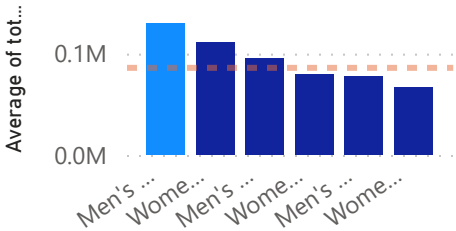


What influences total\_sales to Increase ?

When... product is Men's Street Footwear ...the average of total\_sales increases by

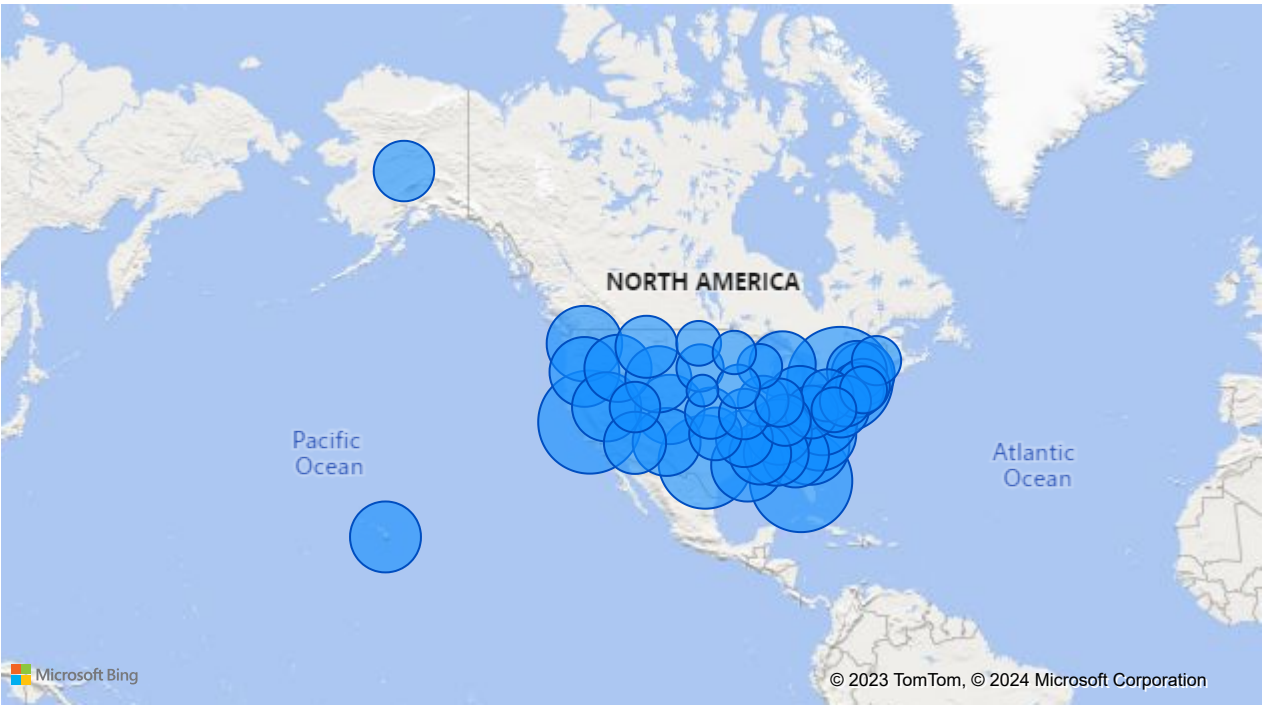
43.69K

total\_sales is more likely to increase when product is Men's Street Footwear than otherwise (on average).



Only show values that are influencers

## Sales by US States



# ANNUAL PERFORMANCE

Product

All

Month

All

Year

All

900M

Total Gross Revenue

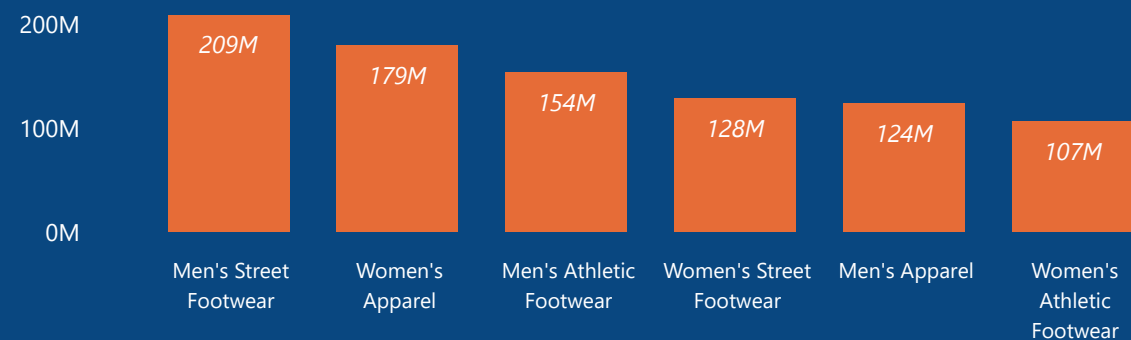
332M

Total Profit

9644

Total Units Sold

Total Sales by Product

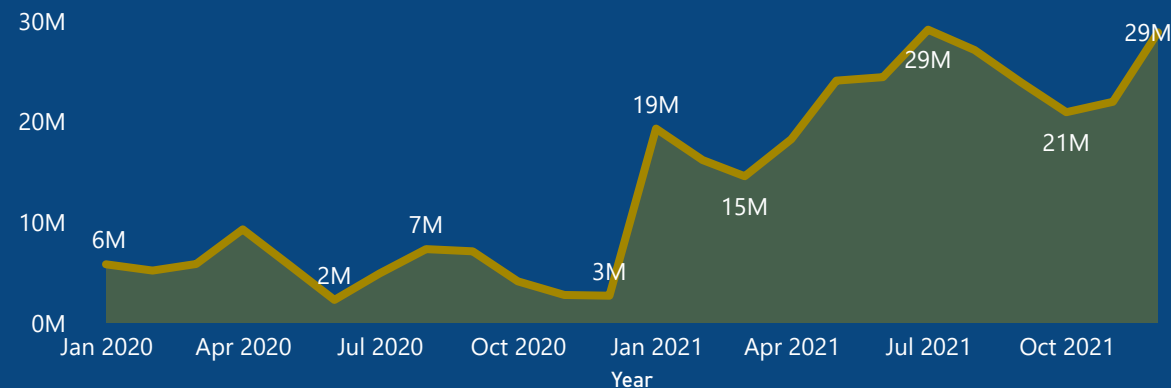


Total Profit by Year

268,759,412✓

Target Profit: 100,000,000  
(+168.76%)

Total Profit From 2020-2021



Total Sales by Region

