

# ADIDAS SALES DASHBOARD

Total Sales

900M

Units Sold

2M

Operating Profits

332M

Region

All

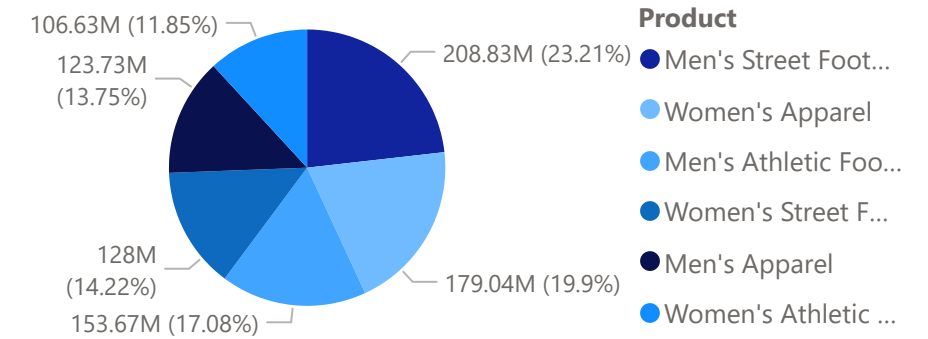
Invoice Date

✓ ☐ 2020

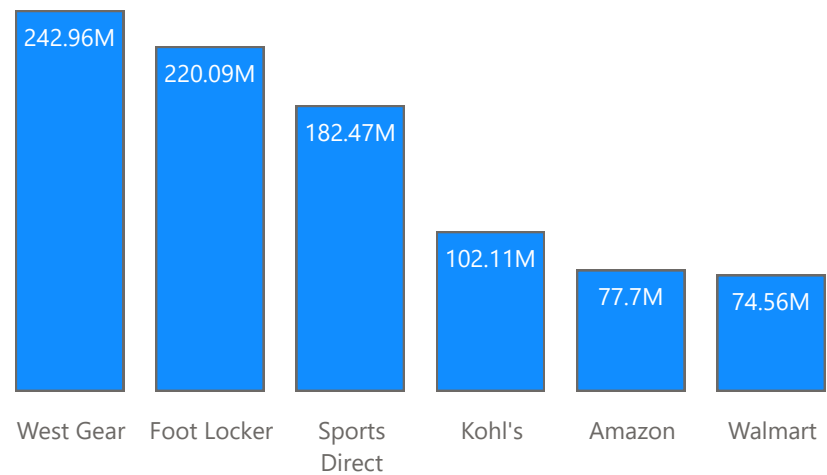
✓ ☐ 2021

Retailer	Sum of Units Sold	Sum of Total Sales	Sum of Operating Profit
West Gear	625K	242.96M	85.67M
Foot Locker	604K	220.09M	80.72M
Sports Direct	558K	182.47M	74.33M
Kohl's	287K	102.11M	36.81M
Amazon	198K	77.70M	28.82M
Walmart	206K	74.56M	25.78M
<b>Total</b>	<b>2479K</b>	<b>899.90M</b>	<b>332.13M</b>

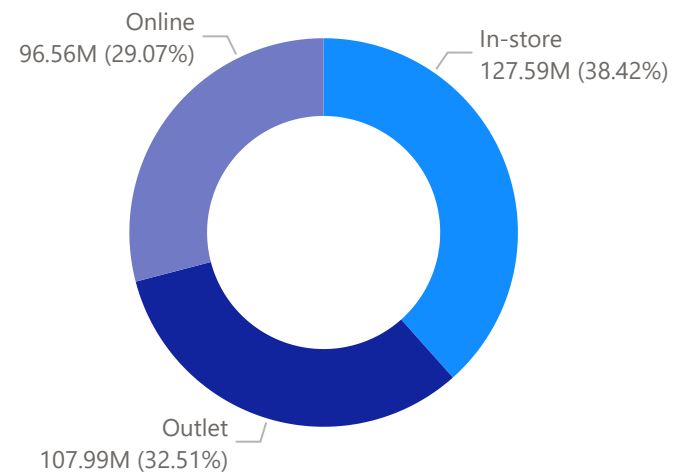
Sales By Product Category



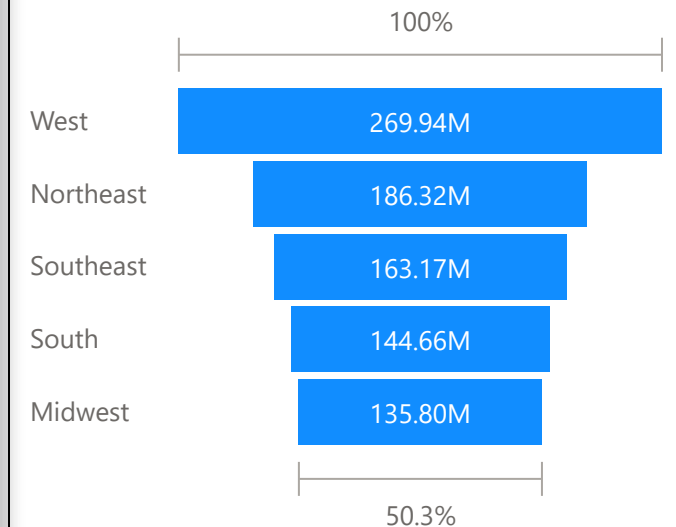
Sales by Retailer



Operating Profits by Sales Method



Sales by Region



## KEY INSIGHTS

- .Adidas made total sales of 899.90M, profit of 332.13M between the years of 2020 and 2021 with 2M total units sold.
- .Total sales of 2021 increased to approx 4 times when compared with 2020.
- .West Gear Retailer holds the highest number of Sales, Profit and Units sold among all the retailers.
- .In-store sales method made the highest contribution of 38.42% in total profit.
- .Among all the products, Men's Street Footwear holds the first rank and Women's Athletic Footwear holds the last rank in both sales and profit wise.
- .West region holds the first rank with total sales of 269.94M and profit of 89.61M and Midwest region holds the last rank with total sales of 135.80M and profit of 52.81M.