## **SPORTS PRODUCT SALES ANALYSIS**





**Clear all slicers** 

\$89,99M

**Total Sales** 

\$33,21M

**Total Profit** 

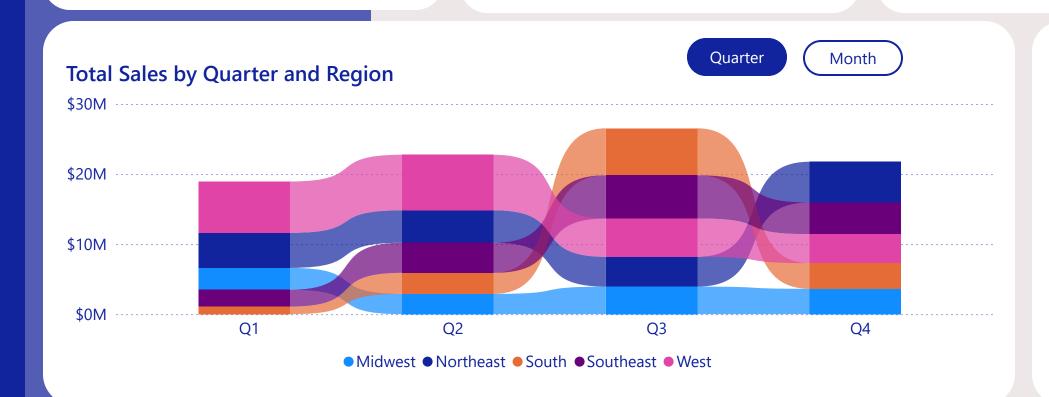
2,48M

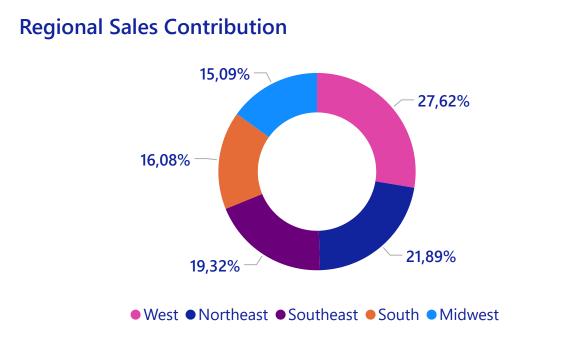
**Units Sold** 

9644

**Total Orders** 

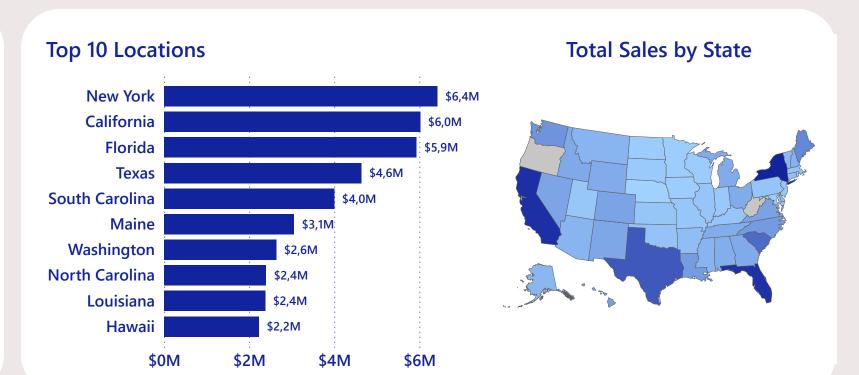






## **Product Sales by Month**

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Men's Apparel	\$1,03M	\$0,92M	\$0,76M	\$0,99M	\$1,15M	\$0,95M	\$1,31M	\$1,181
Men's Athletic Footwear	\$1,31M	\$1,09M	\$0,99M	\$1,19M	\$1,29M	\$1,13M	\$1,61M	\$1,821
Men's Street Footwear	\$1,56M	\$1,42M	\$1,33M	\$1,68M	\$1,86M	\$1,72M	\$2,31M	\$2,191
Women's Apparel	\$1,34M	\$1,04M	\$1,03M	\$1,51M	\$1,70M	\$1,74M	\$1,95M	\$1,601
Women's Athletic Footwear	\$0,83M	\$0,72M	\$0,71M	\$0,81M	\$0,94M	\$0,87M	\$1,08M	\$1,081
Women's Street Footwear	\$1,08M	\$0,92M	\$0,86M	\$1,04M	\$1,11M	\$1,06M	\$1,29M	\$1,361



## **Select Region**

Midwest

Northeast

South

Southeast

West

## **SPORTS PRODUCT SALES ANALYSIS**



9644

**Total Orders** 

**Clear all slicers** 

Year

2020

2021

\$33,21M

**Total Profit** 

**Units Sold** 

\$18,25M

2,48M

Units S

**Total Sales by Sales Method** 27,52% Sales Method 39,63% In-store Outlet Online 32,85% **Total Profit by Sales Method** 29,07% **Sales Method** 38,42% In-store Outlet Online 32,51% -

\$89,99M

**Total Sales** 

27,83% Sales Method
Online

**Units Sold by Sales Method** 

34,28%

In-store

Outlet

**Sales by Product Average Sale per Unit by Product Men's Street Footwear** \$20.9N 40 **Women's Apparel** \$17,9M **Men's Athletic Footwear** \$15,4M 20 **Women's Street Footwear** \$12,8M Men's Apparel \$12,4M Women's Men's Men's Men's Women's Women's Women's Athletic Footwear **Athletic** Street Apparel **Apparel** Athletic Street \$10,7M Footwear Footwear Footwear **Retailer Sales Decomposition** Sales Method x Product West Gear In-store **Men's Street Footwear West Gear** In-store \$24,30M \$15,67M \$3,58M **Total Sales Foot Locker** Outlet **Women's Apparel** \$89,99M \$22,01M \$4,57M \$3,04M Men's Athletic Footw... **Sports Direct Online** 

\$4,05M

\$2,70M

Select Region

Midwest

Northeast

South

Southeast

West