

# Adidas Market Insights Poster: Navigating Sales Dynamics,forecasting, Profitability, and Regional Strategies in the U.S. Market

Overleaf Link: <https://www.overleaf.com/read/mybtdtzdvrvx#b1effc>

Video Link: [https://drive.google.com/file/d/1Yuv1ZYaG6\\_a2DAQZzAt2\\_4W-EOarfNOM/view?usp=sharing](https://drive.google.com/file/d/1Yuv1ZYaG6_a2DAQZzAt2_4W-EOarfNOM/view?usp=sharing)

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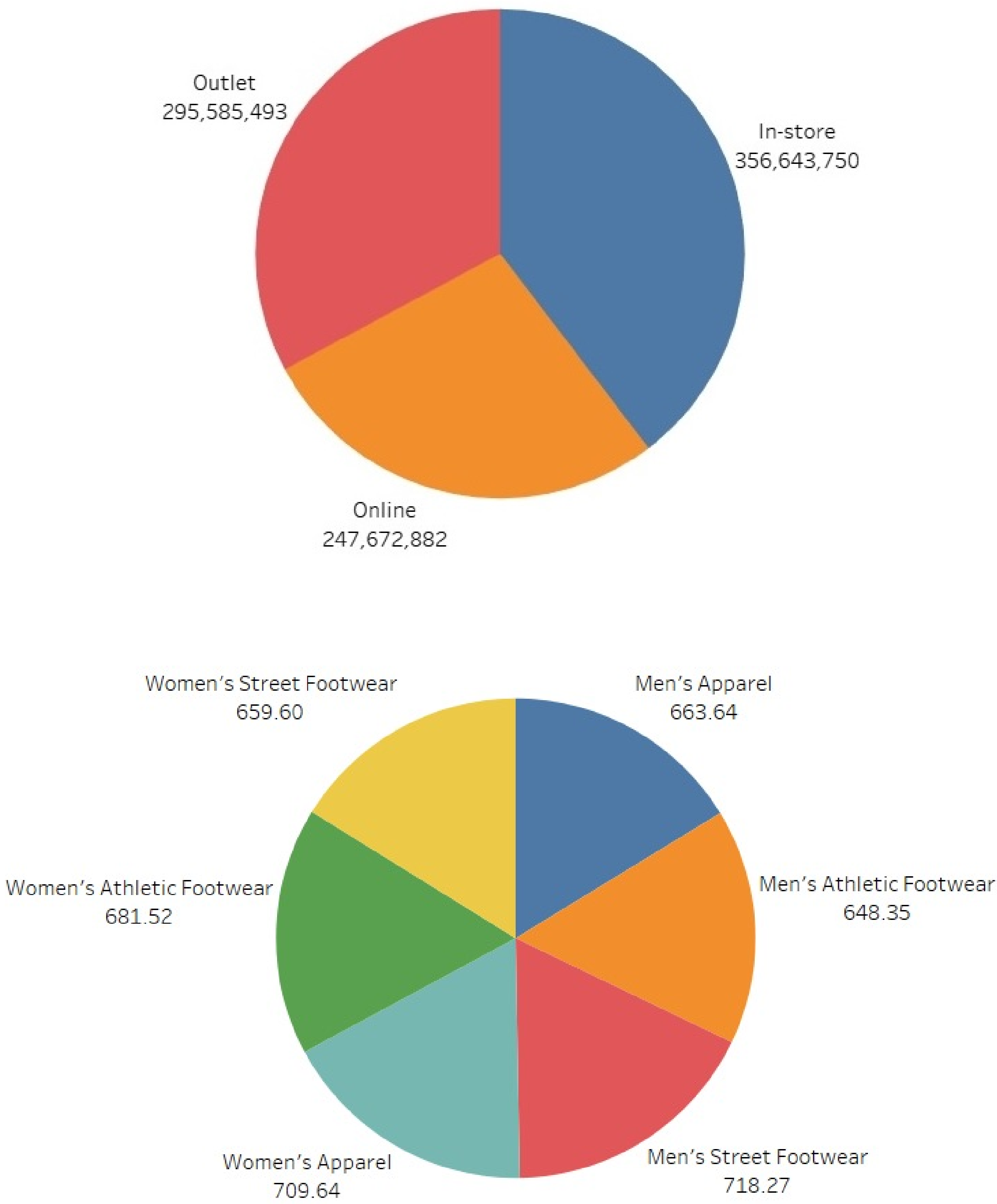


## Introduction

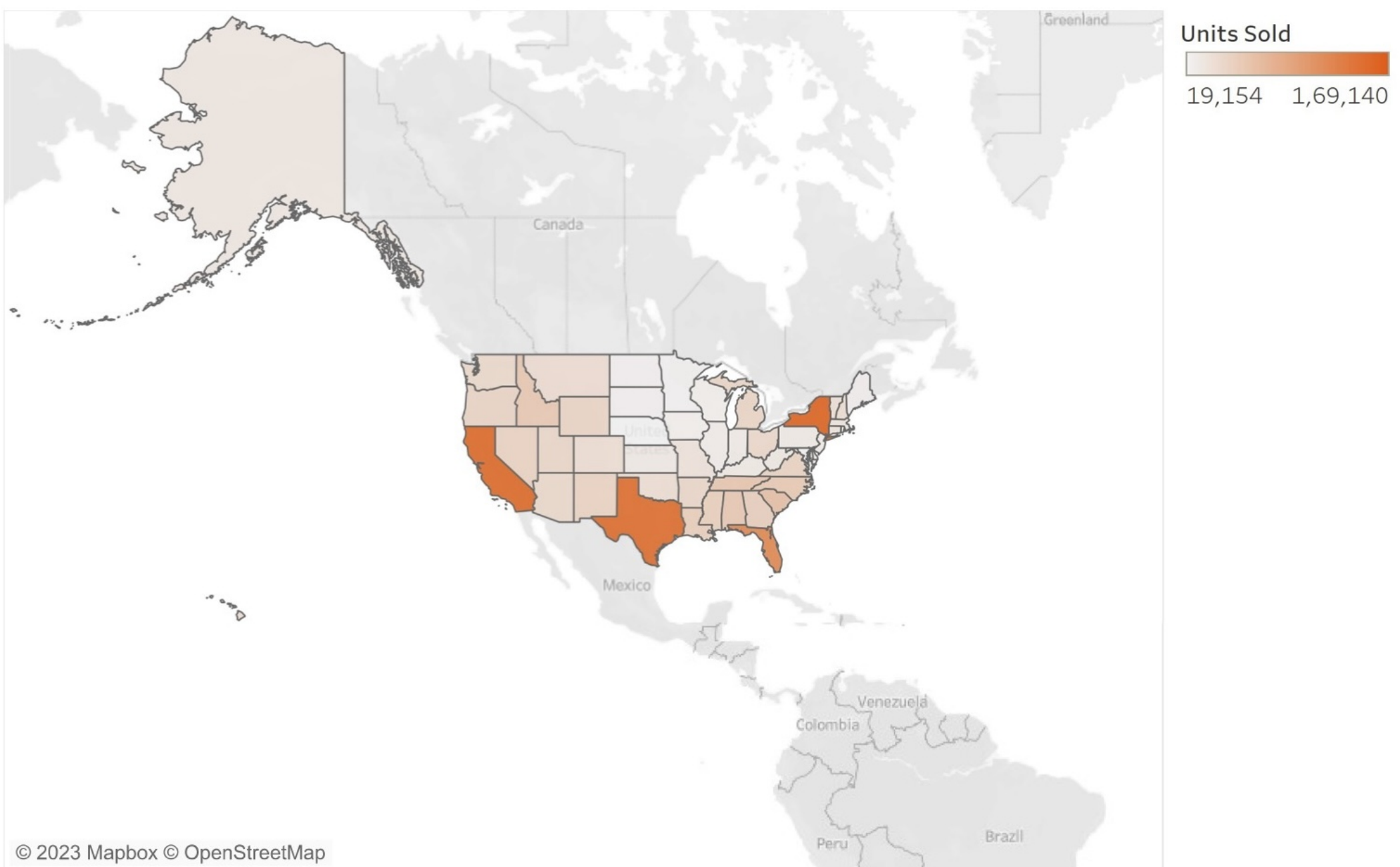
"Unveiling the intricacies of Adidas sales in the USA, our analysis of the dataset highlights a strong preference for in-store purchases, coupled with consistently robust operating profit margins. Key markets, including California, New York, Texas, and Florida, stand out for their substantial sales and premium product demand. Our findings offer valuable insights for optimizing marketing, distribution, and inventory management, but also underscore the challenges of forecasting in the dynamic U.S. market.

## Sales distribution

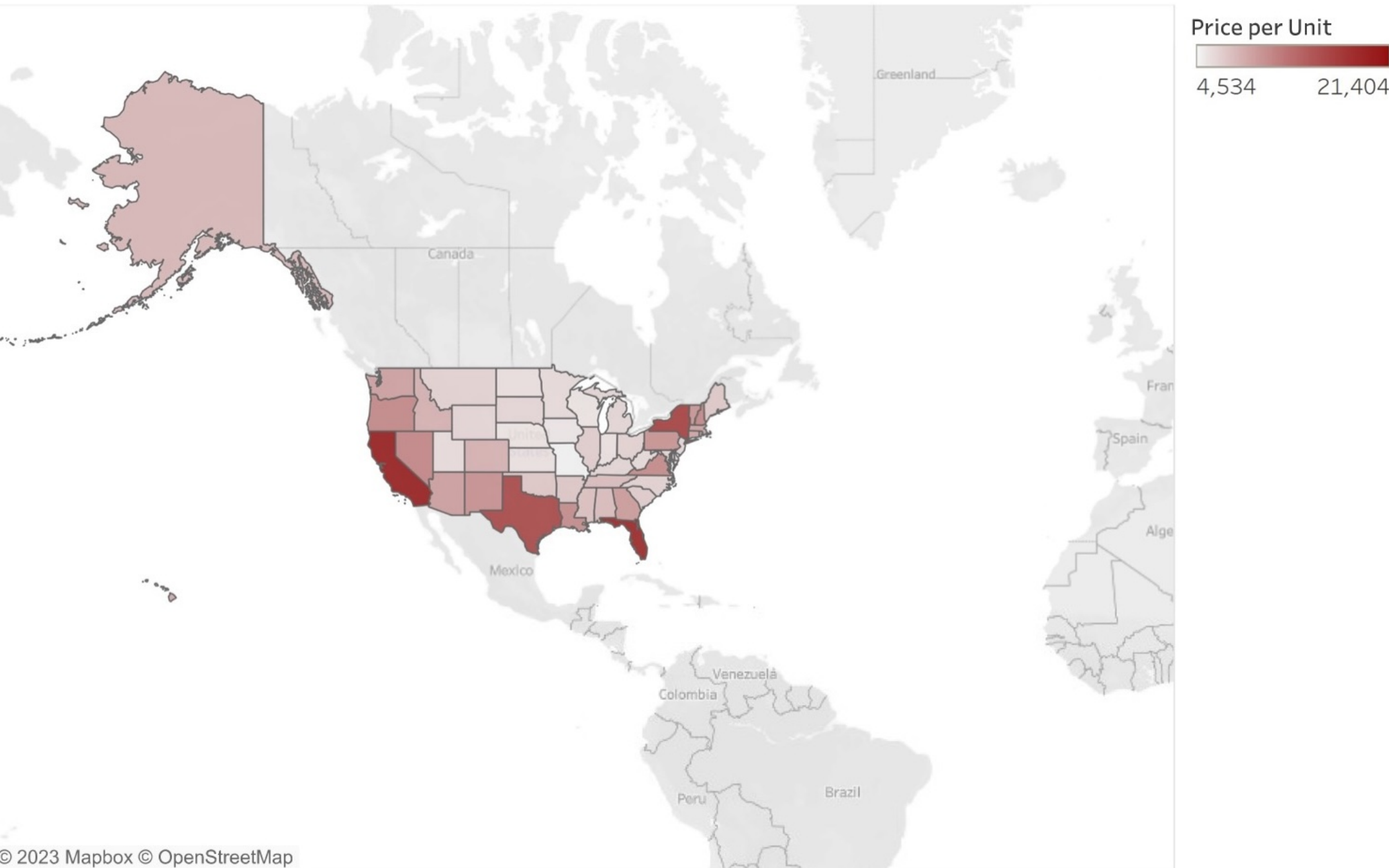
Figure 1 reveals Adidas' strong preference for in-store sales (red and blue) over online channels (orange), emphasizing customers' inclination for in-person shopping experiences. The dominance of physical retail spaces suggests a preference for personal inspection before purchase. Figure 2 illustrates diverse product sales across channels.



## Area wise distribution



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Units Sold. Details are shown for State. The data is filtered on Action (State), Action (Sales Method) and Action (Product). The Action (State) filter keeps 50 members. The Action (Sales Method) filter keeps 3 members. The Action (Product) filter keeps 6 members.

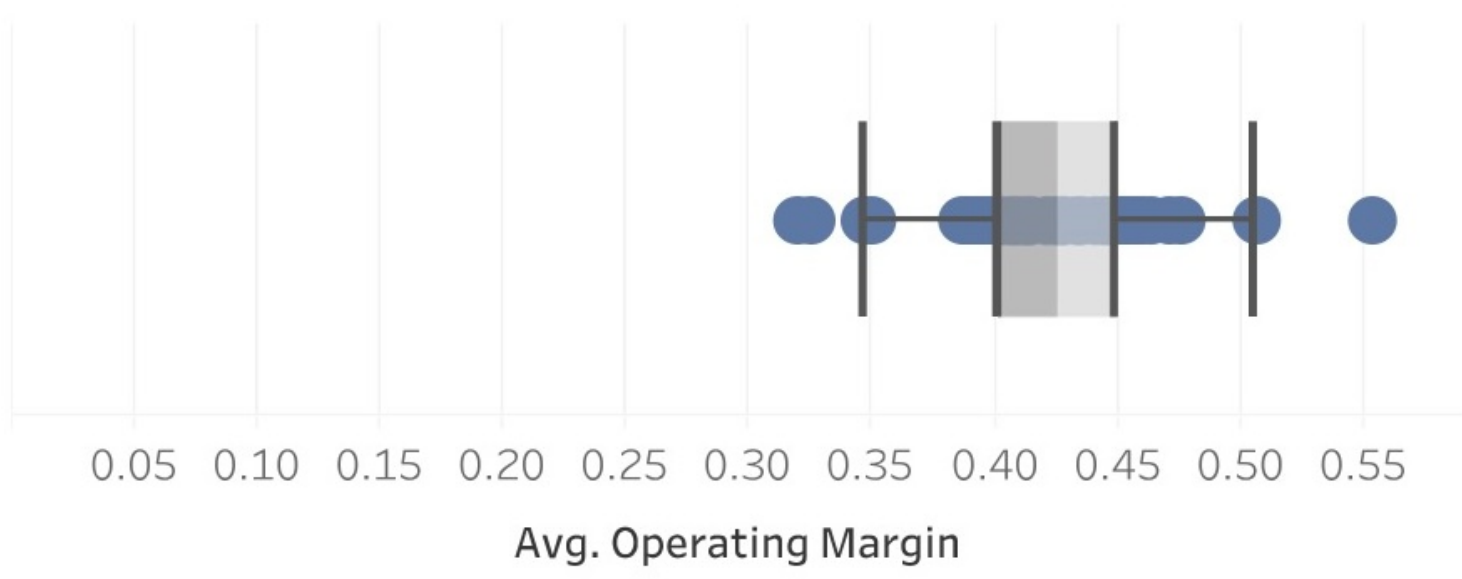


Map based on Longitude (generated) and Latitude (generated). Color shows sum of Price per Unit. Details are shown for State. The data is filtered on Action (Sales Method), Action (Product) and Action (State). The Action (Sales Method) filter keeps 3 members. The Action (Product) filter keeps 6 members. The Action (State) filter keeps 50 members.

Adidas should focus on California, New York, Texas, and Florida, where high sales and premium pricing indicate strong demand. Tailored regional marketing and supply chain optimization are key for market penetration. Comparative analysis with competitors informs strategic positioning, while identifying adjacent regions for expansion. This insight guides optimal pricing, inventory, and marketing strategies, enhancing overall national sales with a focus on high-profit areas.

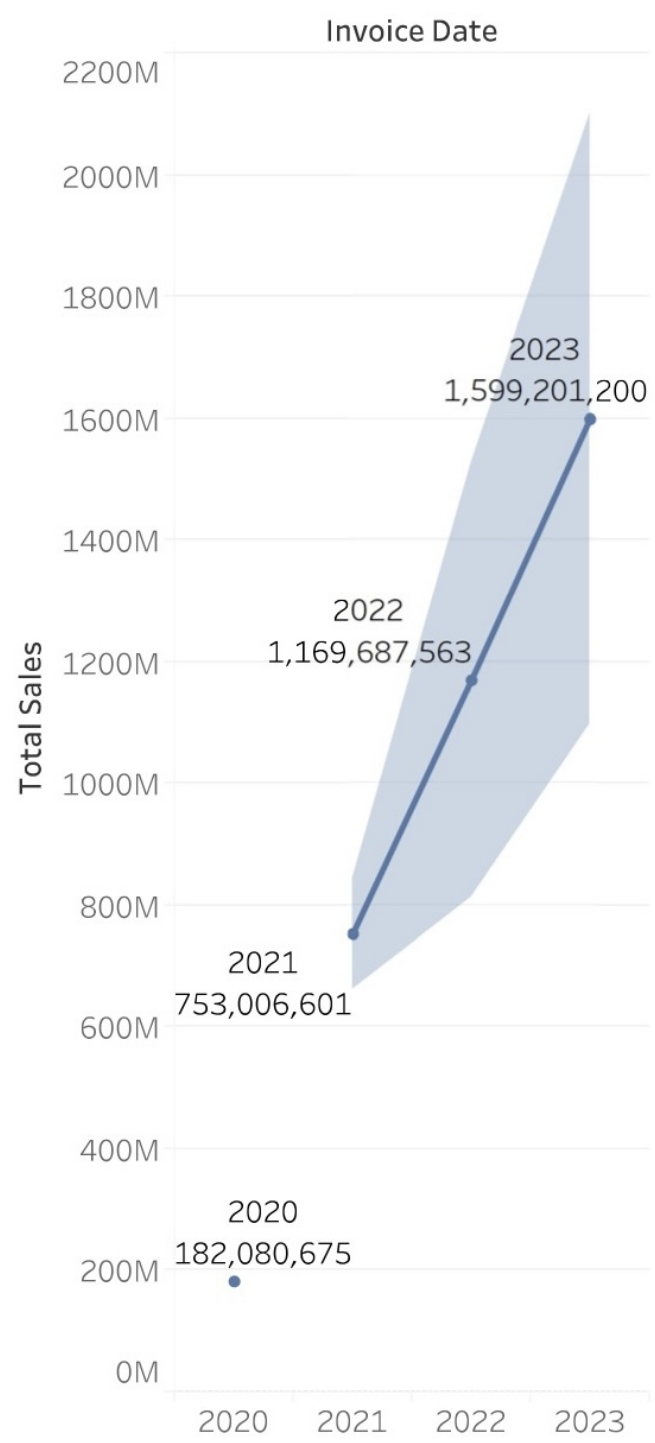
## Average operating profit margin

Adidas consistently maintains a strong operating profit margin, typically between 40 and 50 percent. This signifies efficient expense management and substantial revenue generation from its products.



## Forecasting

The figure shows Adidas's total sales trend in the USA. The widening estimated range is influenced by market dynamics, changing consumer preferences, competition, seasonal patterns, technological advancements, global economic conditions, and supply chain disruptions due to covid-19. These factors highlight the challenges in accurately forecasting sales in the dynamic U.S. market.



## Result

Adidas excels in in-store sales with strong operating margins (40-50 percent), particularly in key markets like California, New York, Texas, and Florida. The focus on supply chain optimization and strategic expansion underscores a commitment to business efficiency. Despite forecasting challenges, Adidas remains adaptable, navigating dynamic factors like changing consumer preferences and global conditions.