



# Adidas Sales Performance Dashboard

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Sales

899.9M

Total Sales



394.2%

YOY Growth

Profit

332M

Total Profit



424.1%

Profit Growth...

Units sold

2M

Sum of Units...



0.0%

Units Growth...

Profit Margin%

36.91%

Profit Margi...

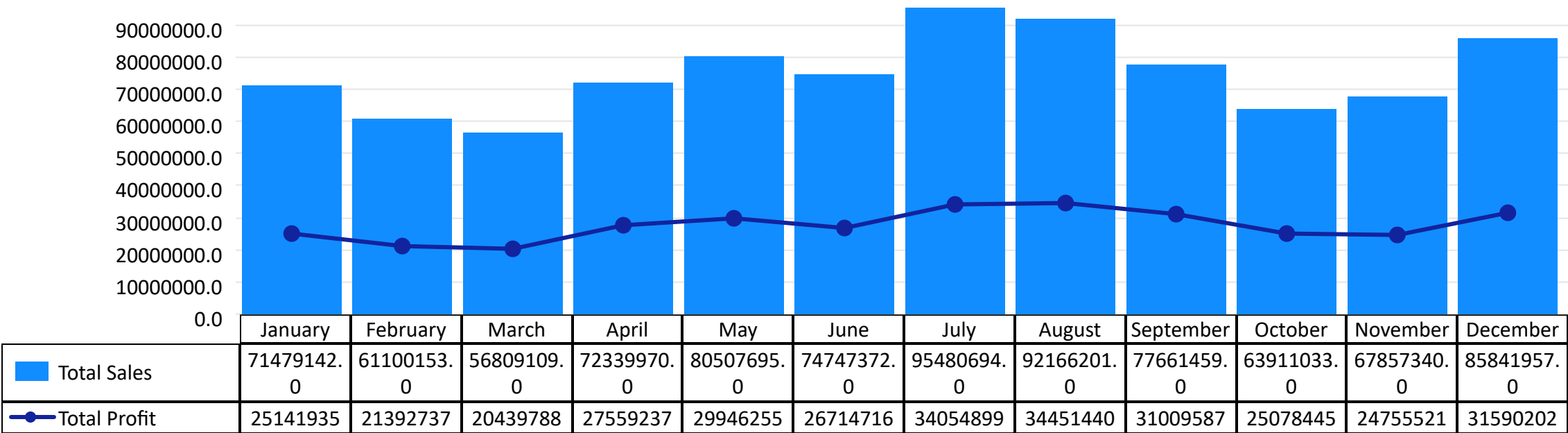


0.0%

Profit Margin...

Data Source: Adidas Global Sales Dataset (2020-2021)

Total Sales and Total Profit by Month





# Sales Performance Dashboard

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Total Sales

899.9M

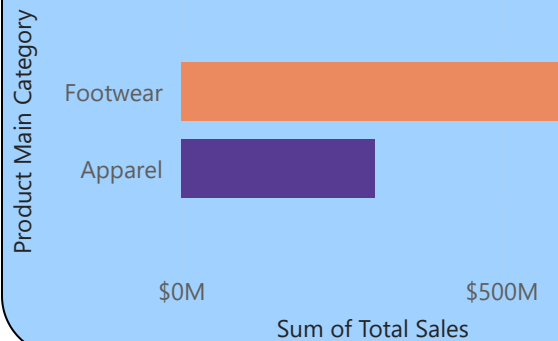
Avg Sales per Order

93.27K

Total Units Sold

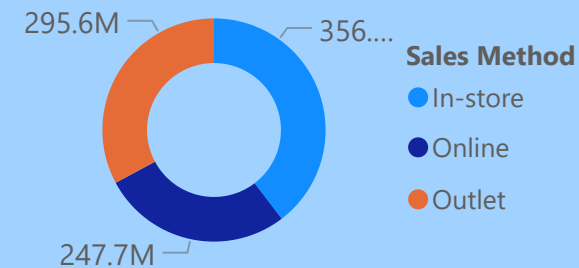
2M

## Sales by Product Category

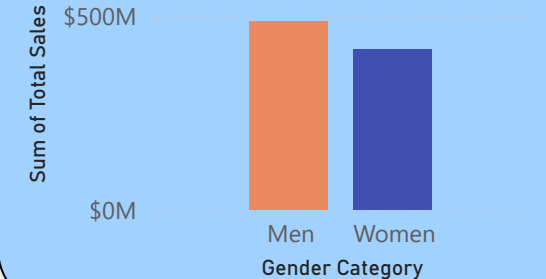


Sales peaked consistently in the **West region**, driven primarily by **Footwear**, while the **In-Store** channel remains the strongest performer across both years.

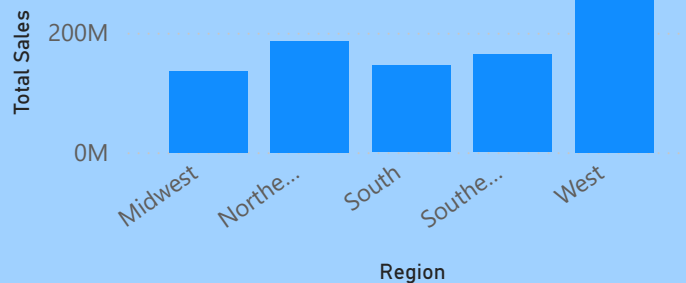
## Sales by Sales Method



## Sales by Gender Category



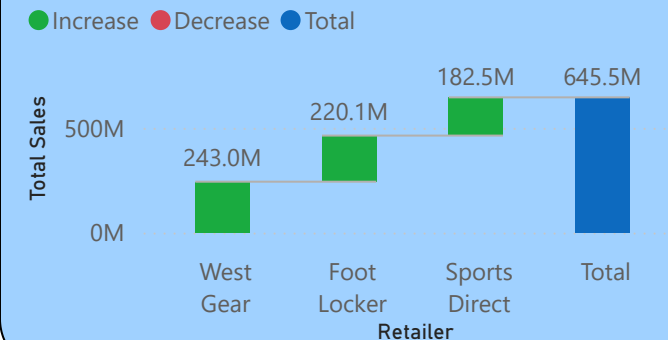
## Sales Distribution by Region

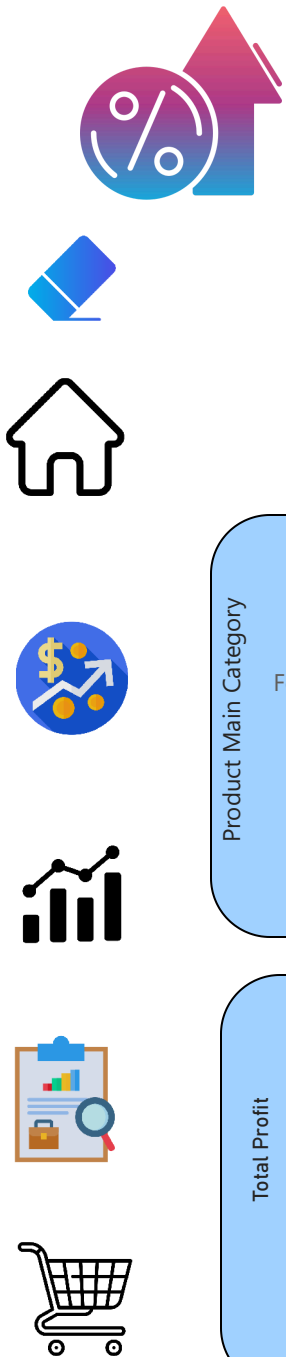


## Sales Trend (by Month)



## Top 3 Retailers





# Profit Performance Dashboard

Year

2020	2021
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Quarter

Qtr 1	Qtr 2	Qtr 3	Qtr 4
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Total Profit

332M

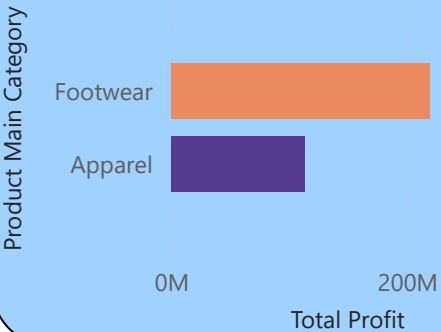
Profit Per Order

34.43K

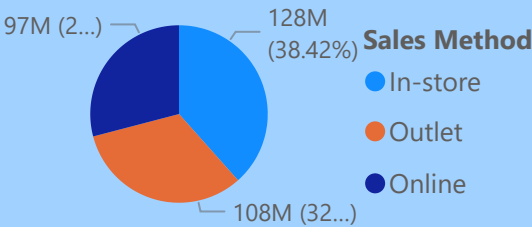
Profit Margin %

36.91%

Profit Product Category

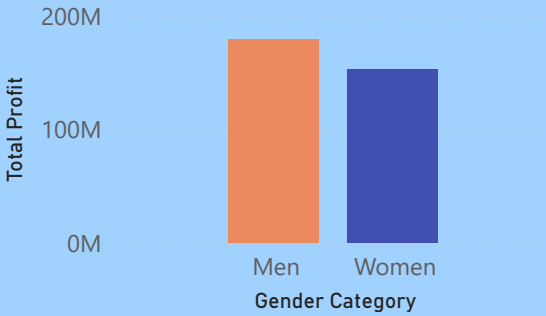


Profit by Product Main Category

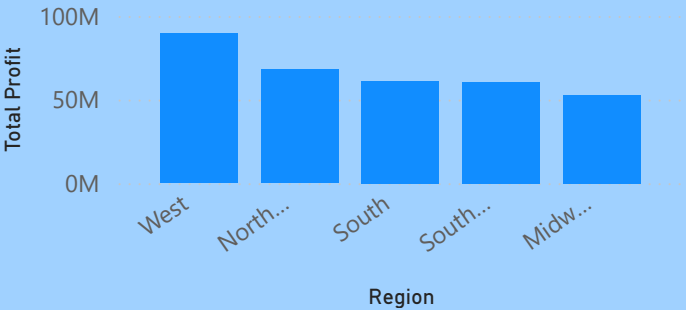


Although total profit rose sharply, margin growth slowed slightly in later months due to higher discounting across some retail channels.

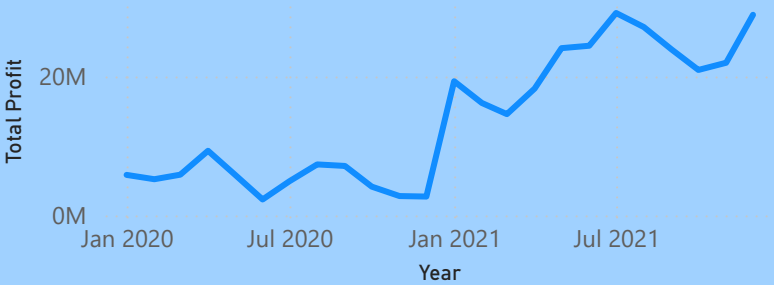
Profit by Gender Category



Profit by Region



Profit by Month



Retailer

Total Profit

West Gear	85667873
Foot Locker	80722125
Sports Direct	74332955
Kohl's	36811253
Amazon	28818503
Walmart	25782053
<b>Total</b>	<b>332134761</b>



# Order Performance Dashboard

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Total Orders

10K

Profit Per Order

34.43K

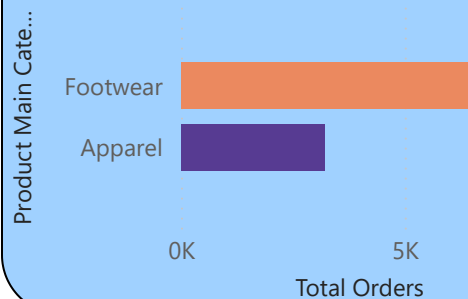
Avg Units per Order

256.93

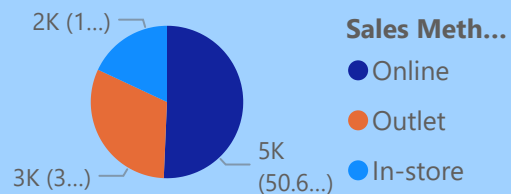
Avg Sales per Order

93.27K

Orders by Product Category

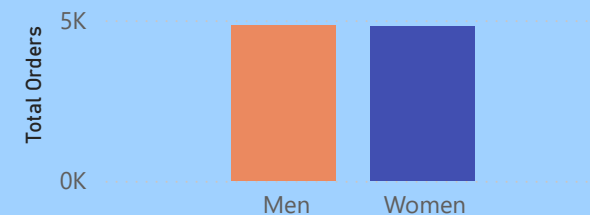


Orders by Product Main Category

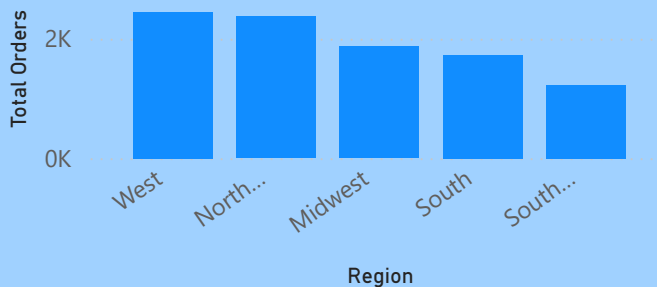


Adidas processed over **10K** orders, with **In-Store** purchases leading volume; order activity surged mid-**2021**, reflecting strong consumer demand recovery.

Orders by Gender Category



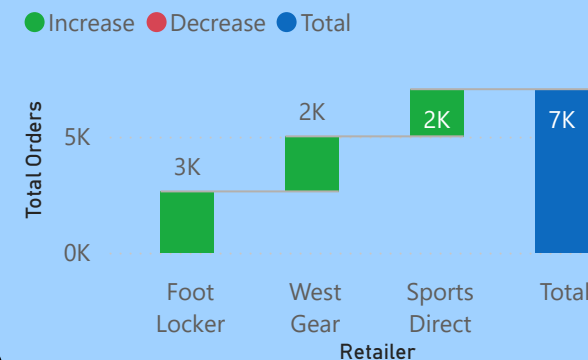
Orders by Region



Orders by Month



Top 3 Retailers





## Retailer Performance & Forecast

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Total Retailers

6

Total 5Retailers Sales

340.23M

Top 5 Retailers Sales %

95.40%

Avg Sales per Retailer

59.44M

Sales Method

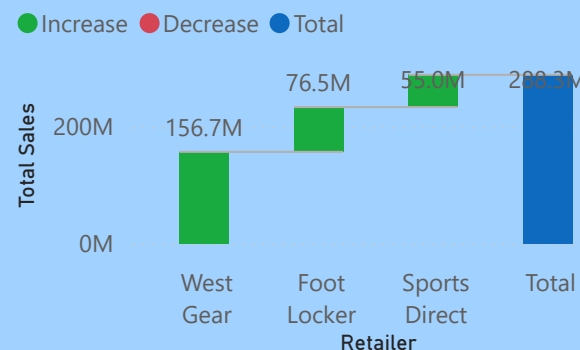
☒ In-store

☐ Online

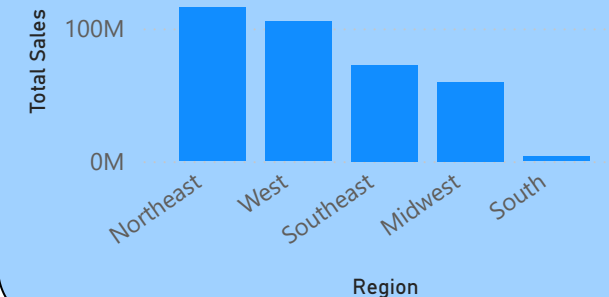
☐ Outlet

West Gear, Foot Locker, and Sports Direct dominate retail sales, contributing over **90%** of total revenue; forecast trends suggest continued growth momentum into the next cycle."

Top 3 Retailers



Sales by Region & Retailer Filter



Orders by Month



Retailer

Region

Sales Method

Total Sales

Total Profit

West Gear	Midwest	In-store	20362750.0	7537375
West Gear	Northeast	In-store	30179500.0	11719888
West Gear	South	In-store	3393750.0	1348000
West Gear	Southeast	In-store	16944750.0	6266888
West Gear	West	In-store	85845750.0	28125975
Walmart	Southeast	In-store	16411250.0	4930375
Sports Direct	Midwest	In-store	19984250.0	8361775
Total			356643750.0	127591288