



# Adidas Sales Performance Dashboard

Year

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

tr 4

## Sales

# 899.9M



## 394.2%

Total Sales YOY Growth

Profit

**332M**  **424.1%**  
Total Profit Profit Growth...

## Units sold

**2M** ▼ 0.0%  
um of Units... Units Growth...

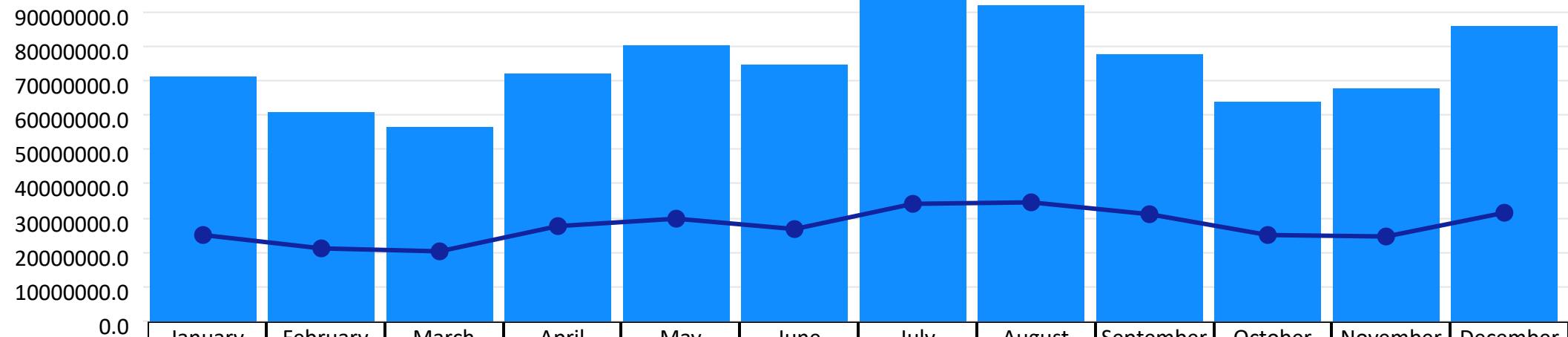
## Profit Margin%

**36.91%** ▼ 0.0%  
Profit Margin... Profit Margin...



## Total Sales and Total Profit by Month

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



0.0	January	February	March	April	May	June	July	August	September	October	November	December
Total Sales	71479142. 0	61100153. 0	56809109. 0	72339970. 0	80507695. 0	74747372. 0	95480694. 0	92166201. 0	77661459. 0	63911033. 0	67857340. 0	85841957. 0
Total Profit	25141935	21392737	20439788	27559237	29946255	26714716	34054899	34451440	31009587	25078445	24755521	31590202



# Sales Performance Dashboard

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Total Sales

**899.9M**

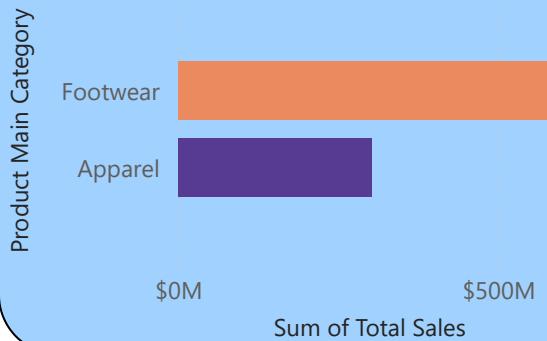
## Avg Sales per Order

**93.27K**

## Total Units Sold

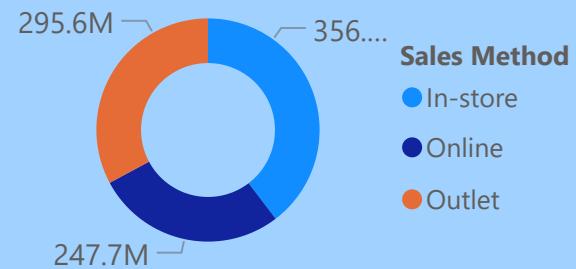
**2M**

### Sales by Product Category

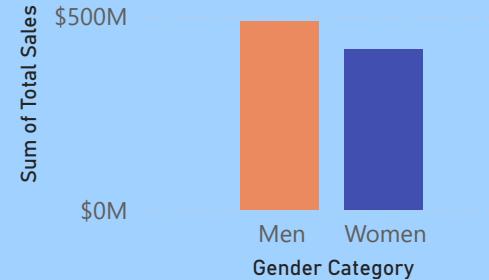


Sales peaked consistently in the **West region**, driven primarily by **Footwear**, while the **In-Store** channel remains the strongest performer across both years.

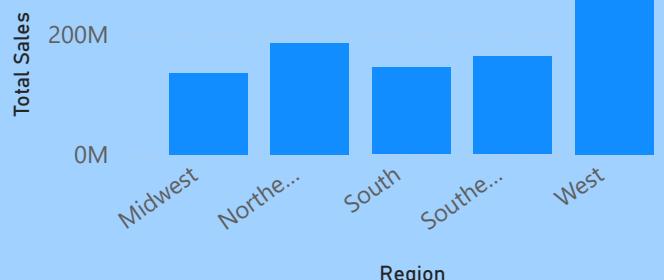
### Sales by Sales Method



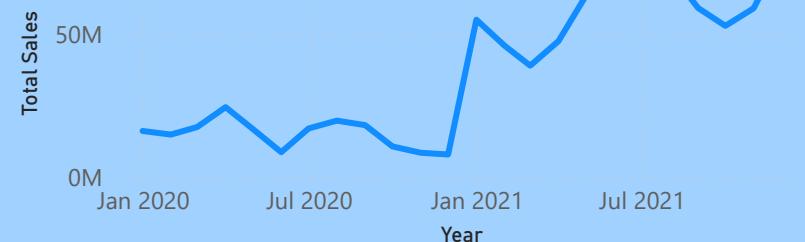
### Sales by Gender Category



### Sales Distribution by Region

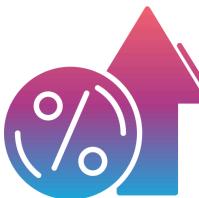


### Sales Trend (by Month)



### Top 3 Retailers





# Profit Performance Dashboard

Year

2020

2021

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Total Profit

332M

## Profit Per Order

34.43K

## Profit Margin %

36.91%

### Profit Product Category

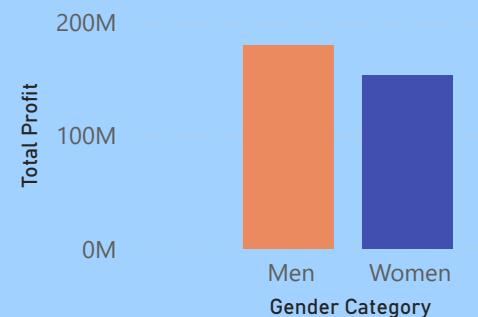


### Profit by Product Main Category

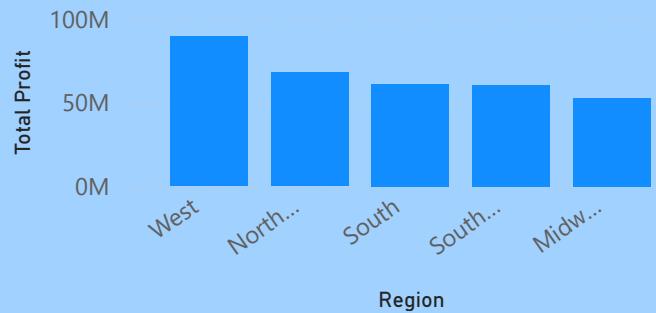


Although total profit rose sharply, margin growth slowed slightly in later months due to higher discounting across some retail channels.

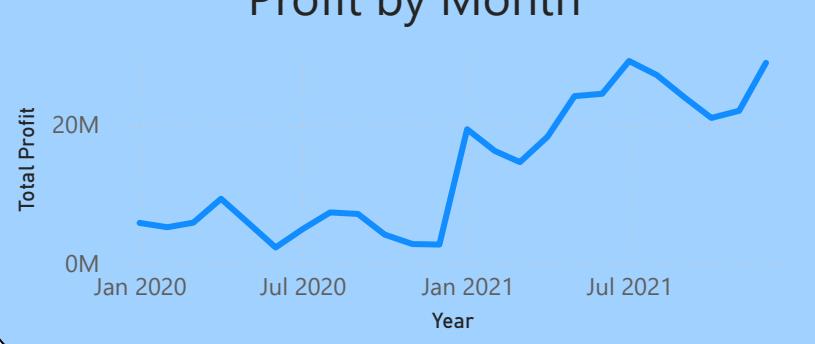
### Profit by Gender Category



### 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

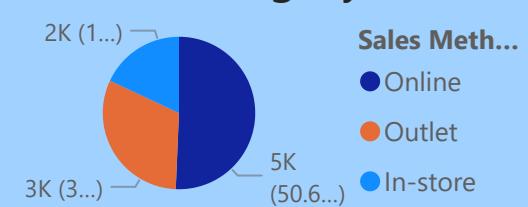
## Avg Sales per Order

93.27K

### Orders by Product Category

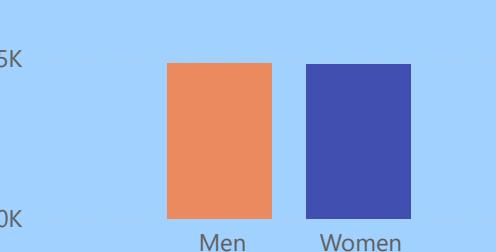


### Orders by Product Main Category

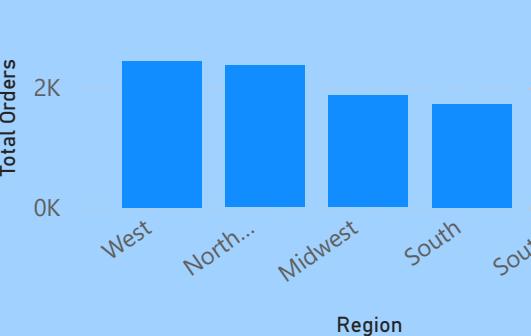


Adidas processed over **10K** orders, with **In-Store** purchases leading volume; order activity surged mid-**2021**, reflecting strong consumer demand recovery.

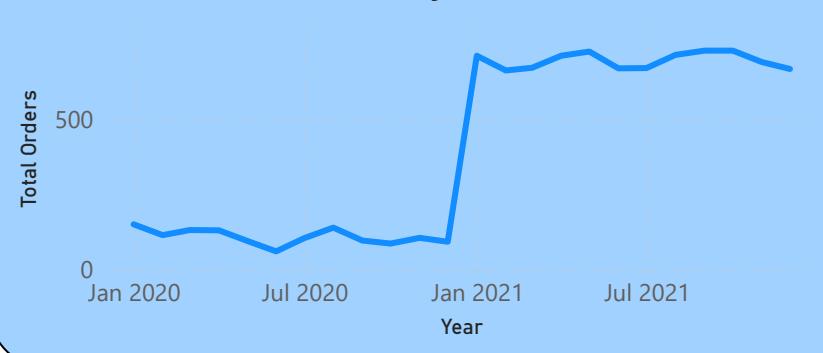
### Orders by Gender Category



### 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

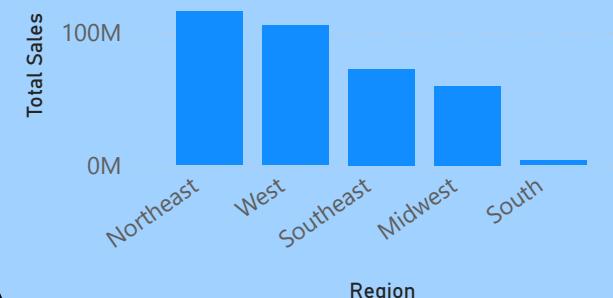
### West Gear, Foot Locker, and Sports Direct

dominate retail sales, contributing over **90%** of total revenue; forecast trends suggest continued growth momentum into the next cycle."

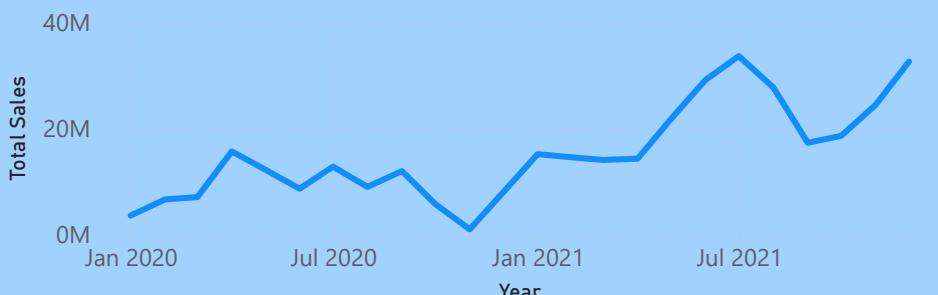
### Top 3 Retailers



### 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
<b>Total</b>				<b>356643750.0</b>
				<b>127591288</b>