



ADIDAS US SALES PROJECT

PRESENTED BY

KAUSHAL VERMA

◀ ▶	Sales_raw_data	Sales_table_data	Retailers	Sales_Trend	Sales_Region	Sales_Method	Dashboard	+
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Adidas Sales Database

Retailer	Invoice ID	Invoice Date	Region	State	City	Gender Type	Product Category	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
Foot Locker	1185732	Tuesday, October 26, 2021	Northeast	Pennsylvania	Philadelphia	Men	Apparel		55	125	68750	24062.5	0.35 Outlet
Foot Locker	1185732	Wednesday, October 27, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		45	225	101250	30375	0.3 Outlet
Foot Locker	1185732	Thursday, October 28, 2021	Northeast	Pennsylvania	Philadelphia	Men	Street Footwear		45	475	213750	117562.5	0.55 Outlet
Foot Locker	1185732	Friday, October 29, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		45	125	56250	19687.5	0.35 Outlet
Foot Locker	1185732	Saturday, October 30, 2021	Northeast	Pennsylvania	Philadelphia	Women	Street Footwear		35	175	61250	24500	0.4 Outlet
Foot Locker	1185732	Sunday, October 31, 2021	Northeast	Pennsylvania	Philadelphia	Women	Athletic Footwear		40	50	20000	8000	0.4 Outlet
Foot Locker	1185732	Monday, November 1, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		55	125	68750	24062.5	0.35 Outlet
Foot Locker	1185732	Tuesday, November 2, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		45	225	101250	30375	0.3 Outlet
Foot Locker	1185732	Wednesday, November 3, 2021	Northeast	Pennsylvania	Philadelphia	Men	Street Footwear		50	445	222500	122375	0.55 Outlet
Foot Locker	1185732	Thursday, November 4, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		50	150	75000	28250	0.35 Outlet
Foot Locker	1185732	Friday, November 5, 2021	Northeast	Pennsylvania	Philadelphia	Women	Street Footwear		40	175	70000	28000	0.4 Outlet
Foot Locker	1185732	Saturday, November 6, 2021	Northeast	Pennsylvania	Philadelphia	Women	Athletic Footwear		45	25	11250	4500	0.4 Outlet
Foot Locker	1185732	Sunday, November 7, 2021	Northeast	Pennsylvania	Philadelphia	Men	Apparel		60	75	45000	13500	0.3 Outlet
Foot Locker	1185732	Monday, November 8, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		50	175	87500	21875	0.25 Outlet
Foot Locker	1185732	Tuesday, November 9, 2021	Northeast	Pennsylvania	Philadelphia	Men	Street Footwear		50	450	225000	112500	0.5 Outlet
Foot Locker	1185732	Wednesday, November 10, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		50	150	75000	22500	0.3 Outlet
Foot Locker	1185732	Thursday, November 11, 2021	Northeast	Pennsylvania	Philadelphia	Women	Street Footwear		40	150	60000	21000	0.35 Outlet
Foot Locker	1185732	Friday, November 12, 2021	Northeast	Pennsylvania	Philadelphia	Women	Athletic Footwear		45	75	33750	11812.5	0.35 Outlet
Foot Locker	1185732	Saturday, November 13, 2021	Northeast	Pennsylvania	Philadelphia	Men	Apparel		60	75	45000	13500	0.3 Outlet
Foot Locker	1185732	Sunday, November 14, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		50	200	100000	25000	0.25 Outlet
Foot Locker	1185732	Monday, November 15, 2021	Northeast	Pennsylvania	Philadelphia	Men	Street Footwear		60	470	282000	141000	0.5 Outlet
Foot Locker	1185732	Tuesday, November 16, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		60	175	105000	31500	0.3 Outlet
Foot Locker	1185732	Wednesday, November 17, 2021	Northeast	Pennsylvania	Philadelphia	Women	Street Footwear		55	150	82500	28875	0.35 Outlet
Foot Locker	1185732	Thursday, November 18, 2021	Northeast	Pennsylvania	Philadelphia	Women	Athletic Footwear		55	100	55000	19250	0.35 Outlet
Foot Locker	1185732	Friday, November 19, 2021	Northeast	Pennsylvania	Philadelphia	Men	Apparel		65	125	81250	24375	0.3 Outlet
Foot Locker	1185732	Saturday, November 20, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		70	250	175000	52500	0.3 Outlet
Foot Locker	1185732	Sunday, November 21, 2021	Northeast	Pennsylvania	Philadelphia	Men	Street Footwear		65	500	325000	178750	0.55 Outlet
Foot Locker	1185732	Monday, November 22, 2021	Northeast	Pennsylvania	Philadelphia	Men	Athletic Footwear		60	250	150000	52500	0.35 Outlet
Foot Locker	1185732	Tuesday, November 23, 2021	Northeast	Pennsylvania	Philadelphia	Women	Street Footwear		55	175	96250	38500	0.4 Outlet
Foot Locker	1185732	Wednesday, November 24, 2021	Northeast	Pennsylvania	Philadelphia	Women	Athletic Footwear		55	150	82500	33000	0.4 Outlet
Foot Locker	1185732	Thursday, November 25, 2021	Northeast	Pennsylvania	Philadelphia	Men	Apparel		65	150	97500	34125	0.35 Outlet
Foot Locker	1185732	Friday, November 26, 2021	Northeast	Pennsylvania	Philadelphia	Women	Apparel		70				

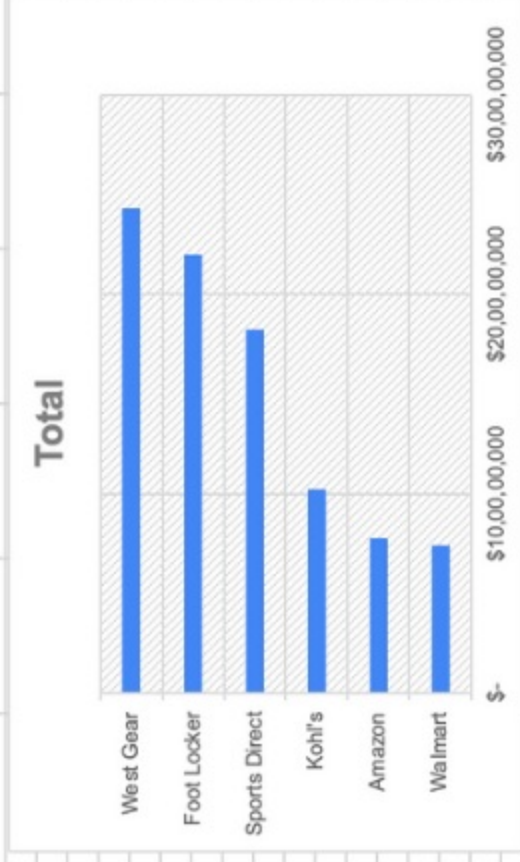
adidas

Adidas Sales Database

	Retailer	Invoice ID	Invoice Date	Region	State	City	Gender	Type	Product Category	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method	
1	Foot Locker	1185732	Tuesday, October 26, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		55	68750	24062.5	0.35	Outlet	
2	Foot Locker	1185732	Wednesday, October 27, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		45	101250	30375	0.3	Outlet	
3	Foot Locker	1185732	Thursday, October 28, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		45	213750	117562.5	0.55	Outlet	
4	Foot Locker	1185732	Friday, October 29, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		45	56250	16687.5	0.35	Outlet	
5	Foot Locker	1185732	Saturday, October 30, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		35	61250	24500	0.4	Outlet	
6	Foot Locker	1185732	Sunday, October 31, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		40	20000	8000	0.4	Outlet	
7	Foot Locker	1185732	Monday, November 1, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		55	68750	24062.5	0.35	Outlet	
8	Foot Locker	1185732	Tuesday, November 2, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		45	101250	30375	0.3	Outlet	
9	Foot Locker	1185732	Wednesday, November 3, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		50	222500	122375	0.55	Outlet	
10	Foot Locker	1185732	Thursday, November 4, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		50	75000	26250	0.35	Outlet	
11	Foot Locker	1185732	Friday, November 5, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		40	70000	28000	0.4	Outlet	
12	Foot Locker	1185732	Saturday, November 6, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		45	11250	4500	0.4	Outlet	
13	Foot Locker	1185732	Sunday, November 7, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		60	45000	13500	0.3	Outlet	
14	Foot Locker	1185732	Monday, November 8, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		50	87500	21875	0.25	Outlet	
15	Foot Locker	1185732	Tuesday, November 9, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		50	225000	112500	0.5	Outlet	
16	Foot Locker	1185732	Wednesday, November 10, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		50	75000	22500	0.3	Outlet	
17	Foot Locker	1185732	Thursday, November 11, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		40	60000	21000	0.35	Outlet	
18	Foot Locker	1185732	Friday, November 12, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		45	33750	11812.5	0.35	Outlet	
19	Foot Locker	1185732	Saturday, November 13, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		60	45000	13500	0.3	Outlet	
20	Foot Locker	1185732	Sunday, November 14, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		50	20000	25000	0.25	Outlet	
21	Foot Locker	1185732	Monday, November 15, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		60	282000	141000	0.5	Outlet	
22	Foot Locker	1185732	Tuesday, November 16, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		60	105000	31500	0.3	Outlet	
23	Foot Locker	1185732	Wednesday, November 17, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		55	150	82500	0.35	Outlet	
24	Foot Locker	1185732	Thursday, November 18, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		55	100	55000	19250	0.35	Outlet
25	Foot Locker	1185732	Friday, November 19, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		55	81250	24375	0.3	Outlet	
26	Foot Locker	1185732	Saturday, November 20, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		70	250	175000	52500	0.3	Outlet
27	Foot Locker	1185732	Sunday, November 21, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		65	500	325000	178750	0.55	Outlet
28	Foot Locker	1185732	Monday, November 22, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		60	250	150000	52500	0.35	Outlet
29	Foot Locker	1185732	Tuesday, November 23, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		55	175	96250	38500	0.4	Outlet
30	Foot Locker	1185732	Wednesday, November 24, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		55	150	82500	33000	0.4	Outlet
31	Foot Locker	1185732	Thursday, November 25, 2021	Northeast	Pennsylvania	Philadelphia	Men		Apparel		65	150	97500	34125	0.35	Outlet
32	Foot Locker	1185732	Friday, November 26, 2021	Northeast	Pennsylvania	Philadelphia	Women		Apparel		70	300	210000	63000	0.3	Outlet
33	Foot Locker	1185732	Saturday, November 27, 2021	Northeast	Pennsylvania	Philadelphia	Men		Street Footwear		65	500	325000	178750	0.55	Outlet
34	Foot Locker	1185732	Sunday, November 28, 2021	Northeast	Pennsylvania	Philadelphia	Men		Athletic Footwear		60	300	180000	63000	0.35	Outlet
35	Foot Locker	1185732	Monday, November 29, 2021	Northeast	Pennsylvania	Philadelphia	Women		Street Footwear		55	225	123750	49500	0.4	Outlet
36	Foot Locker	1185732	Tuesday, November 30, 2021	Northeast	Pennsylvania	Philadelphia	Women		Athletic Footwear		55	96250	38500	0.4	Outlet	

NUMBER OF RETAILERS

Row Labels	Sum of Total Sales
Walmart	\$ 7,45,58,410
Amazon	\$ 7,76,98,912
Kohl's	\$ 10,21,14,753
Sports Direct	\$ 18,24,70,997
Foot Locker	\$ 22,00,94,720
West Gear	\$ 24,29,64,333
Grand Total	\$ 89,99,02,125



PIVOT TABLE 1

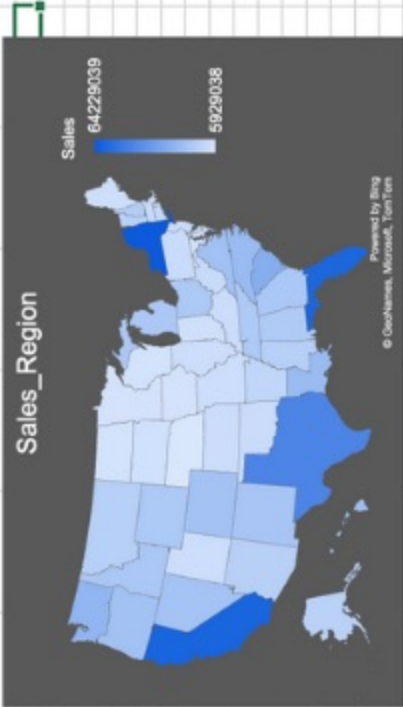
SALES TREND



PIVOT TABLE 2

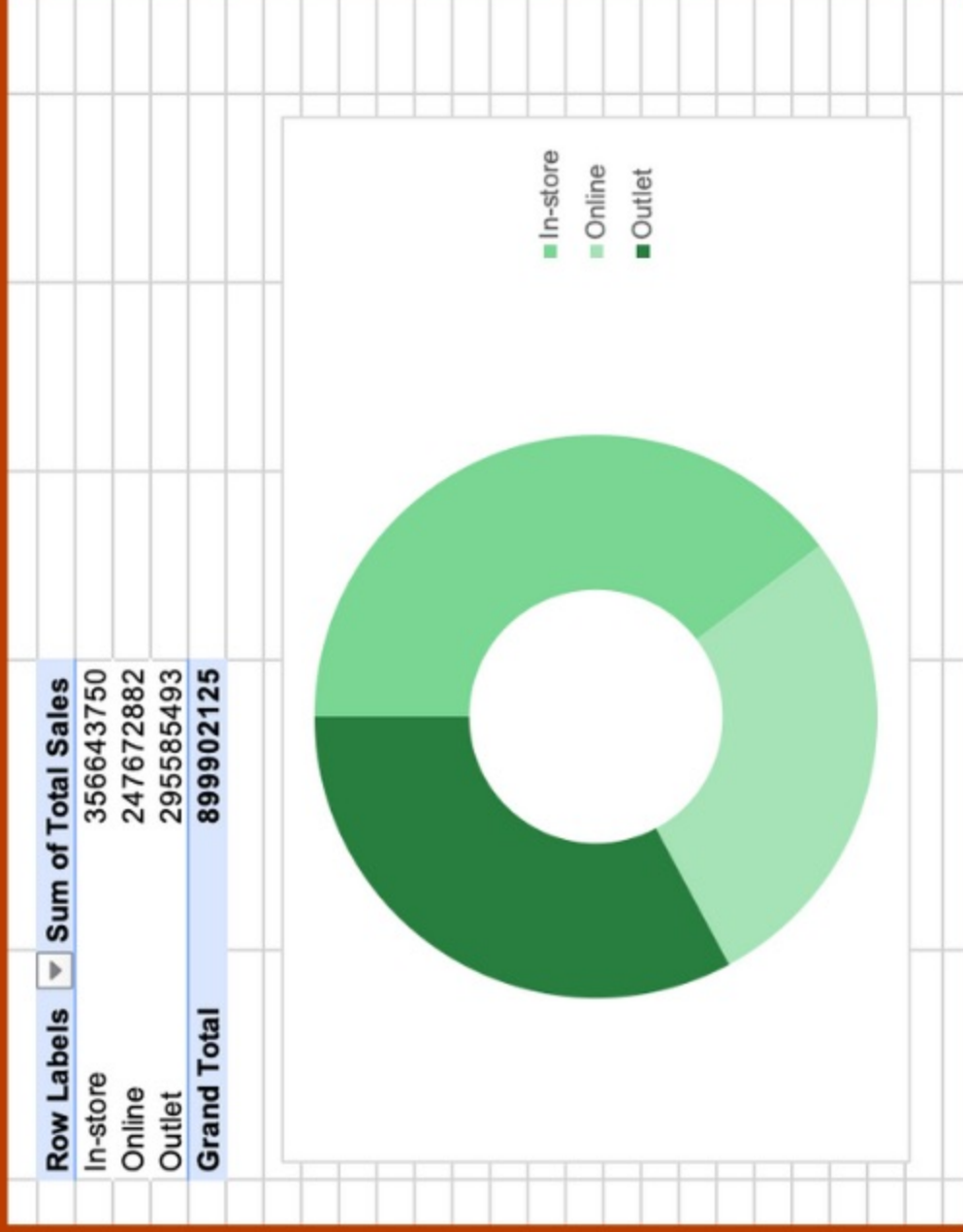
SALES BY STATES

Row Labels	Sum of Total Sales	State	Sales
Alabama	17633424	Alabama	17633424
Alaska	14753103	Alaska	14753103
Arizona	15782221	Arizona	15782221
Arkansas	12639347	Arkansas	12639347
California	60174133	California	60174133
Colorado	20996536	Colorado	20996536
Connecticut	11573448	Connecticut	11573448
Delaware	12298412	Delaware	12298412
Florida	59283714	Florida	59283714
Georgia	18997466	Georgia	18997466
Hawaii	22282457	Hawaii	22282457
Idaho	19276878	Idaho	19276878
Illinois	9797488	Illinois	9797488
Indiana	8836198	Indiana	8836198
Iowa	7424011	Iowa	7424011
Kansas	9972864	Kansas	9972864
Kentucky	10072848	Kentucky	10072848
Louisiana	23750781	Louisiana	23750781
Maine	9195978	Maine	9195978
Maryland	7758059	Maryland	7758059
Massachusetts	11076810	Massachusetts	11076810
Michigan	18625433	Michigan	18625433
Minnesota	7378068	Minnesota	7378068
Mississippi	15591709	Mississippi	15591709
Missouri	9683265	Missouri	9683265
Montana	15710886	Montana	15710886
Nebraska	5929038	Nebraska	5929038
Nevada	20858509	Nevada	20858509
New Hampshire	16411667	New Hampshire	16411667
New Jersey	9934246	New Jersey	9934246
New Mexico	19865016	New Mexico	19865016
New York	64229039	New York	64229039
North Carolina	23956531	North Carolina	23956531
North Dakota	7735580	North Dakota	7735580
Ohio	18484583	Ohio	18484583
Oklahoma	10620734	Oklahoma	10620734
Oregon	21349674	Oregon	21349674
Pennsylvania	10357519	Pennsylvania	10357519
Rhode Island	8446806	Rhode Island	8446806
South Carolina	29285637	South Carolina	29285637



PIVOT TABLE 3

SALES BY METHOD



PIVOT TABLE 4

INTERACTIVE SALES DASHBOARD



Adidas US Interactive Sales Database



Note

Last update on 23/03/2024

Settings

Years (Invoice Date)

2020

2021

Product Category

Apparel

Athletic Footwear

Street Footwear

Region

Midwest

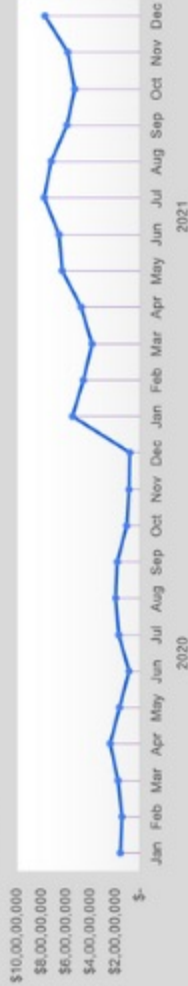
South

West

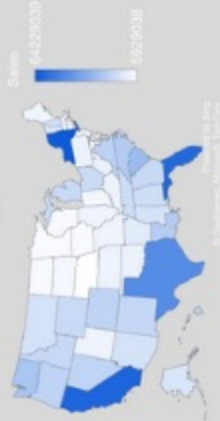
Northeast

Southeast

Sales in USD



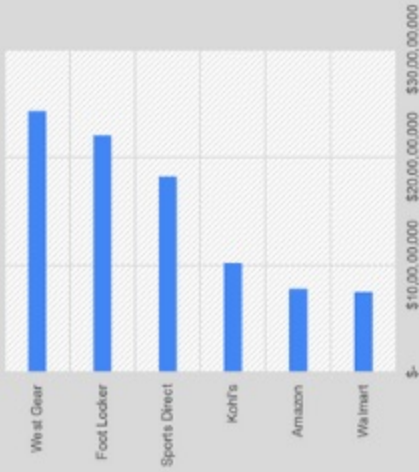
Sales by Region



Sales by Method



Settings



DASHBOARD



THANKS FOR CHECKING IN....

