

Adidas Sales Dashboard – Key Business Points

1. Overall Business Performance

- Total Sales: \$900M
- Operating Profit: \$332M
- Operating Margin: 42%
- Units Sold: 2 Million
- Average Price per Unit: \$45

2. Monthly Sales Trend

- Highest Sales: March (\$95M)
- Second Highest: December (\$92M)
- Lowest Sales: April (\$57M)
- Insight: Strong Q1 & Q4 performance

3. Regional Sales Performance

- West: \$270M (30%)
- Northeast: \$186M (20.7%)
- Southeast: \$163M (18.13%)
- Midwest: \$145M (16.08%)
- South: \$136M (15.09%)

4. Best-Selling Product Categories

1. Men's Street Footwear – \$209M
2. Women's Apparel – \$179M
3. Men's Athletic Footwear – \$154M
4. Women's Street Footwear – \$128M
5. Men's Apparel – \$124M
6. Women's Athletic Footwear – \$107M

5. Sales by Retailer

- West Gear – \$243M
- Foot Locker – \$220M
- Sports Direct – \$182M
- Kohl's – \$102M
- Amazon – \$78M
- Walmart – \$75M

6. State-Wise Highlights

- Top States: New York (\$64M), California (\$60M), Florida (\$59M), Texas (\$46M)
- Low-performing States: Below \$15M categories (Idaho, Georgia, Michigan, etc.)

Short Summary

- Adidas achieved \$900M revenue with a 42% margin.
- West region led with 30% share.
- Men's Street Footwear was the top product.
- March & December were peak months.
- West Gear & Foot Locker were top retailers.
- New York & California performed the highest.