

ADIDAS_SALES_REPORT

SUMMARY

Product

- ☐ Men's Apparel
- ☐ Men's Athletic Foo...
- ☐ Men's Street Foot...
- ☐ Women's Apparel
- ☐ Women's Athletic ...
- ☐ Women's Street F...

2020

2021

Total Profit and profit to target



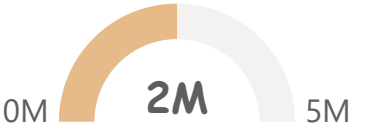
Tota...
prof...

-16.97%

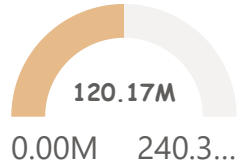
% profit

City	Totalprice	Total Profit	Profit Achieved?
Albany	2,994,304.00	9,429,850.91	👍
Albuquerque	2,824,641.00	6,738,060.41	👍
Atlanta	2,708,591.00	6,893,289.61	👍
Billings	1,930,761.00	6,232,037.55	👍
Birmingham	2,513,424.00	9,147,581.39	👍
Boise	2,742,753.00	8,121,115.10	👍
Burlington	2,041,598.00	5,785,966.49	👍
Charleston	4,904,272.00	15,607,190.11	👍
Charlotte	2,936,581.00	9,756,422.87	👍
Cheyenne	2,282,342.00	6,544,071.15	👍
Columbus	2,269,283.00	7,528,840.09	👍
Total	120,166,650.00	332,134,761.45	👍

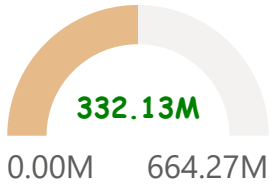
Sum of Units Sold



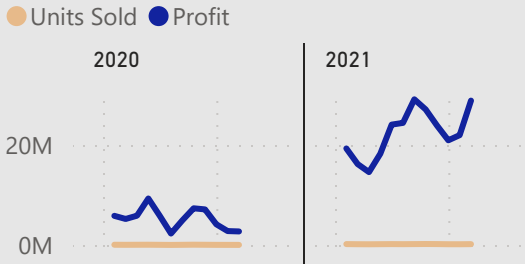
Totalprice



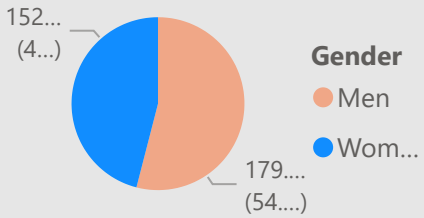
Sum of Profit



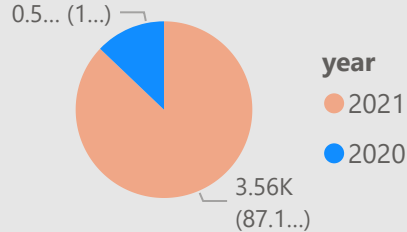
Units Sold and Profit by month and year



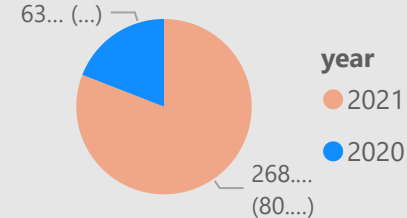
Profit by Gender



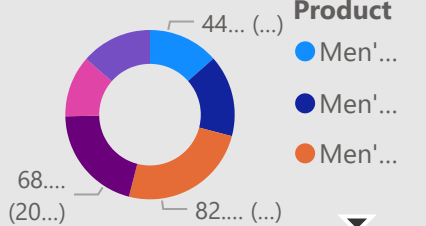
Operating Margin by year



Profit by year



Profit by Product



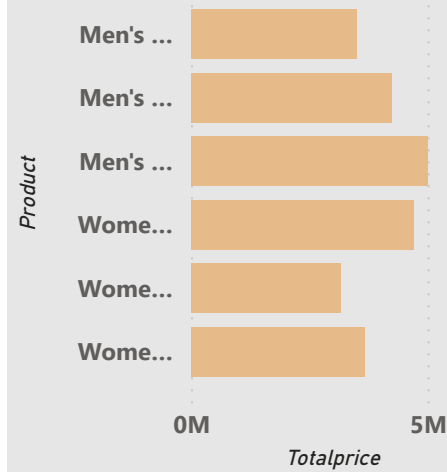
ADIDAS_SALES_REPORT for 2020

SUMMARY

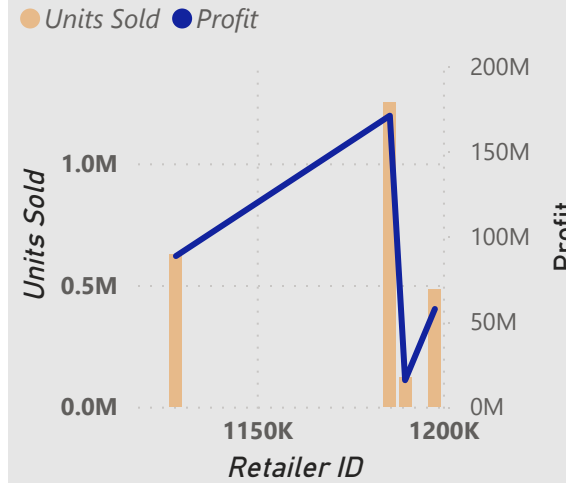
2020

2021

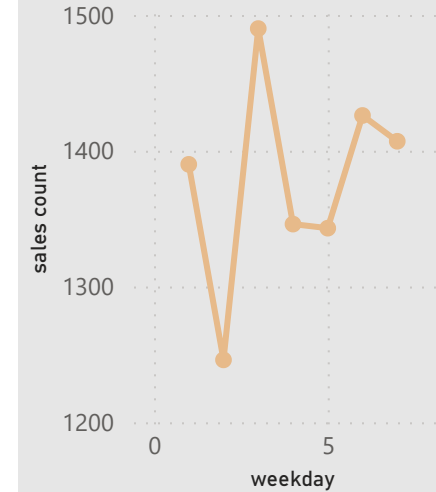
Totalprice by Product



Units Sold and Profit by Retailer ID



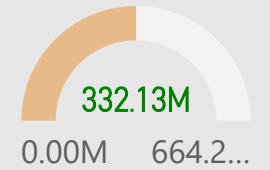
sales count by weekday



120.17M

Totalprice

Profit



Total Profit and Expected Profit by day

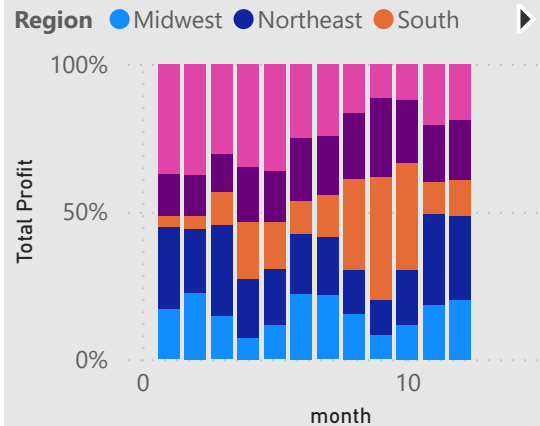
2.44M✓

Goal: 38.10K (+6300%)

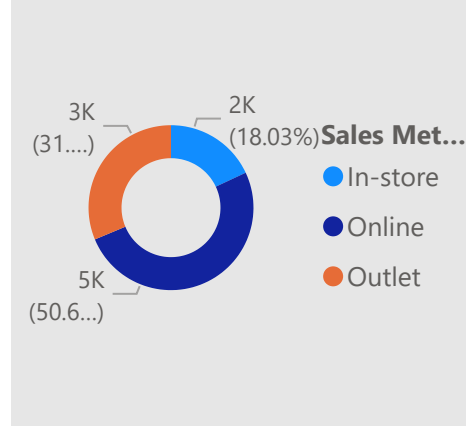
City

- ☐ Albany
- ☐ Albuquerque
- ☐ Anchorage
- ☐ Atlanta
- ☐ Baltimore
- ☐ Billings
- ☐ Birmingham
- ☐ Boise

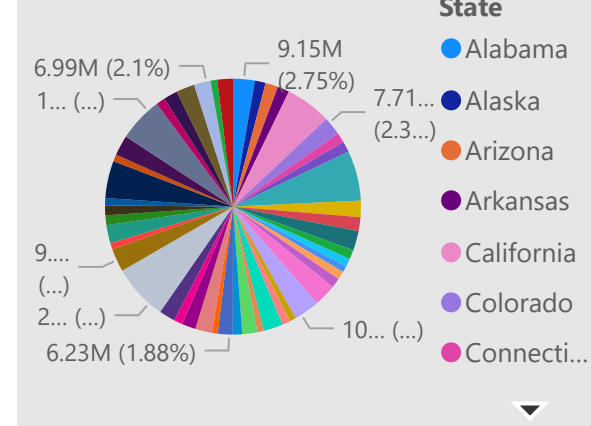
Total Profit by month and Region



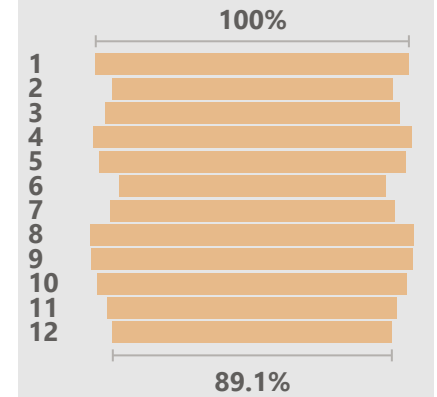
Count by Sales Method



Total Profit by State



Operating Margin by month



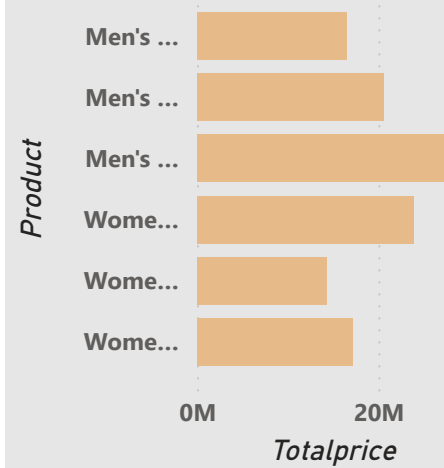
ADIDAS_SALES_REPORT for 2021

SUMMARY

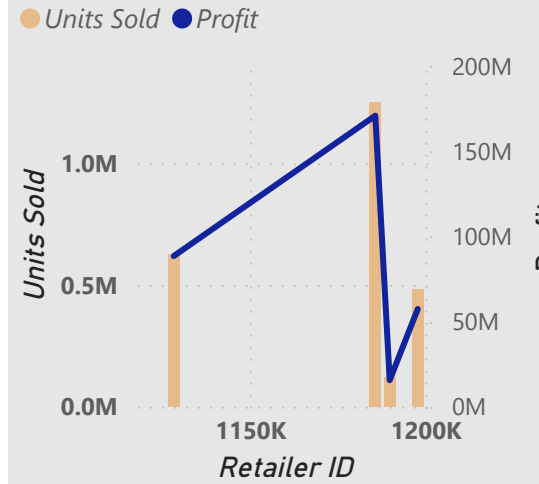
2020

2021

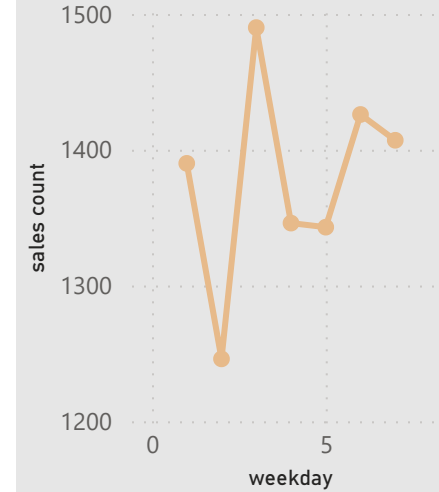
Totalprice by Product



Units Sold and Profit by Retailer ID



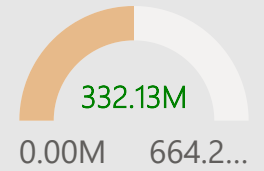
sales count by weekday



120.17M

Totalprice

Profit



Total Profit and Expected Profit by day

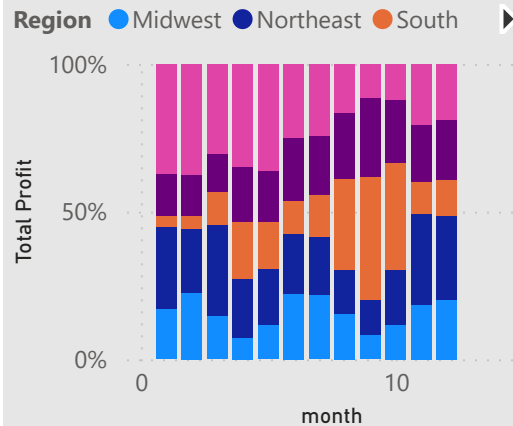
2.44M✓

Goal: 38.10K (+6300%)

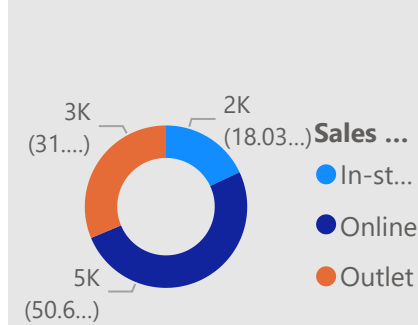
City

- ☐ Albany
- ☐ Albuquerque
- ☐ Anchorage
- ☐ Atlanta
- ☐ Baltimore
- ☐ Billings
- ☐ Birmingham
- ☐ Boise

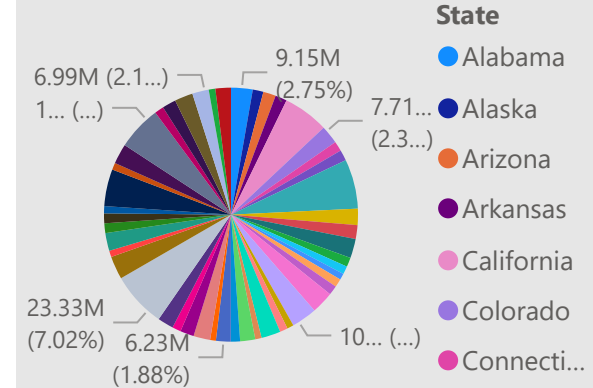
Total Profit by month and Region



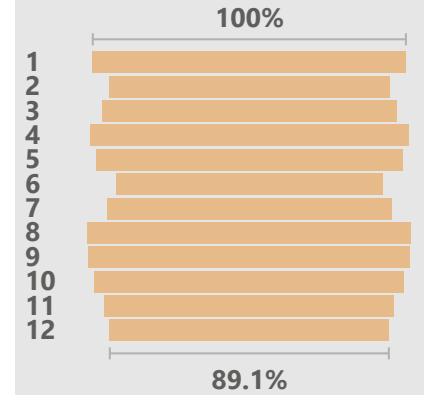
Count by Sales Method



Profit by State



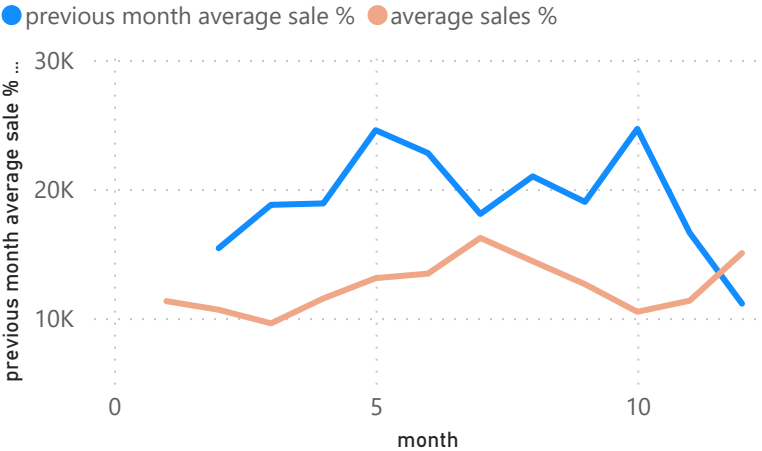
Operating Margin by month



ADIDAS_SALES_ANALYSIS

- Region
- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast

previous month average sale % and average sales % by month

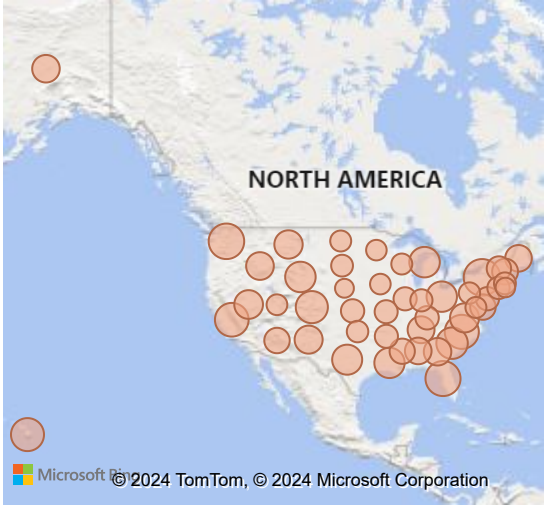


At 24,663.40, 10 had the highest previous month average sale % and was 121.71% higher than 12, which had the lowest previous month average sale % at 11,124.29.

previous month average sale % and total average sales % are positively correlated with each other.

previous month average sale % and average sales % diverged the most when the month was 10, when previous month average sale % were 14 173 52 higher than

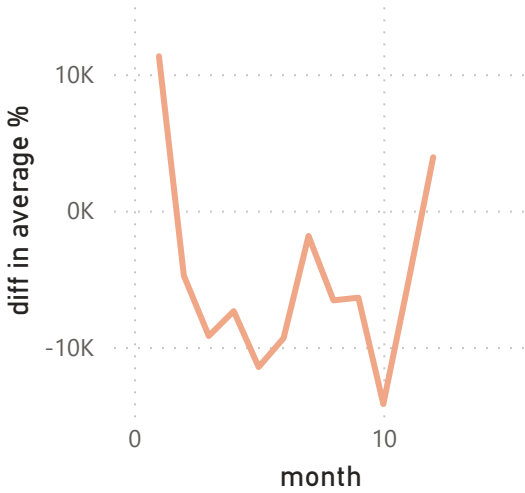
average sales % by State



At 24,084.62, New York had the highest average sales % and was 375.85% higher than Nebraska, which had the lowest average sales % at 5,061.38.

Across all 48 State, average sales % ranged from 5,061.38 to 24,084.62.

diff in average % by month



At 11,317.96, 1 had the highest diff in average % and was 179.85% higher than 10, which had the lowest diff in average % at -14,173.52.

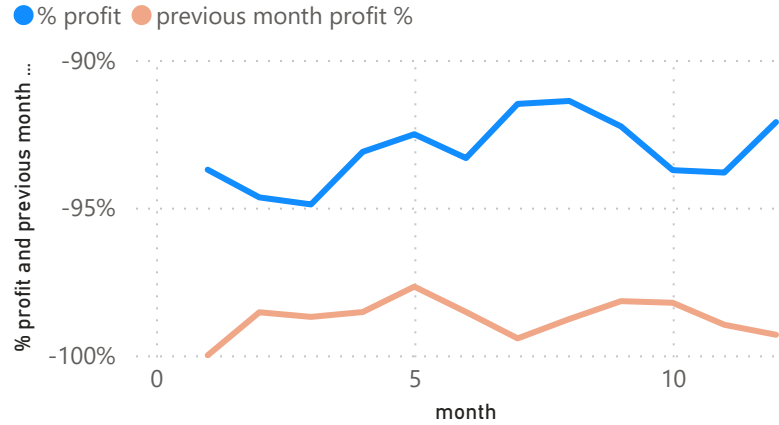
Across all 12 month, diff in average % ranged from -14,173.52 to 11,317.96.

ADIDAS_PROFIT_ANALYSIS

Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast

% profit and previous month profit % by month

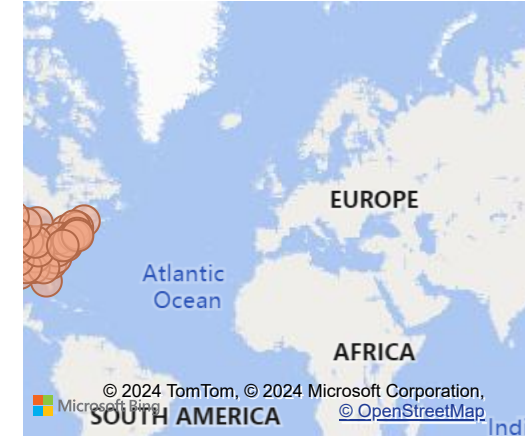


At -91.39%, 8 had the highest % profit and was 3.69% higher than 3, which had the lowest % profit at -94.89%.

% profit and previous month profit % diverged the most when the month was 7, when % profit were 7.94% higher than previous month profit %.

Across all 12 month, % profit ranged from -94.89% to -91.39% and previous month profit % ranged from -1 to -0.98.

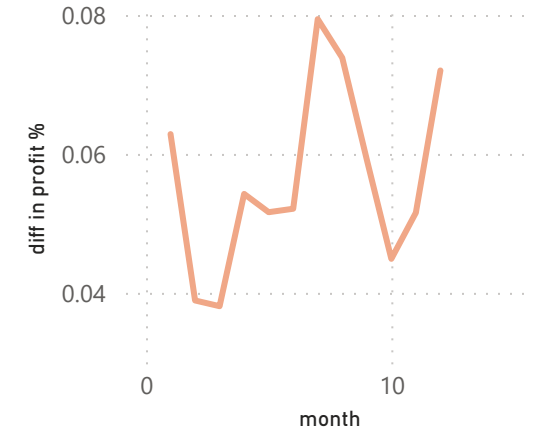
% profit by State



At -94.17%, New York had the highest % profit and was 5.25% higher than Nebraska, which had the lowest % profit at -99.39%.

Across all 48 State, % profit ranged from -99.39% to -94.17%.

diff in profit % by month



At 0.08, 7 had the highest diff in profit % and was 108.52% higher than 3, which had the lowest diff in profit % at 0.04.

Across all 12 month, diff in profit % ranged from 0.04 to 0.08.