

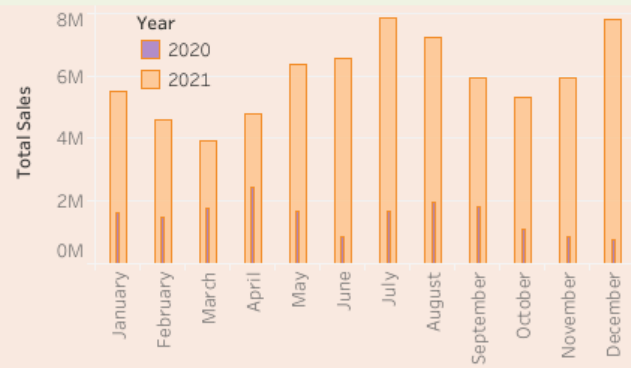
# Adidas USA Sales Performance Dashboard

## (2020-2021)

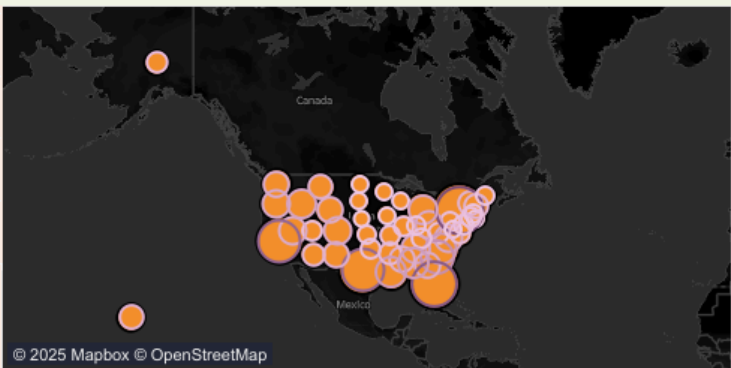
Revenue Sold Units

\$89,820,067 2,475,611

Annual Sales Performance Trends



Profit Analysis Across USA States



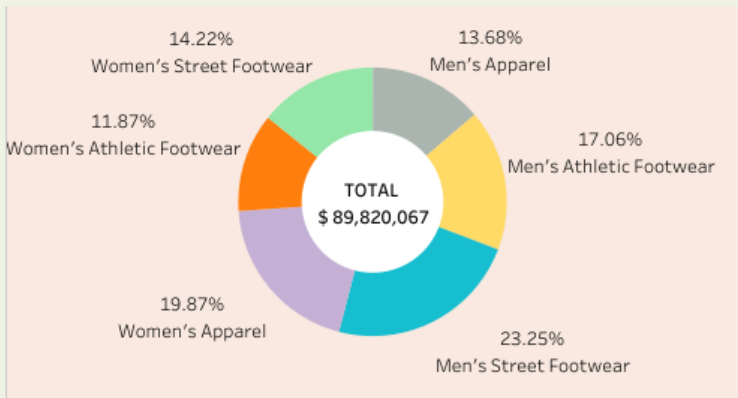
Distribution of Products Sold Through Different Sales Methods



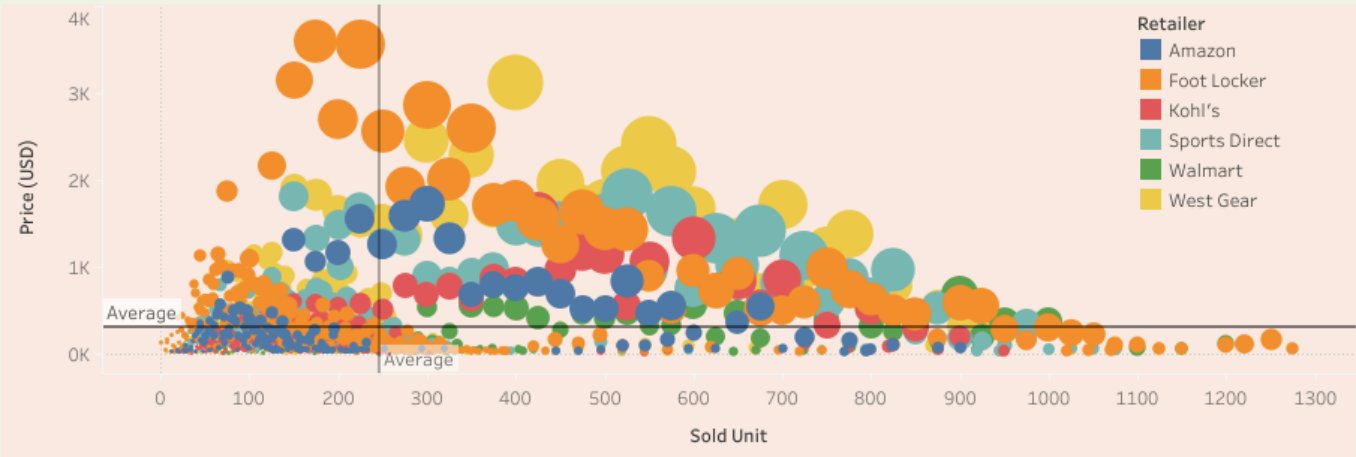
Annual Units Sold Analysis by Region and Retailer

Region	Retailer / Year of Invoice Date									
	Amazon		Foot Locker		Kohl's		Sports Direct		Walmart	
	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020
Midwest	44,925	18,624	122,207	2,214	60,179		74,415			
Northeast	95,020	72,637	106,450		37,145	5,032	69,278	34,726		2,616
South	1,674		34,786		12,778	18,953	211,192	65,072	52,041	4,747
Southeast	29,622	24,694	126,087			20,731	122,868		42,013	27,710
West	26,749	4,349	94,085		175,059		33,621		12,373	157,994
Grand Total	197,990	120,304	483,615	2,214	285,161	44,716	511,374	99,798	106,427	193,067

Product Sales Distribution Analysis



Exploring Retailer Sales Through Pricing and Quantity



Region-Wise Profitability Based on Total Sales

Region	Retailer				
	Amazon	Foot Locker	Kohl's	Sports Direct	Walmart
Midwest	683,382	1,817,390	855,304	1,068,467	
Northeast	1,339,907	2,391,502	517,275	839,520	461,718
South	14,694	368,000	135,709	2,972,443	1,302,115
Southeast	429,517	2,253,207		2,075,579	644,670
West	414,385	1,235,051	2,172,865	456,855	169,723
Grand Total	2,881,885	8,065,150	3,681,153	7,412,864	2,578,226