

Sum of Total sales	Row Labels	Sum of Units Sold
1201925250	Alabama	616,530
	Alaska	40,660
	Arizona	469,190
	Arkansas	484,680
	California	1,632,840
	Colorado	413,790
	Connecticut	346,960
	Delaware	302,750
	Florida	1,334,300
	Georgia	563,910
	Hawaii	403,750
	Idaho	638,270
	Illinois	254,070
	Indiana	263,320
	Iowa	234,460
	Kansas	294,630
	Kentucky	93,920
	Louisiana	576,150
	Maine	17,170
	Maryland	208,180
	Massachusetts	211,320
	Michigan	500,950
	Minnesota	208,380
	Mississippi	568,140
	Missouri	364,040
	Montana	427,130
	Nebraska	191,540
	Nevada	518,310
	New Hampshire	147,240
	New Jersey	265,400
	New Mexico	526,330
	New York	1,691,400
	North Carolina	525,860
	North Dakota	227,810
	Ohio	28,560
	Oklahoma	404,590
	Oregon	505,360
	Pennsylvania	276,620
	Rhode Island	274,730
	South Carolina	726,100
	South Dakota	229,730
	Tennessee	660,770
	Texas	1,595,000
	Utah	485,480
	Vermont	22,090
	Virginia	529,690
	Washington	466,110
	West Virginia	298,730
	Wisconsin	239,500
	Wyoming	502,280
	<b>Grand Total</b>	<b>22,808,710</b>

Row Labels	Sum of Units Sold
<b>West Gear</b>	<b>6,252,620</b>
Men's Street Footwear	1,456,530
Men's Athletic Footwear	1,114,000
Women's Apparel	1,070,490
Women's Street Footwe	1,012,890
Women's Athletic Footw	825,390
Men's Apparel	773,320
<b>Foot Locker</b>	<b>6,043,690</b>
Men's Street Footwear	1,590,810
Women's Apparel	1,044,890
Men's Athletic Footwear	1,037,670
Women's Street Footwe:	923,850
Women's Athletic Footw	731,040
Men's Apparel	715,430
<b>Sports Direct</b>	<b>5,576,400</b>
Men's Street Footwear	1,245,040
Men's Athletic Footwear	1,000,280
Women's Apparel	986,900
Women's Street Footwe:	924,860
Women's Athletic Footw	745,720
Men's Apparel	673,600
<b>Kohl's</b>	<b>2,873,750</b>
Men's Street Footwear	668,440
Men's Athletic Footwear	510,120
Women's Apparel	490,120
Women's Street Footwe:	459,100
Women's Athletic Footw	385,170
Men's Apparel	360,800
<b>Walmart</b>	<b>2,062,250</b>
Men's Street Footwear	419,800
Women's Apparel	380,020
Men's Athletic Footwear	371,570
Women's Street Footwe:	317,450
Men's Apparel	305,060
Women's Athletic Footw	268,350
<b>Grand Total</b>	<b>22,808,710</b>

Row Labels	Average of Operating Mar	Sum of Operating Profit
<b>Midwest</b>	<b>43%</b>	<b>\$45,977,547</b>
Men's Apparel	45%	\$6,325,939
Men's Athletic Footwear	40%	\$6,428,624
Men's Street Footwear	44%	\$13,198,135
Women's Apparel	49%	\$10,692,684
Women's Athletic Footw	42%	\$4,284,003
Women's Street Footwe	40%	\$5,048,161
<b>Northeast</b>	<b>41%</b>	<b>\$54,621,730</b>
Men's Apparel	37%	\$6,688,389
Men's Athletic Footwear	40%	\$8,041,282
Men's Street Footwear	46%	\$17,110,256
Women's Apparel	41%	\$10,661,654
Women's Athletic Footw	41%	\$5,640,893
Women's Street Footwe	40%	\$6,479,257
<b>South</b>	<b>47%</b>	<b>\$60,991,057</b>
Men's Apparel	42%	\$7,271,751
Men's Athletic Footwear	43%	\$9,954,208
Men's Street Footwear	46%	\$11,409,288
Women's Apparel	54%	\$14,532,581
Women's Athletic Footw	50%	\$8,592,745
Women's Street Footwe	45%	\$9,230,483
<b>Southeast</b>	<b>42%</b>	<b>\$56,260,323</b>
Men's Apparel	39%	\$7,734,551
Men's Athletic Footwear	40%	\$8,993,760
Men's Street Footwear	45%	\$13,469,699
Women's Apparel	47%	\$12,881,927
Women's Athletic Footw	40%	\$6,467,539
Women's Street Footwe	38%	\$6,712,847
<b>West</b>	<b>40%</b>	<b>\$85,465,602</b>
Men's Apparel	44%	\$13,436,707
Men's Athletic Footwear	36%	\$13,910,984
Men's Street Footwear	43%	\$18,875,349
Women's Apparel	34%	\$13,479,553
Women's Athletic Footw	41%	\$11,411,497
Women's Street Footwe	41%	\$14,351,512
<b>Grand Total</b>	<b>42%</b>	<b>\$303,316,258</b>

Row Labels	Average of Operating Margin
In-store	36%
Online	46%
Outlet	40%
<b>Grand Total</b>	<b>42%</b>

Row Labels	Sum of Sales	Sum of Operating Profit
<b>2020</b>	<b>\$</b>	<b>242,373,250.00</b>
Jan	\$	23,127,460.00
Feb	\$	21,408,130.00
Mar	\$	24,742,020.00
Apr	\$	31,930,810.00
May	\$	21,647,640.00
Jun	\$	10,841,940.00
Jul	\$	21,823,880.00
Aug	\$	26,416,300.00
Sep	\$	23,676,860.00
Oct	\$	14,285,690.00
Nov	\$	11,680,500.00
Dec	\$	10,792,020.00
<b>2021</b>	<b>\$</b>	<b>958,136,850.32</b>
Jan	\$	74,100,800.00
Feb	\$	61,101,490.00
Mar	\$	52,447,820.00
Apr	\$	64,983,390.00
May	\$	85,769,560.00
Jun	\$	87,208,280.00
Jul	\$	103,680,310.00
Aug	\$	96,376,390.37
Sep	\$	80,078,454.95
Oct	\$	71,275,005.00
Nov	\$	78,181,110.00
Dec	\$	102,934,240.00
<b>Grand Total</b>	<b>\$</b>	<b>1,200,510,100.32</b>
		<b>\$332,134,761</b>

o Total sales and units sold by region, state, and city.  
o Identification of high-performing retailers and products.

#### Total Sales

**Sum of Total sales**  
1201925250

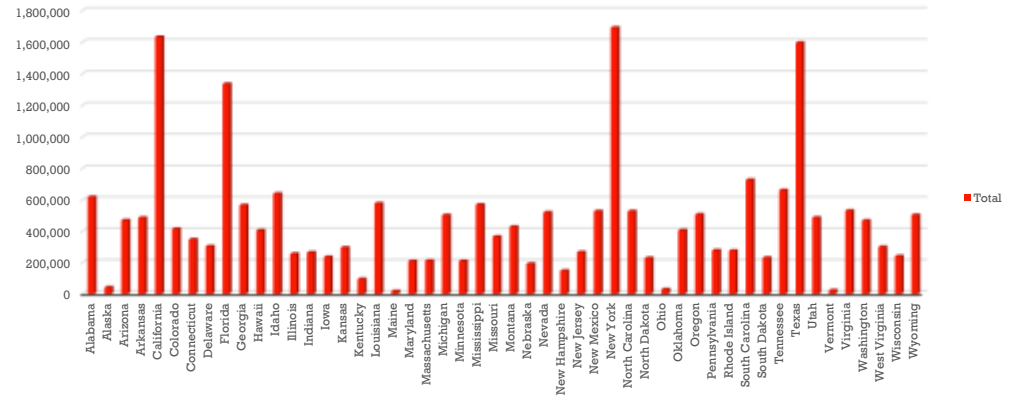
#### Units sold by region

Row Labels	Sum of Units Sold
Alabama	616,530
Alaska	40,660
Arizona	469,190
Arkansas	484,680
California	1,632,840
Colorado	413,780
Connecticut	346,960
Delaware	302,750
Florida	1,334,300
Georgia	563,910
Hawaii	403,750
Idaho	638,270
Illinois	254,070
Indiana	263,320
Iowa	234,460
Kansas	294,630
Kentucky	93,920
Louisiana	576,150
Maine	17,170
Maryland	208,180
Massachusetts	211,320
Michigan	500,950
Minnesota	208,380
Mississippi	568,140
Missouri	364,040
Montana	427,130
Nebraska	191,540
Nevada	518,310
New Hampshire	147,240
New Jersey	265,400
New Mexico	526,330
New York	1,691,400
North Carolina	525,860
North Dakota	227,810
Ohio	28,560
Oklahoma	404,590
Oregon	505,360
Pennsylvania	276,620
Rhode Island	274,730
South Carolina	726,100
South Dakota	229,730
Tennessee	660,770
Texas	1,595,000
Utah	485,480
Vermont	22,090
Virginia	529,690
Washington	466,110
West Virginia	298,730
Wisconsin	239,500
Wyoming	502,280
<b>Grand Total</b>	<b>22,808,710</b>

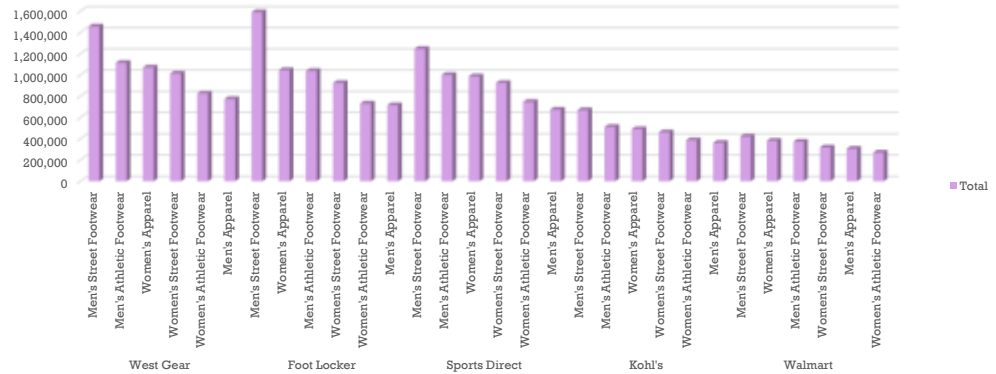
#### Identification of high performing retailers & pro

Row Labels	Sum of Units Sold
<b>West Gear</b>	<b>6,252,620</b>
Men's Street Footwear	1,456,530
Men's Athletic Footwear	1,114,000
Women's Apparel	1,070,490
Women's Street Footwe:	1,012,890
Women's Athletic Footw	825,390
Men's Apparel	773,320
<b>Foot Locker</b>	<b>6,043,690</b>
Men's Street Footwear	1,590,810
Women's Apparel	1,044,890
Men's Athletic Footwear	1,037,670
Women's Street Footwe:	923,850
Women's Athletic Footw	731,040
Men's Apparel	715,430
<b>Sports Direct</b>	<b>5,576,400</b>
Men's Street Footwear	1,245,040
Men's Athletic Footwear	1,000,280
Women's Apparel	986,900
Women's Street Footwe:	924,860
Women's Athletic Footw	745,720
Men's Apparel	673,600
<b>Kohl's</b>	<b>2,873,750</b>
Men's Street Footwear	668,440
Men's Athletic Footwear	510,120
Women's Apparel	490,120
Women's Street Footwe:	459,100
Women's Athletic Footw	385,170
Men's Apparel	360,800
<b>Walmart</b>	<b>2,062,250</b>
Men's Street Footwear	419,800
Women's Apparel	380,020
Men's Athletic Footwear	371,570
Women's Street Footwe:	317,450
Men's Apparel	305,060
Women's Athletic Footw	268,350
<b>Grand Total</b>	<b>22,808,710</b>

Total Units Sold By States



High-Performing retailers and Products



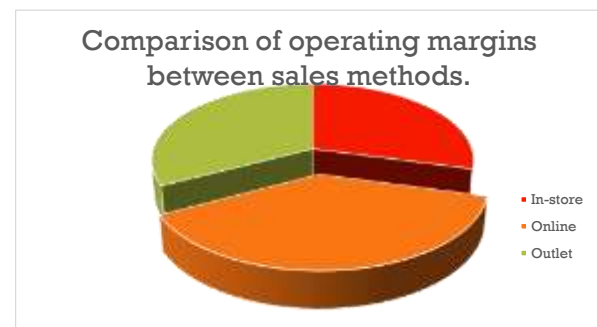
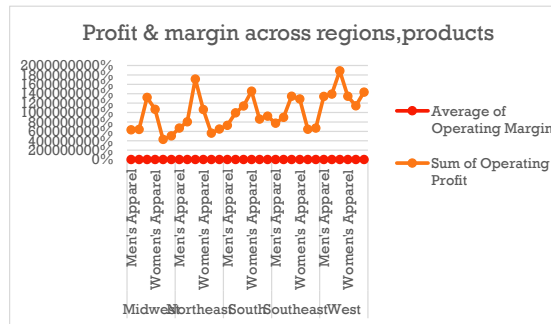
- o Operating profit and margin across different regions, states, and products.
- o Comparison of operating margins between sales methods.

Operating profit and margin across different regions, states, and products

Row Labels	Average of Operating Mar	Sum of Operating Profit
<b>Midwest</b>	<b>43%</b>	<b>\$45,977,547</b>
Men's Apparel	45%	\$6,325,939
Men's Athletic Footwear	40%	\$6,428,624
Men's Street Footwear	44%	\$13,198,135
Women's Apparel	49%	\$10,692,684
Women's Athletic Footwe	42%	\$4,284,003
Women's Street Footwea	40%	\$5,048,161
<b>Northeast</b>	<b>41%</b>	<b>\$54,621,730</b>
Men's Apparel	37%	\$6,688,389
Men's Athletic Footwear	40%	\$8,041,282
Men's Street Footwear	46%	\$17,110,256
Women's Apparel	41%	\$10,661,654
Women's Athletic Footwe	41%	\$5,640,893
Women's Street Footwea	40%	\$6,479,257
<b>South</b>	<b>47%</b>	<b>\$60,991,057</b>
Men's Apparel	42%	\$7,271,751
Men's Athletic Footwear	43%	\$9,954,208
Men's Street Footwear	46%	\$11,409,288
Women's Apparel	54%	\$14,532,581
Women's Athletic Footwe	50%	\$8,592,745
Women's Street Footwea	45%	\$9,230,483
<b>Southeast</b>	<b>42%</b>	<b>\$56,260,323</b>
Men's Apparel	39%	\$7,734,551
Men's Athletic Footwear	40%	\$8,993,760
Men's Street Footwear	45%	\$13,469,699
Women's Apparel	47%	\$12,881,927
Women's Athletic Footwe	40%	\$6,467,539
Women's Street Footwea	38%	\$6,712,847
<b>West</b>	<b>40%</b>	<b>\$85,465,602</b>
Men's Apparel	44%	\$13,436,707
Men's Athletic Footwear	36%	\$13,910,984
Men's Street Footwear	43%	\$18,875,349
Women's Apparel	34%	\$13,479,553
Women's Athletic Footwe	41%	\$11,411,497
Women's Street Footwea	41%	\$14,351,512
<b>Grand Total</b>	<b>42%</b>	<b>\$303,316,258</b>

Comparison of operating margins between sales methods.

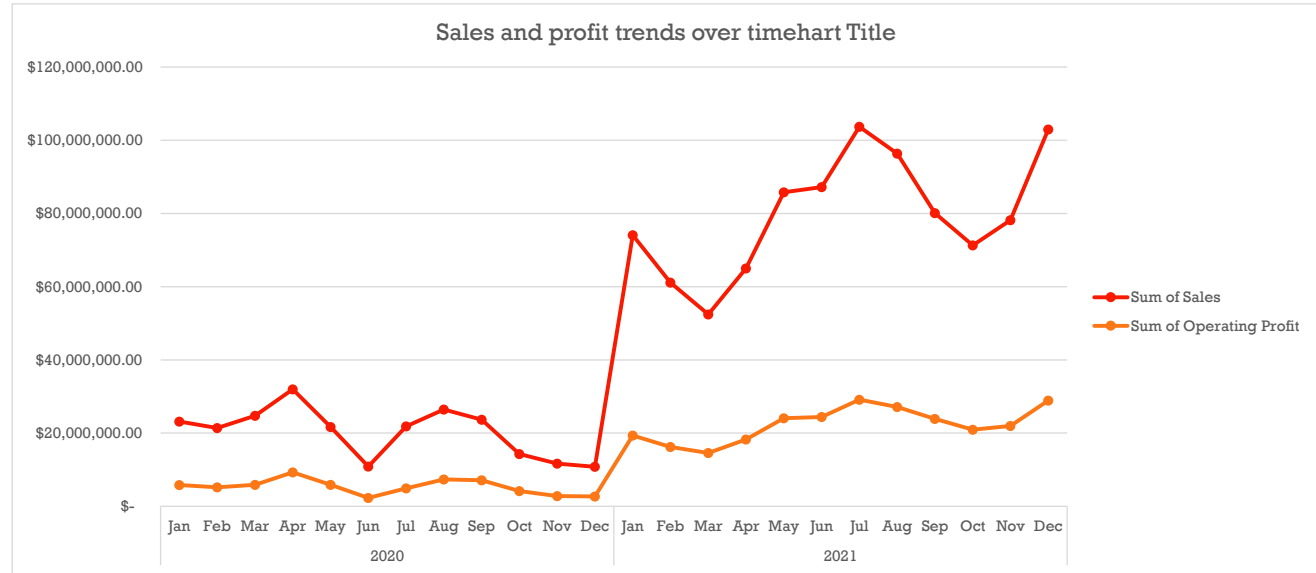
Row Labels	Average of Operating Margin
In-store	36%
Online	46%
Outlet	40%
<b>Grand Total</b>	<b>42%</b>



o Sales and profit trends over time using the "Invoice Date."

Sales and profit trends over time

Row Labels	Sum of Sales	Sum of Operating Profit
<b>2020</b>	<b>\$ 242,373,250.00</b>	<b>\$63,375,663</b>
Jan	\$ 23,127,460.00	\$5,830,005
Feb	\$ 21,408,130.00	\$5,207,354
Mar	\$ 24,742,020.00	\$5,862,006
Apr	\$ 31,930,810.00	\$9,301,293
May	\$ 21,647,640.00	\$5,870,842
Jun	\$ 10,841,940.00	\$2,292,727
Jul	\$ 21,823,880.00	\$4,917,665
Aug	\$ 26,416,300.00	\$7,338,925
Sep	\$ 23,676,860.00	\$7,119,702
Oct	\$ 14,285,690.00	\$4,139,469
Nov	\$ 11,680,500.00	\$2,783,476
Dec	\$ 10,792,020.00	\$2,712,196
<b>2021</b>	<b>\$ 958,136,850.32</b>	<b>\$268,759,099</b>
Jan	\$ 74,100,800.00	\$19,311,929
Feb	\$ 61,101,490.00	\$16,185,382
Mar	\$ 52,447,820.00	\$14,577,782
Apr	\$ 64,983,390.00	\$18,257,944
May	\$ 85,769,560.00	\$24,075,413
Jun	\$ 87,208,280.00	\$24,421,989
Jul	\$ 103,680,310.00	\$29,137,233
Aug	\$ 96,376,390.37	\$27,112,516
Sep	\$ 80,078,454.95	\$23,889,884
Oct	\$ 71,275,005.00	\$20,938,975
Nov	\$ 78,181,110.00	\$21,972,045
Dec	\$ 102,934,240.00	\$28,878,006
<b>Grand Total</b>	<b>\$1,200,510,100.32</b>	<b>\$332,134,761</b>





# adidas US Sales DashBoard

## Retailer

- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

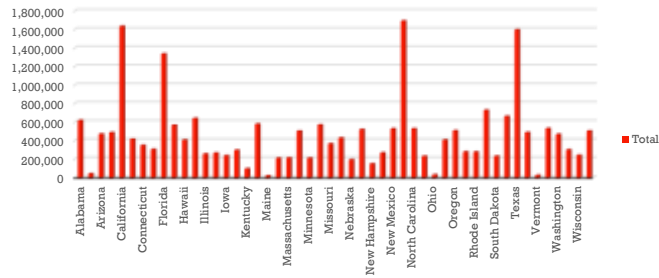
## Region

- Midwest
- Northeast
- South
- Southeast
- West

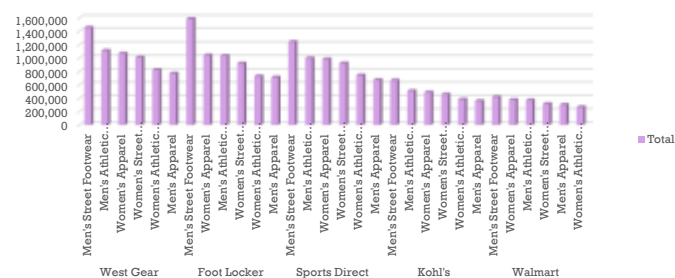
## Product

- Men's Apparel
- Men's Athletic Footw...
- Men's Street Footwear
- Women's Apparel
- Women's Athletic Fo...
- Women's Street Foot...

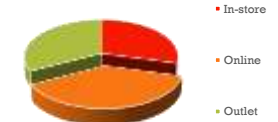
Total Units Sold By States



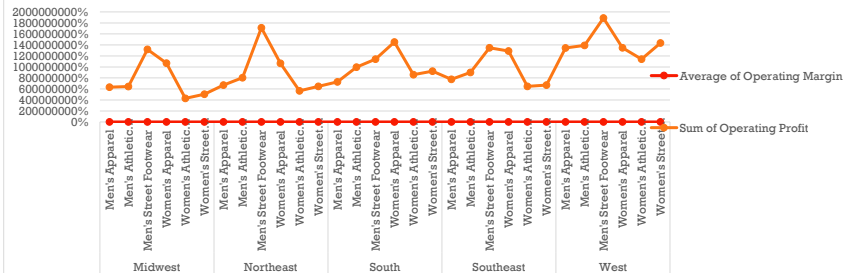
High-Performing retailers and Products



Comparison of operating margins between sales methods.



Profit & margin across regions,products



Sales and profit trends over timechart Title

