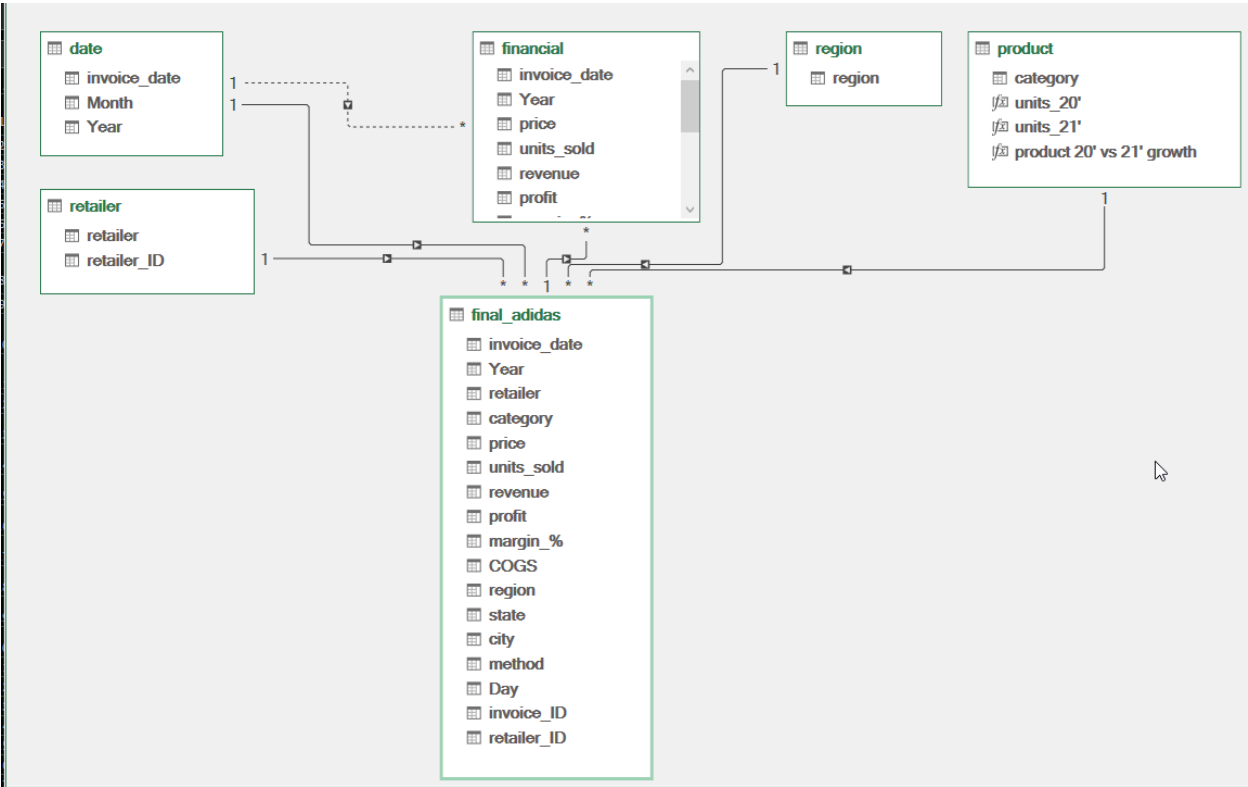


U.S. Adidas sales report



Regional performance

category	All
state	All

Regions	units_20'	units_21'	total units sold	20' vs 21' products growth(%)	revenue(\$)	2020 profit(\$)	2021 profit(\$)	profit(\$)	20' vs 21'profit growth(%)
Midwest	4 K	80 K	85 K	1702	3.438M	0.089M	1.665M	1.754M	1868
Northeast	43 K	115 K	158 K	166	7.162M	0.824M	2.432M	3.256M	295
South	34 K	150 K	184 K	343	6.819M	0.567M	2.886M	3.453M	509
Southeast	16 K	99 K	115 K	529	5.619M	0.403M	2.194M	2.597M	545
West	47 K	177 K	224 K	277	10.491M	1.092M	3.415M	4.507M	313
Grand Total	144 K	622 K	767 K	331	33.529M	2.976M	12.593M	15.568M	423



Product performance

region	All
state	All

product category	avg. margin_%	units_sold_20'	units_sold_21'	total units sold	total_cost_COGS	units sold 20' vs 21' growth (%)	profit_20'	profit_21'	profit 20' vs 21' growth
Men's Apparel	45.3	19 K	76 K	95 K	2.492M	294	451 K	1.666M	269
Men's Athletic Footwear	44.3	26 K	110 K	136 K	3.286M	331	455 K	2.048M	350
Men's Street Footwear	48.6	30 K	150 K	180 K	3.833M	395	684 K	3.037M	344
Women's Apparel	47.9	25 K	109 K	134 K	3.497M	331	537 K	2.597M	384
Women's Athletic Footwear	46.6	20 K	79 K	99 K	2.169M	291	398 K	1.492M	275
Women's Street Footwear	45.2	24 K	99 K	123 K	2.685M	312	451 K	1.754M	289
Grand Total	46.3	144 K	622 K	767 K	17.961M	331	2.976M	12.593M	323



Retailer performance

region	All
state	All

Retailers	2020 units sold	2020 profit(\$)	2021 units sold	2021 profit(\$)	total_units_sold	20' vs 21' units sold growth (%)	20' vs 21' profit growth %
Amazon			55.0 K	1.225M	55.0 K	#NUM!	#NUM!
Foot Locker	37.4 K	729.7 K	139.8 K	2.876M	177.2 K	273	294
Kohl's	0.5 K	9.6 K	84.6 K	1.658M	85.0 K	18,129	17099
Sports Direct	14.0 K	247.5 K	166.0 K	3.317M	180.1 K	1,084	1240
Walmart	37.7 K	712.7 K	37.9 K	0.759M	75.6 K	1	6
West Gear	54.8 K	1,275.9 K	139.1 K	2.758M	193.9 K	154	116
Grand Total	144 K	2.976M	622 K	12.593M	766.7 K	331	323



Retailer performance

region	All
state	All

Retailers	2020 units sold	2020 profit(\$)	2021 units sold	2021 profit(\$)	total_units_sold	20' vs 21' products growth (%)	20' vs 21' growth %
Amazon			55.0 K	1,225 K	55.0 K	#NUM!	
Foot Locker	37.4 K	729.7 K	139.8 K	2,876 K	177.2 K	273	394
Kohl's	0.5 K	9.6 K	84.6 K	1,658 K	85.0 K	18129	17,199
Sports Direct	14.0 K	247.5 K	166.0 K	3,317 K	180.1 K	1084	1,340
Walmart	37.7 K	712.7 K	37.9 K	759 K	75.6 K	1	106
West Gear	54.8 K	1,275.9 K	139.1 K	2,758 K	193.9 K	154	216
Grand Total	144 K	2.976M	622 K	12.593M	766.7 K	331	423