



# ADIDAS SALES REPORT



TOTAL SALES

899.90M

Sales\_Growth%

394.23%

TOTAL EBIT

332.13M

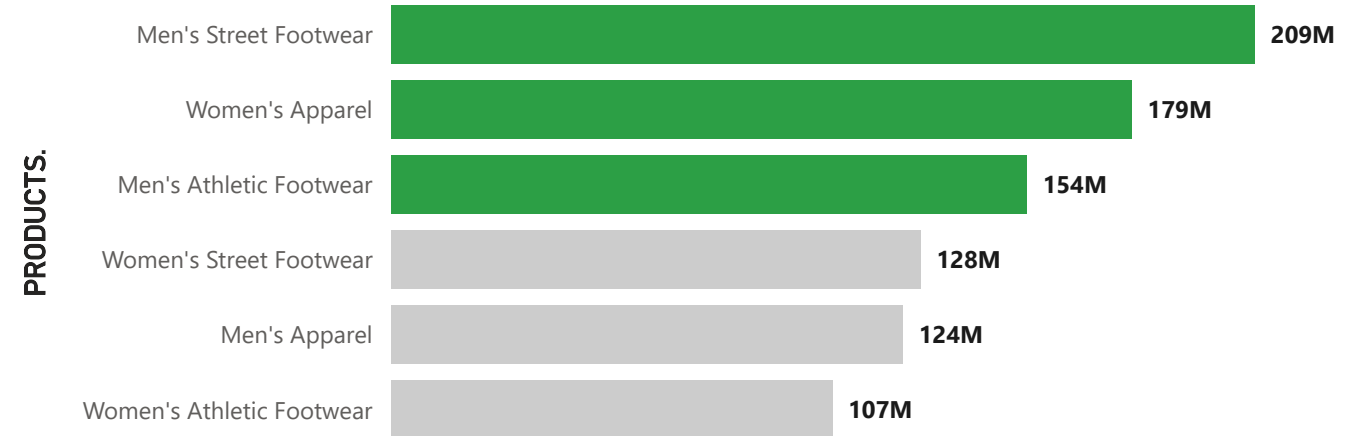
EBIT Growth %

424.07%

## SALES BREAKDOWN BY SALES METHODS

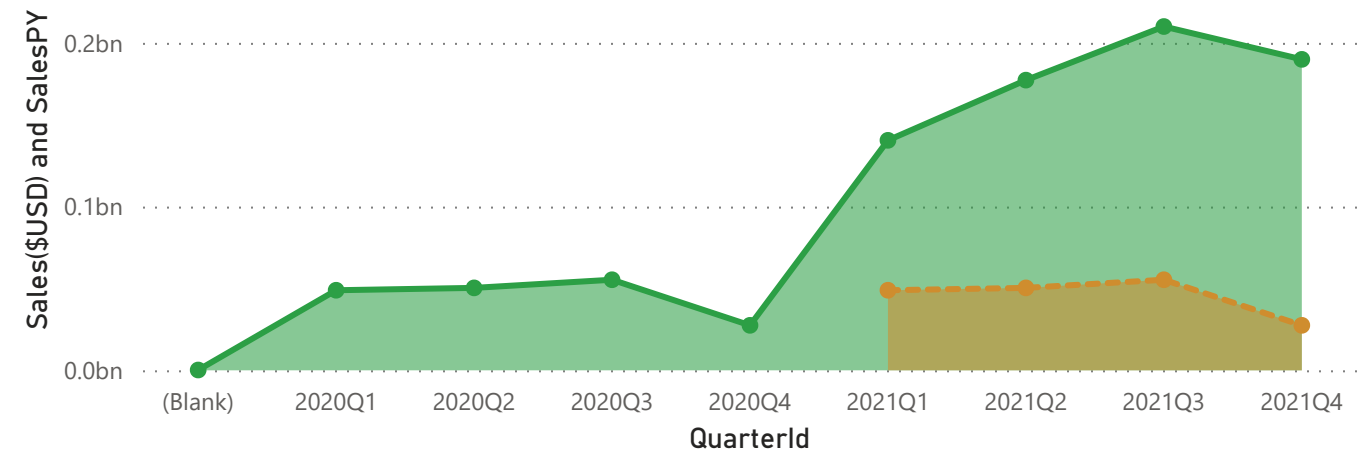
sales_method	Sales_Total	SalesPY	Sales_Growth%
In-store	356,643,750.00	93,903,000.00	279.80%
Outlet	295,585,493.00	83,657,709.00	253.33%
Online	247,672,882.00	4,519,966.00	5379.53%
Total	899,902,125.00	182,080,675.00	394.23%

## TOTAL SALES (\$USD) BY PRODUCT



## Total Sales Over-Time

● Sales(\$USD) ● SalesPY

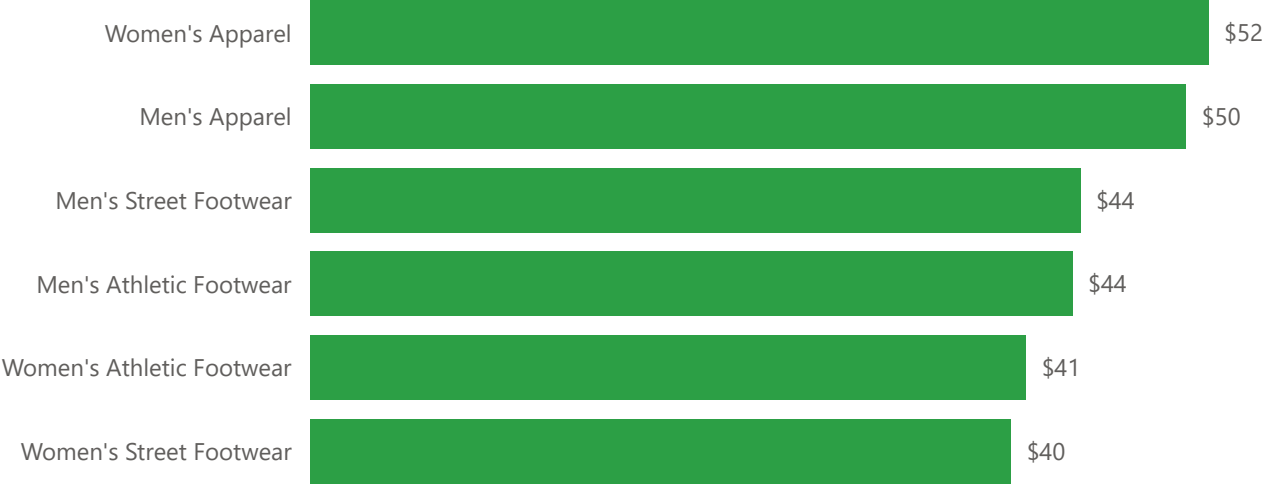




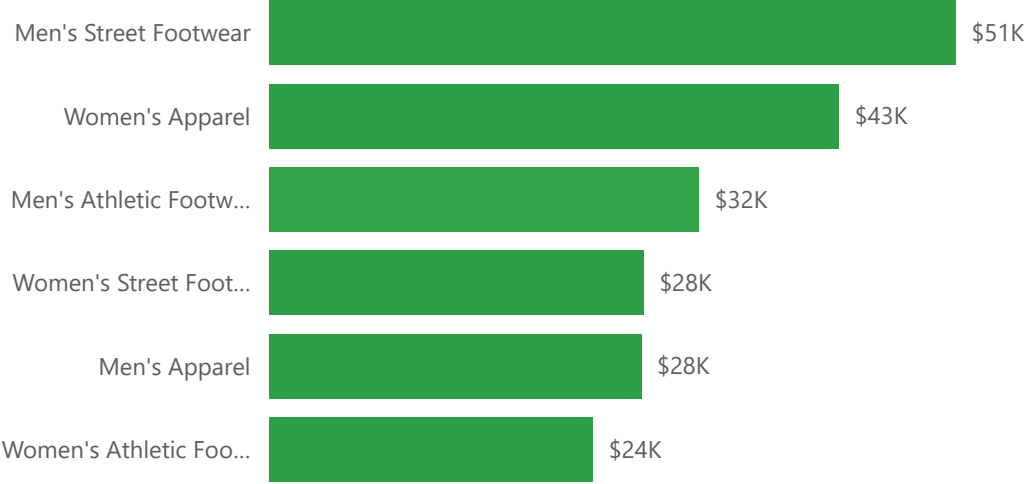
# PRODUCTS AND RETAILERS VIEW



## Average Price by product



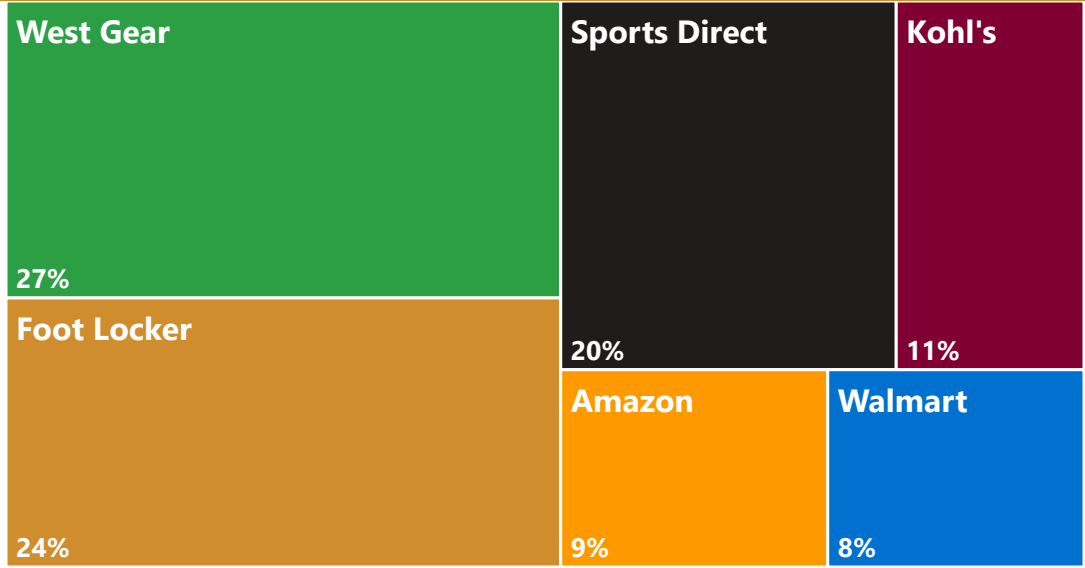
## Average Operating Profit by product



## PRODUCT SALES BREAKDOWN

product	Sales_Total	SalesPY	Sales_Growth%	EBIT Growth
Men's Street Footwear	208,826,244.00	37,823,020.00	452.11%	432.19%
Women's Apparel	179,038,860.00	35,190,332.00	408.77%	507.37%
Men's Athletic Footwear	153,673,680.00	31,794,462.00	383.33%	453.96%
Women's Street Footwear	128,002,813.00	27,426,005.00	366.72%	389.97%
Men's Apparel	123,728,632.00	26,216,964.00	371.94%	363.38%
Women's Athletic Footwear	106,631,896.00	23,629,892.00	351.26%	370.11%
Total	899,902,125.00	182,080,675.00	394.23%	424.07%

## PERCENT OF TOTAL SALES BY RETAILER





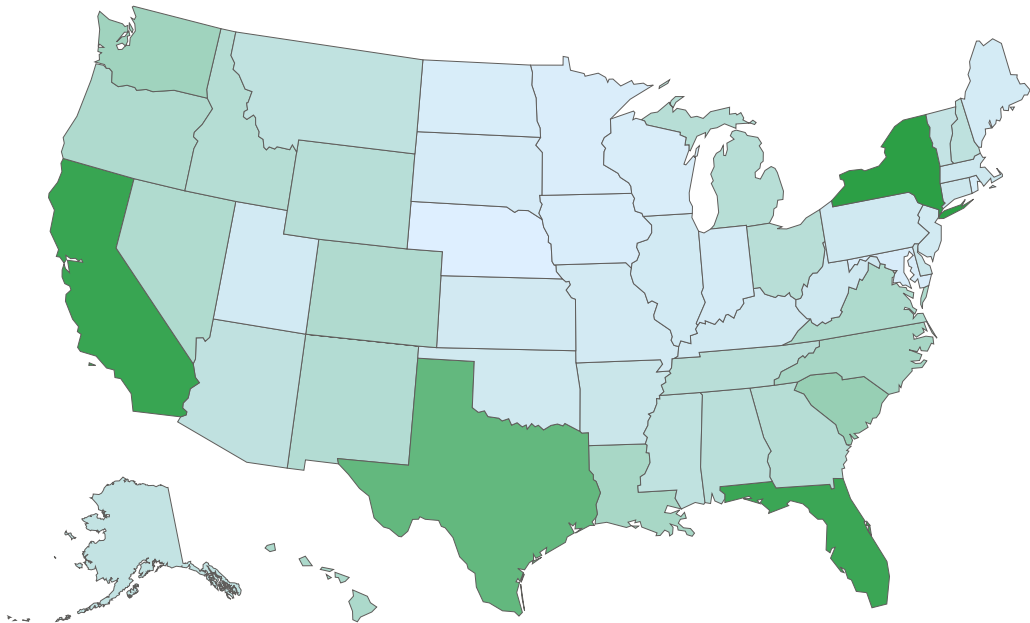
# REGIONAL SALES REPORT



Filter By Product

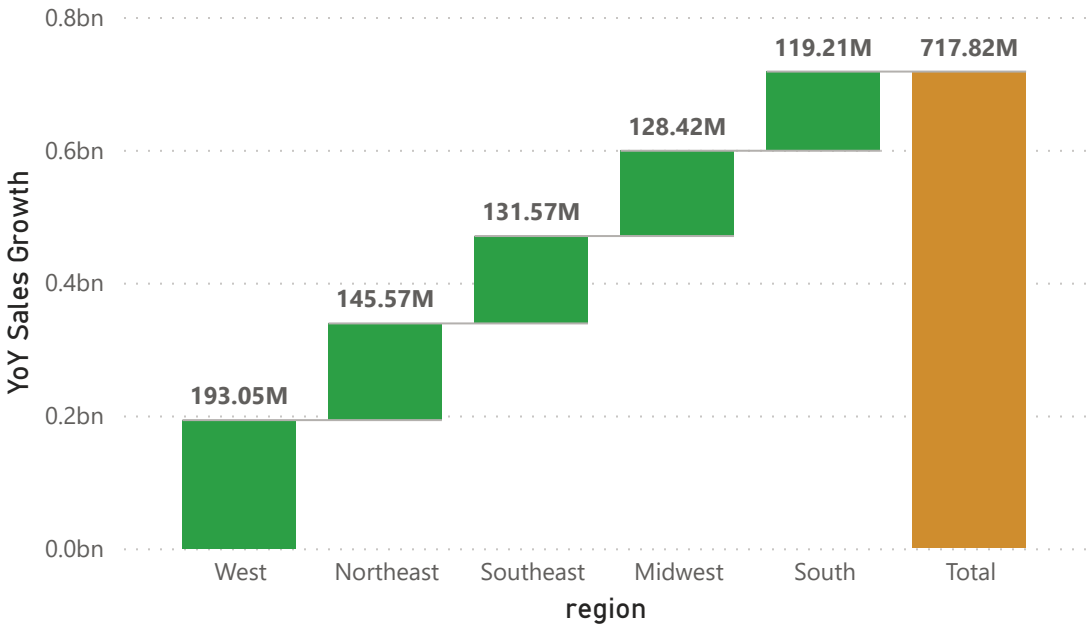
All

## SALES BY STATE (Dark Green Represents Sales above \$45m)



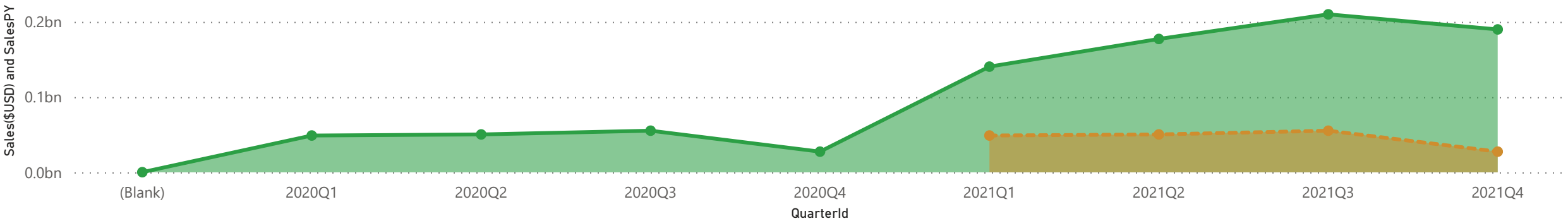
## YoY Sales Growth and EBIT Growth by region

● Increase ● Decrease ● Total



## Total Sales Over-Time

● Sales(\$USD) ● SalesPY





# Points to Think About



Sports Direct and Walmart are the best retailers for women apparels generating more profits on the product compared to the best selling product (Men's street footwear)



Despite Amazon selling Men's Street Footwear above average by \$7, it is still its most profitable Addidas product



North-East region is the best seller of Men's street footwear with majority of sales coming from the state of New York.