ADIDAS US SALES DATASET INSIGHTS
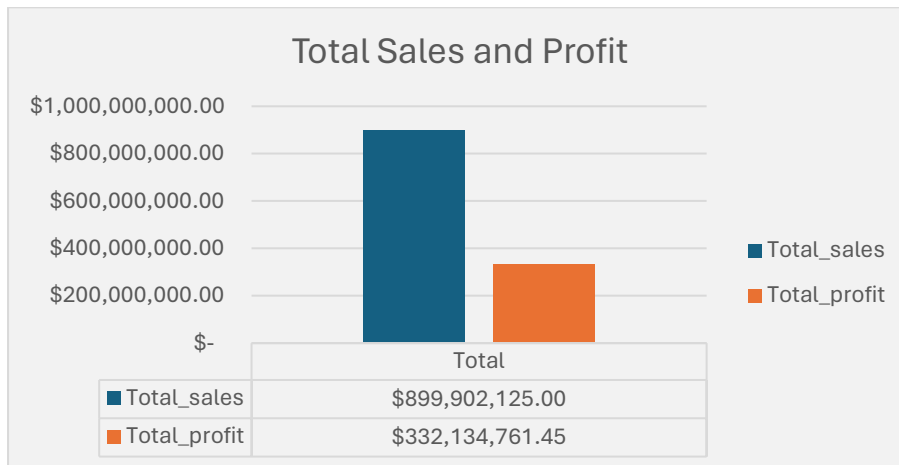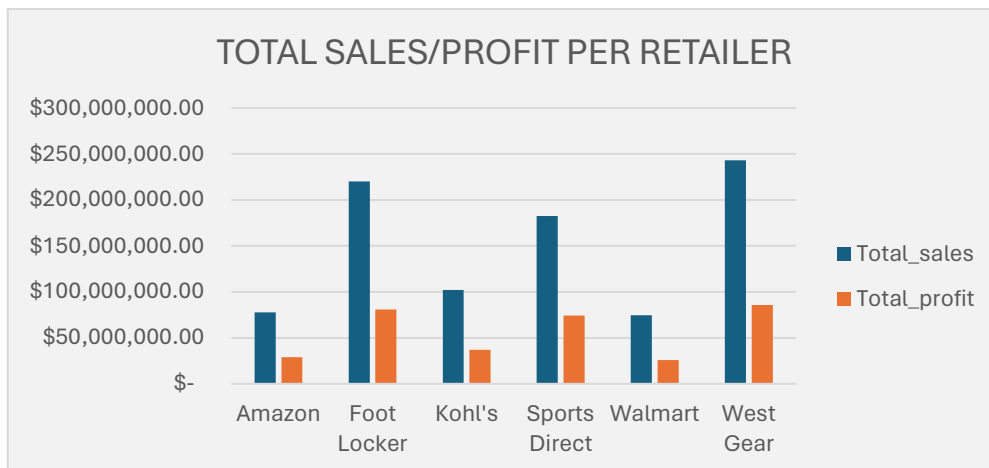
The aim of this project was to draw insights from the ADIDAS US SALES DATASET that can influence decision-making
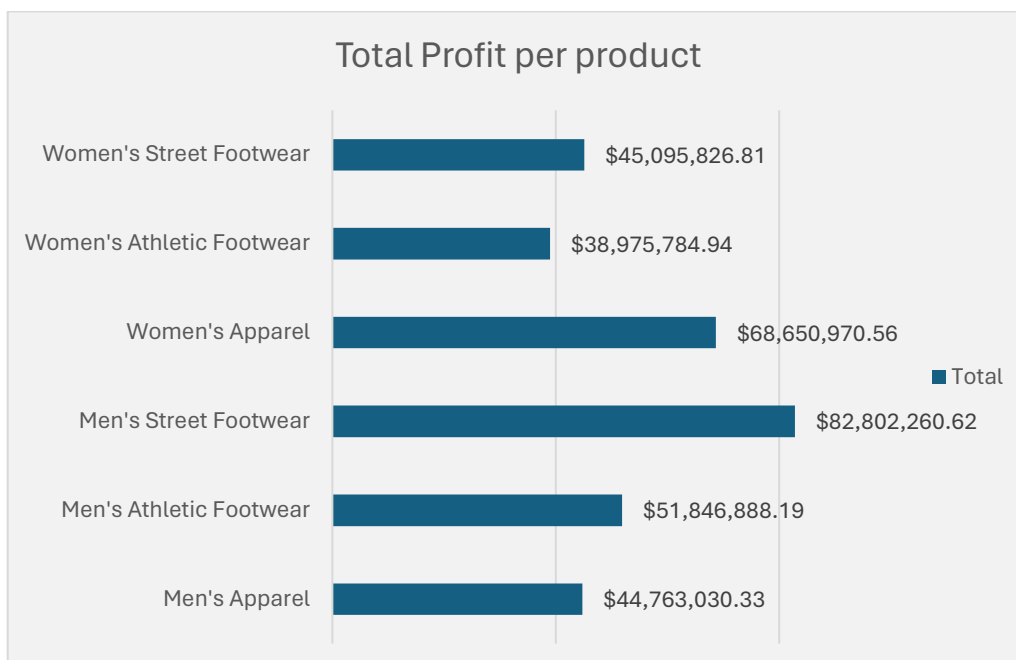
1) TOTAL SALES AND PROFIT
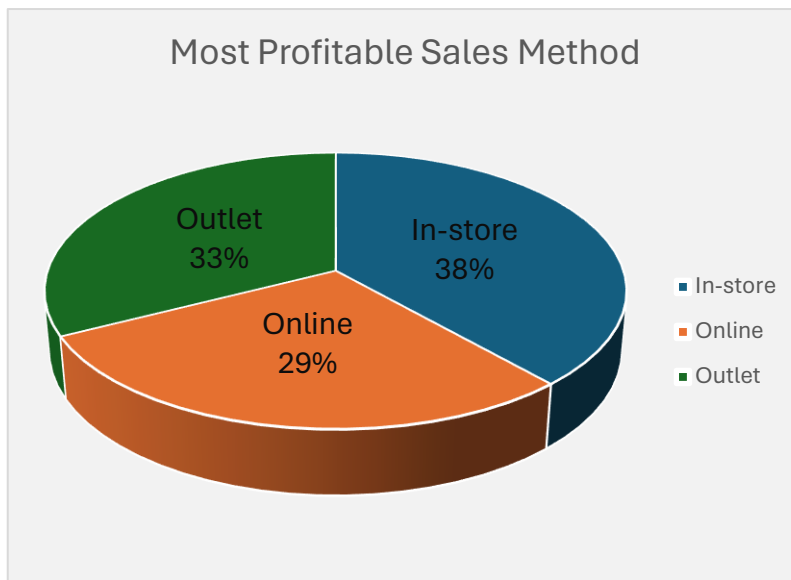

	Total
Total_sales	$899,902,125.00
Total_profit	$332,134,761.45

2) TOTAL SALES AND PROFIT PER RETAILER

3) TOTAL PROFIT PER PRODUCT

Total Profit per product

Product	Total
Women's Street Footwear	$45,095,826.81
Women's Athletic Footwear	$38,975,784.94
Women's Apparel	$68,650,970.56
Men's Street Footwear	$82,802,260.62
Men's Athletic Footwear	$51,846,888.19
Men's Apparel	$44,763,030.33

4) BEST SALES METHOD

5) TOP 10 PERFORMING STATES
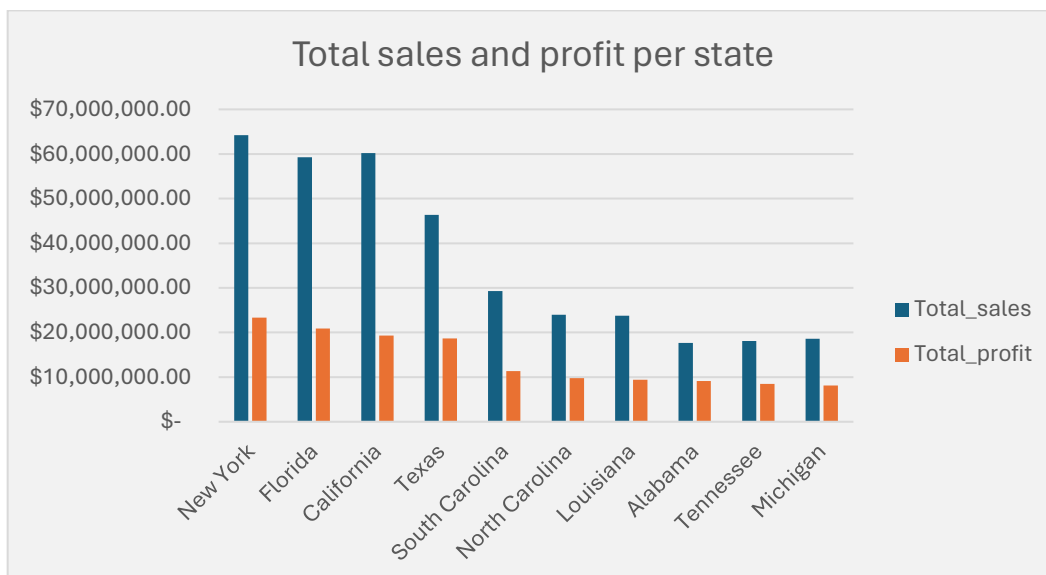
6) BOTTOM 10 PERFORMING STATES