



ADIDAS SALES ANALYSIS



Sales Overview :

This overview provides valuable insights into Adidas' sales performance like Sales Growth & Breakdown of sales by distribution channels such as retail stores , helping stakeholders understand the company's market position and make informed business decisions.



Product Analysis:

This analysis involves examining various aspects of the company's products to understand their performance, market demand, and areas for improvement. By product analysis, Adidas can make informed decisions about product development, marketing strategies, inventory management, and overall business performance to drive growth and profitability in the sportswear market.



Trend Analysis:

Trend analysis in Adidas sales analysis involves examining historical sales data and identifying patterns or trends over time. Trend analysis also enables Adidas to forecast future sales and adjust business strategies accordingly to capitalize on opportunities and mitigate risks.





Sales Overview

Sales Method

In-store

Online

Outlet

Year

All

Month

All



Total_Sales

900M

Sales MoM 9%



Total_Profit

332M

Profit MoM 9.52%



Total_Units_Sold

2M

Total_Unit_Sold MoM 7%

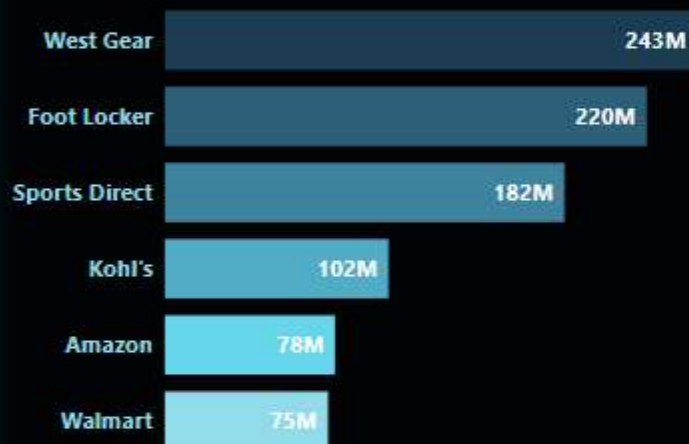


TransCount

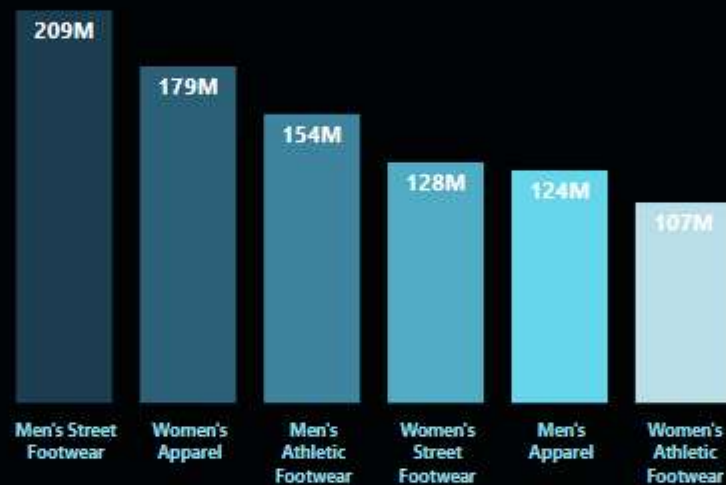
10K

TransCount MoM 7.43%

Sales by Retailer



Sales by Product



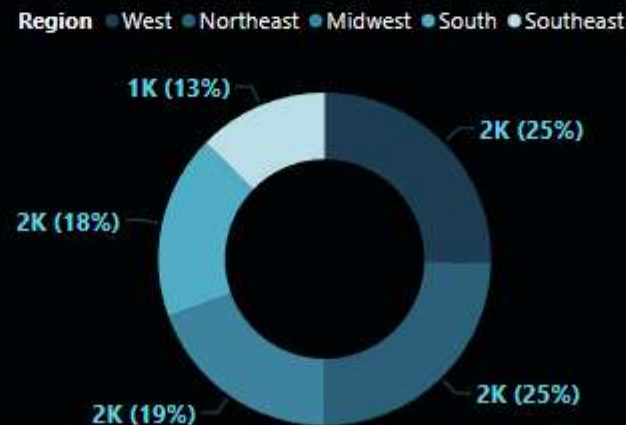
Sales by State



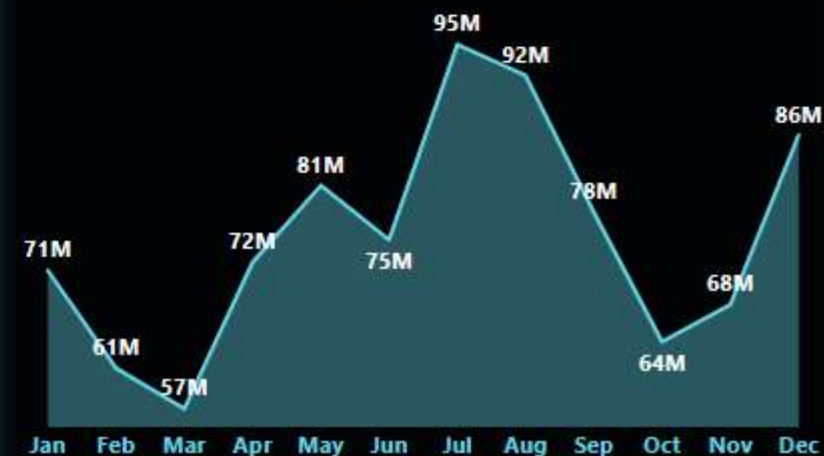
Sales by Region



TransCount by Region



Total_Sales by Month





Men's Apparel



Men's Athletic Footwear



Men's Street Footwear



Women's Apparel



Women's Athletic Footwear



Women's Street Footwear



Product Analysis

Sales by Methods



Total Units Sold

593K

MoM Change 7%



Total Sales

209M

MoM Change 10%



Sales Method

In-store

Online

Outlet

Year

All

Month

All

Retailer

All

Men's Street Footwear



\$44



Trend Analysis

Sales Method

In-store

Online

Outlet

Year

All

Month

All



Total_Sales

357M

Sales YoY 2.80



Total_Profit

128M

Profit YoY 0.36



Total_Units_Sold

690K

Total Unit Sold YoY 3.41



TransCount

2K

Transcount YoY 5.06

Sales MoM VS Profit MoM

Profit MoM Sales MoM



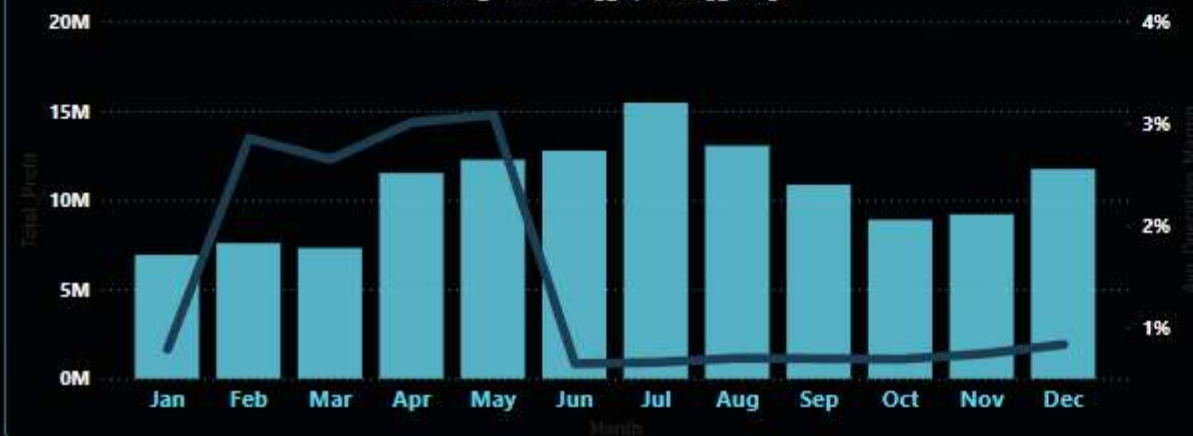
Sales Vs Units_Sold

Sales MoM Total_Unit_Sold MoM



Profit Vs Avg_Operating_Margin by Month

Total_Profit Avg_Operating_Margin



Total_Sales and Total_Profit by Month

Total_Sales Total_Profit

