

DataCRUX

Dig Deep. Think Sharp. Present Smart.

DataCRUX project report submitted by

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1 .Heavy Dependence on Few Retailers

Insight:
Foot Locker and West Gear together account for **over 34% of total units sold**.

Explanation:
Relying heavily on a few retailers is risky. Any disruption with Foot Locker or West Gear could severely impact Adidas’s U.S. revenue. There's a need to diversify retailer partnerships to ensure more stable sales growth.

Retailer	Sum of Units Sold	Sum of Total Sales	Sum of Operating Profit
Amazon	197990	\$77,698,912	\$28,818,503.31
Foot Locker	604369	\$220,094,720	\$80,722,124.81
Kohl's	287375	\$102,114,753	\$36,811,252.58
Sports Direct	557640	\$182,470,997	\$74,332,954.96
Walmart	206225	\$74,558,410	\$25,782,052.61
West Gear	625262	\$242,964,333	\$85,667,873.18
Total	2478861	\$899,902,125	\$332,134,761.45

2. In-store Sales Dominate, Online Sales Have Growth Potential

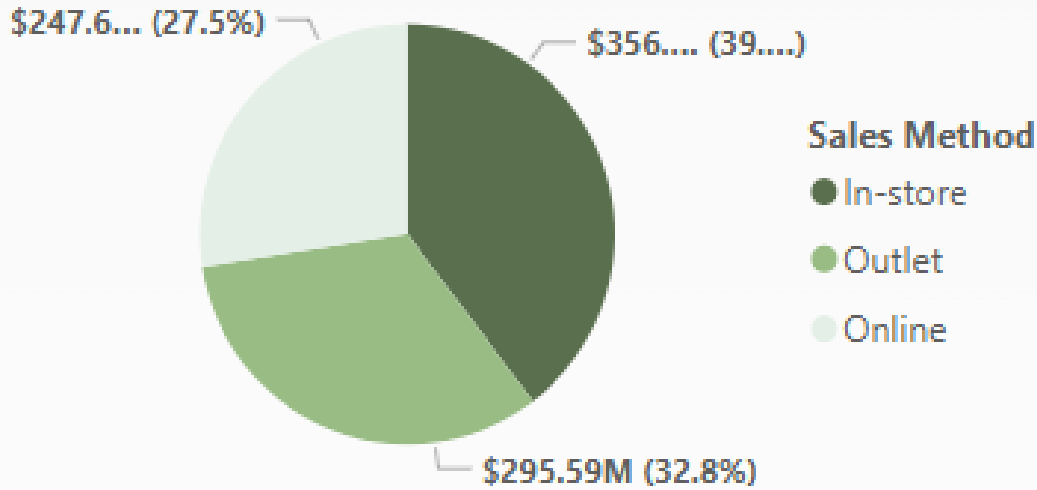
Insight:

39% of total sales come from **in-store** purchases, while **online sales** account for only **27.5%**.

Explanation:

While in-store shopping is strong, online sales lag behind — a key growth opportunity. opportunity. Given industry trends moving toward e-commerce, Adidas should invest should invest more into online marketing and digital channels to capture future future growth.

Sum of Total Sales by Sales Method



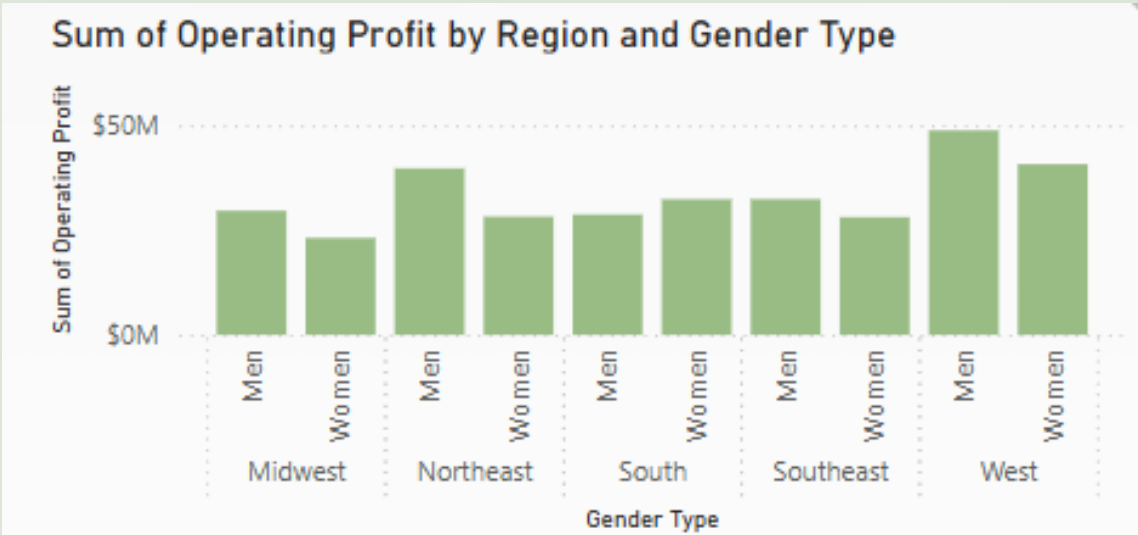
3. Regional Imbalance in Profitability

Insight:

The **West region**, especially among **men**, delivers the **highest operating profit**, while the **South** and **Southeast** regions underperform.

Explanation:

Adidas should reinforce marketing and product availability in the West to strengthen strengthen dominance, but also invest in growing its presence in South and Southeast Southeast markets to balance overall performance and unlock untapped revenue revenue streams.





adidas Performance Overview

Total Sales

900M

Total Unit Sold

2M

Total Operating Profit

332.13M

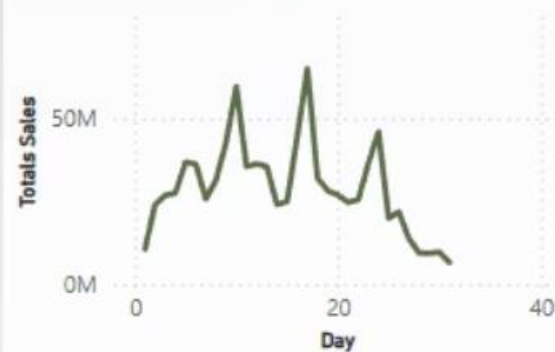
Average Operating Margin

0.42

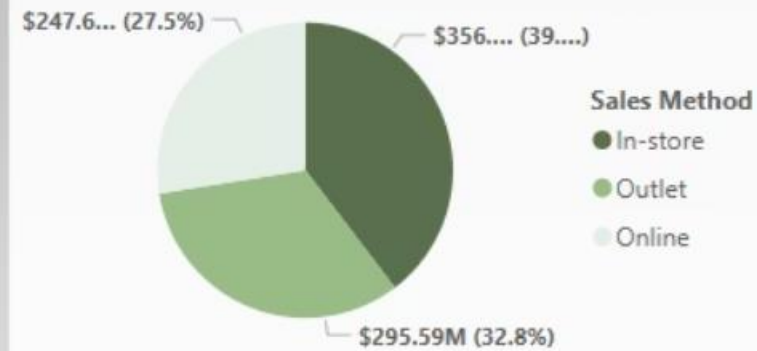
Totals Sales by Product Category



Totals Sales by Day



Sum of Total Sales by Sales Method



Sum of Operating Profit by Region and Gender Type



Region

- ☐ Midwest
- ☐ Northeast
- ☐ South
- ☐ Southeast
- ☐ West

Product Category

- ☐ Apparel
- ☐ Athletic Footwear
- ☐ Street Footwear

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Live Dashboard link(Open any one) – [CLICK](#) , [CLICK2](#) ,[CLICK3](#)

Business Recommendation:

Expand targeted marketing in the Southeast and South regions with a focus on online channels and women-specific women-specific product lines. Diversify retailer partnerships beyond Foot Locker and West Gear to reduce dependency reduce dependency and ensure sustainable growth.