

Sport Product Sales

\$90M

Total Sales

\$72M

2021 sales

\$18M

2020 sales

394%

YoY%

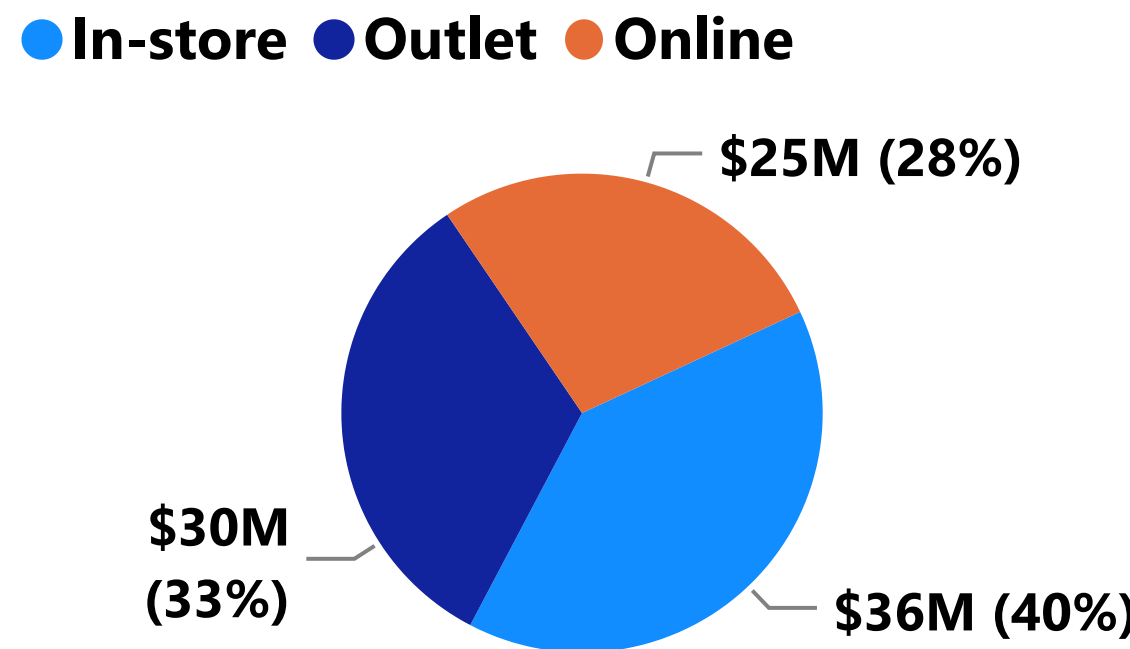
9%

MoM%

\$33M

Operating Profit

Total Sales by Sales Method



Sales Analysis

Year

All

Month

All

Region

All

Retailer

All

Sales Method

All

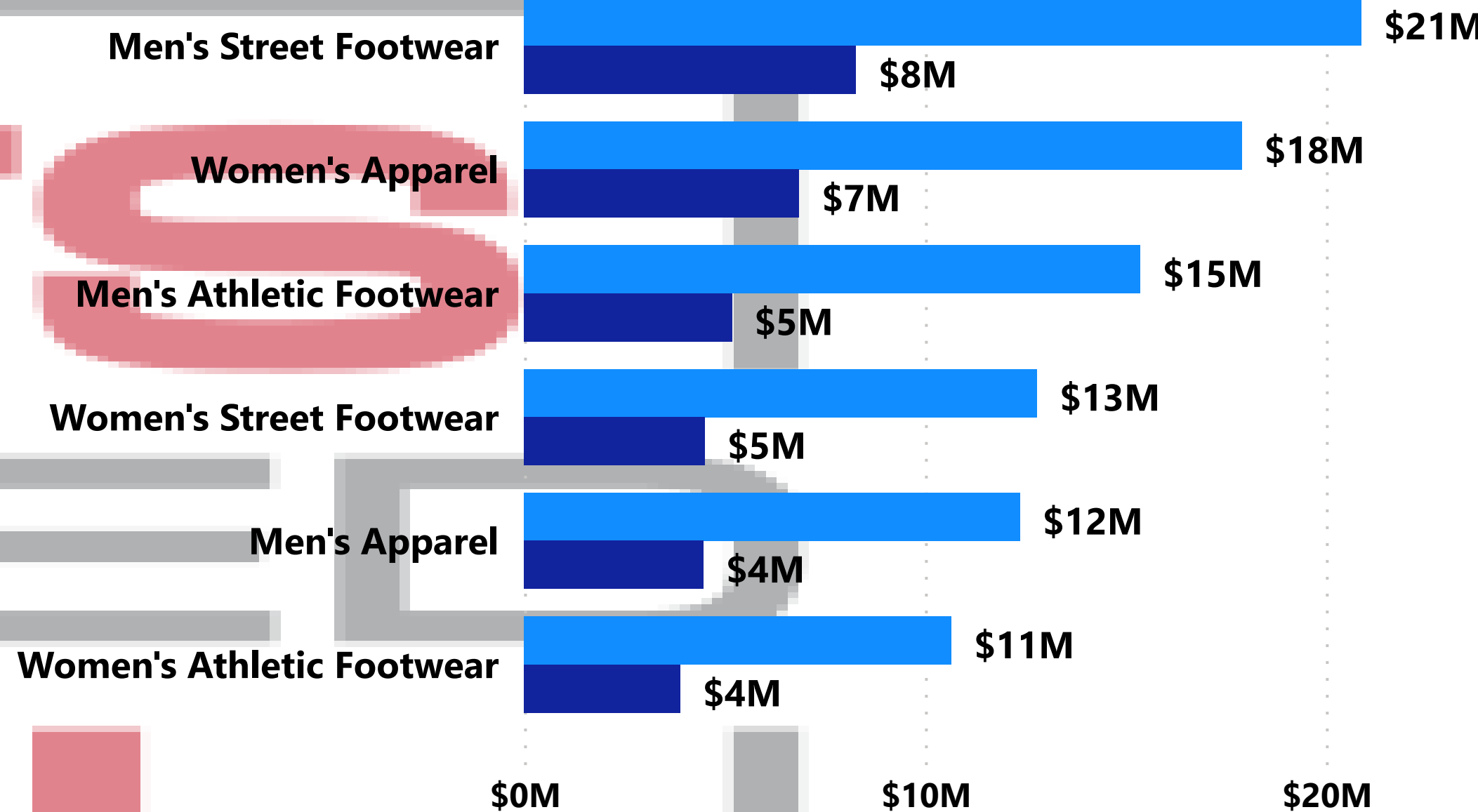
State

All

Unit Sold Analysis

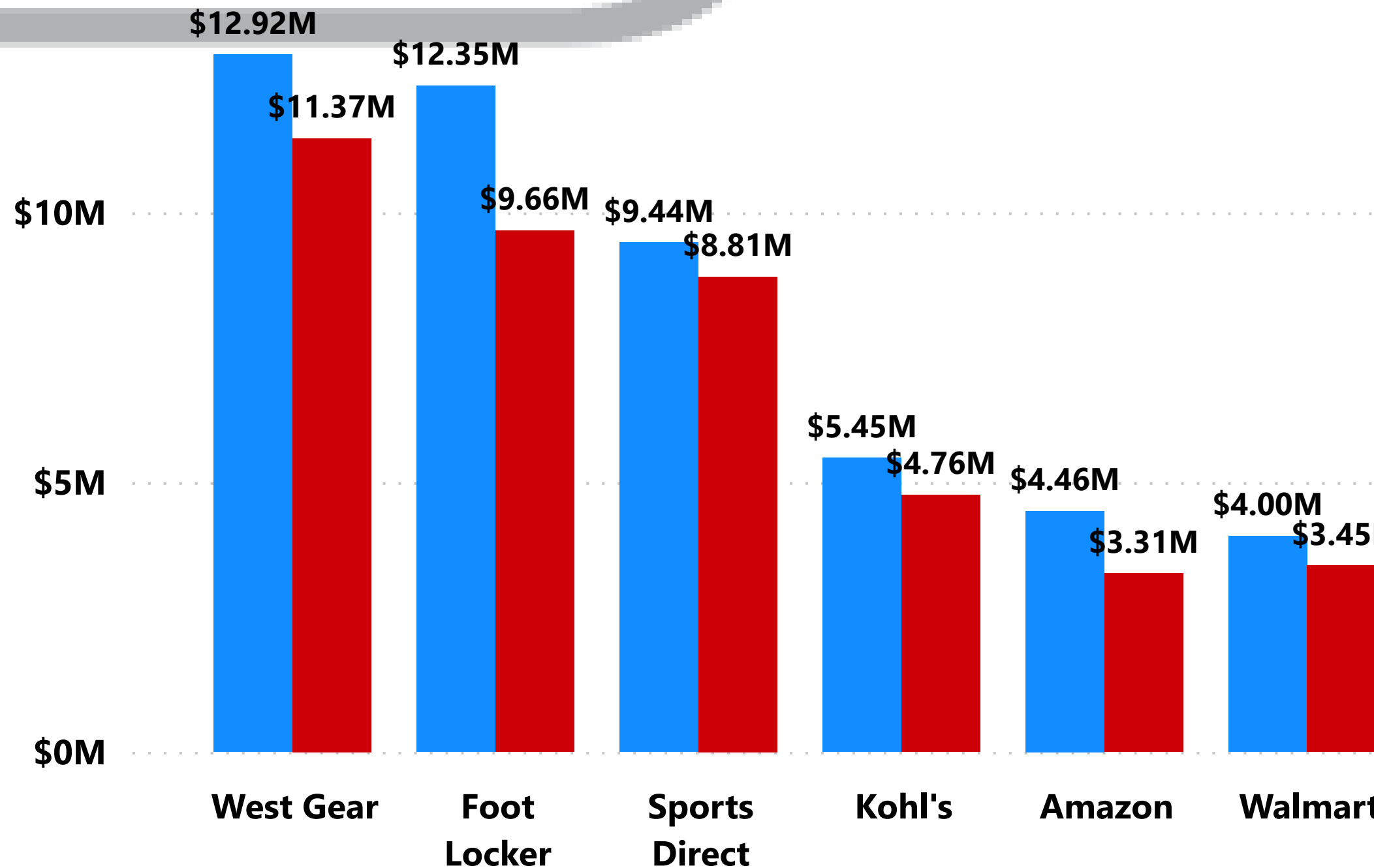
Sales analysis by customer segmentation

● Total Sales ● Operating Profit



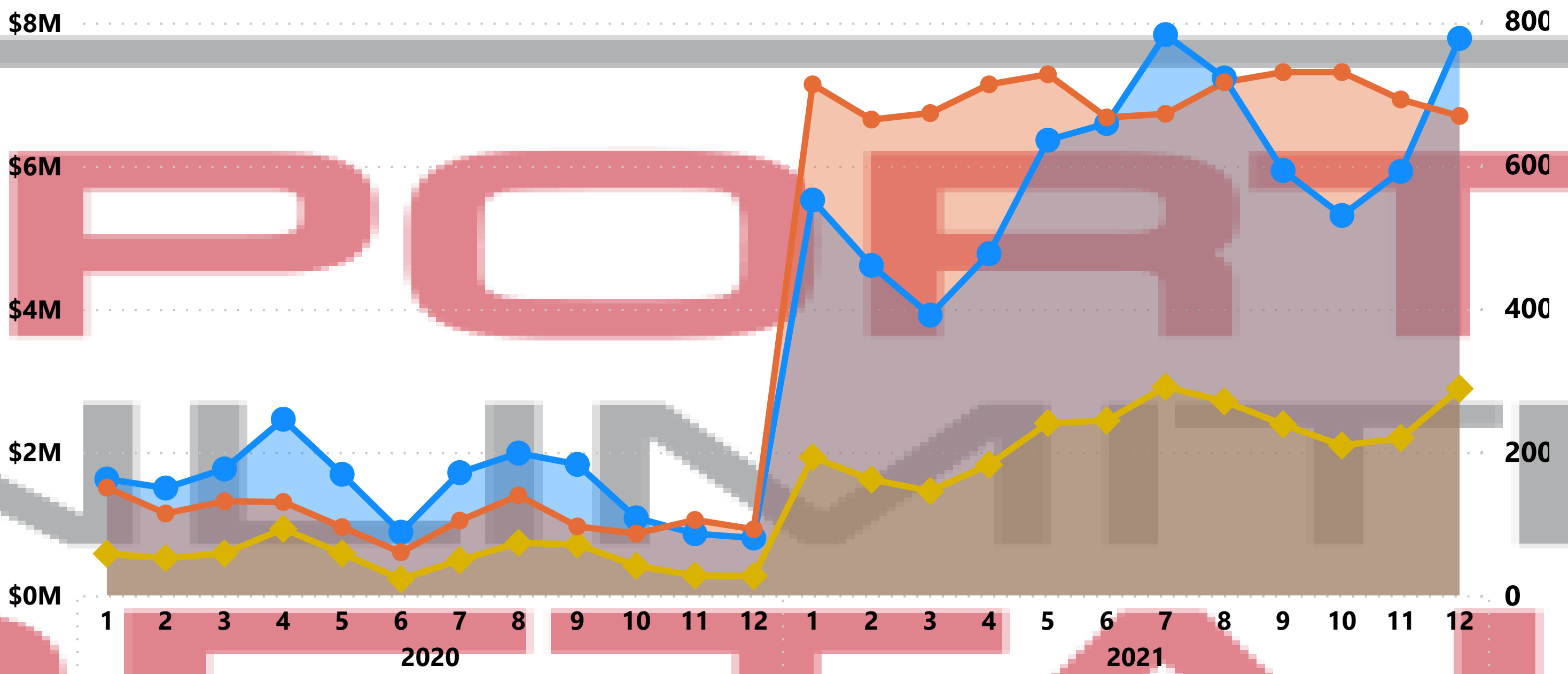
Sales analysis by retailer

Gender ● Men ● Women



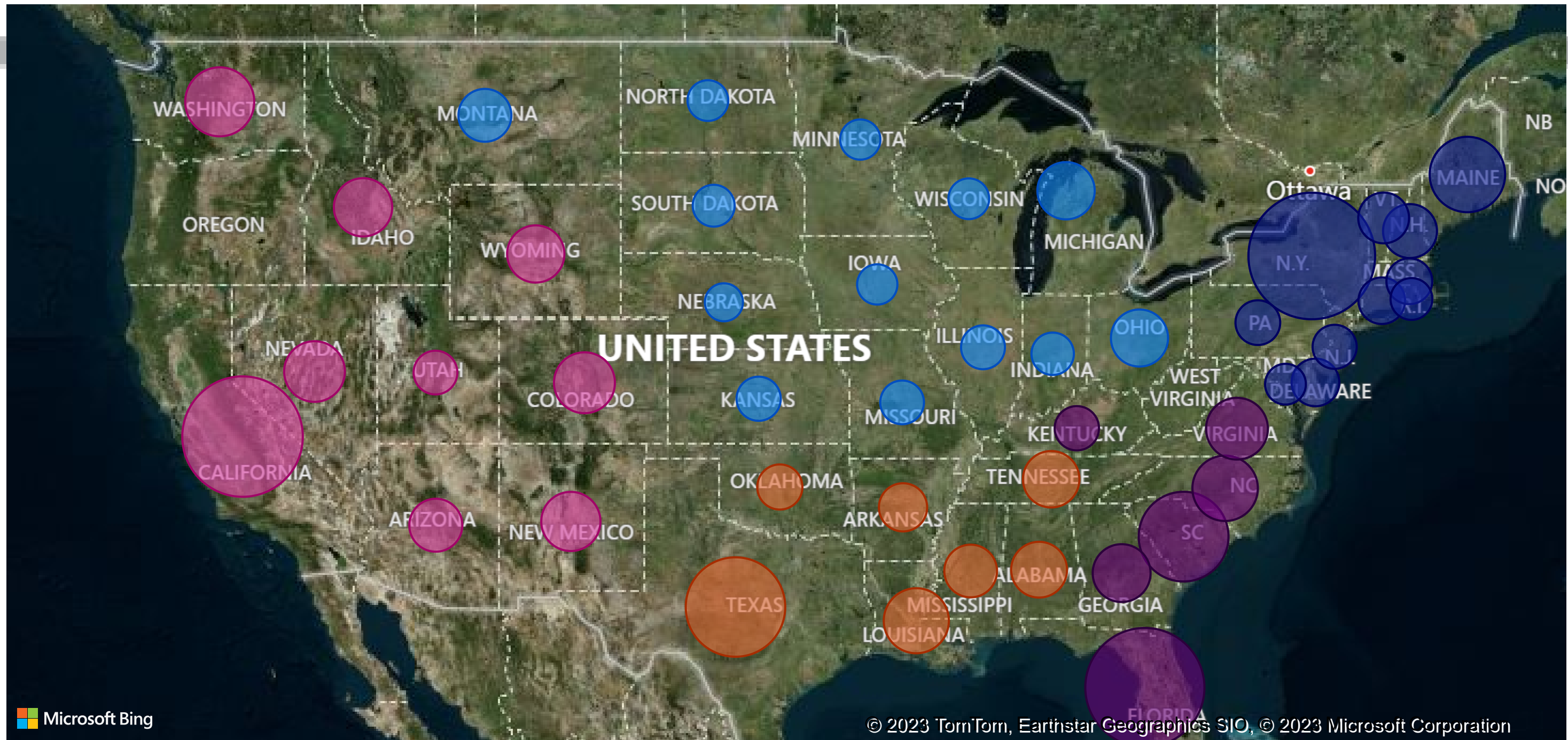
Sales analysis by Year/Month

◆ Operating Profit ● Total Sales ● Orders



Sales analysis by Region/State

● Midwest ● Northeast ● South ● Southeast ● West



Sport Product Sales Analysis

Sales Analysis

Unit Sold Analysis

2.48M

Units Sold

9644

Orders

\$45.22

Price per Unit

6

Products

Month

All

Region

All

Year

All

Retailer

All

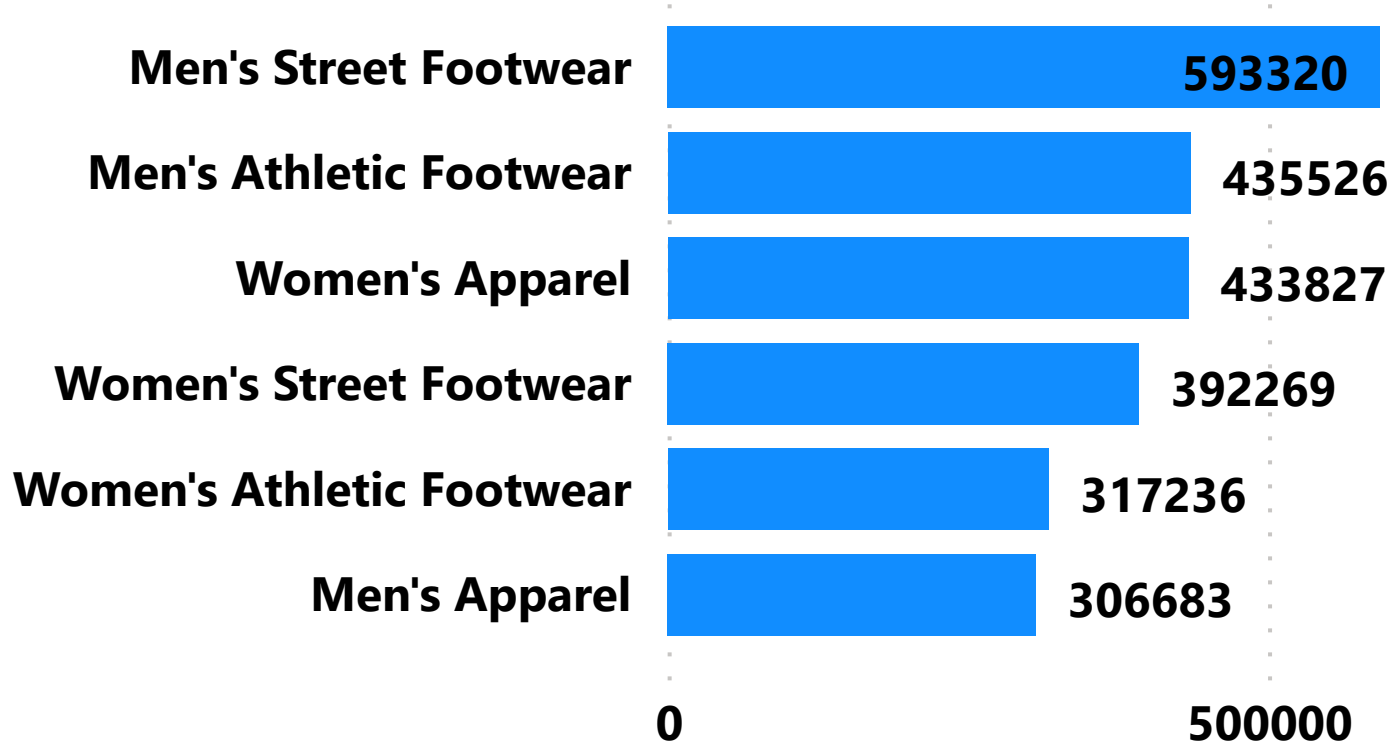
Sales Method

All

State

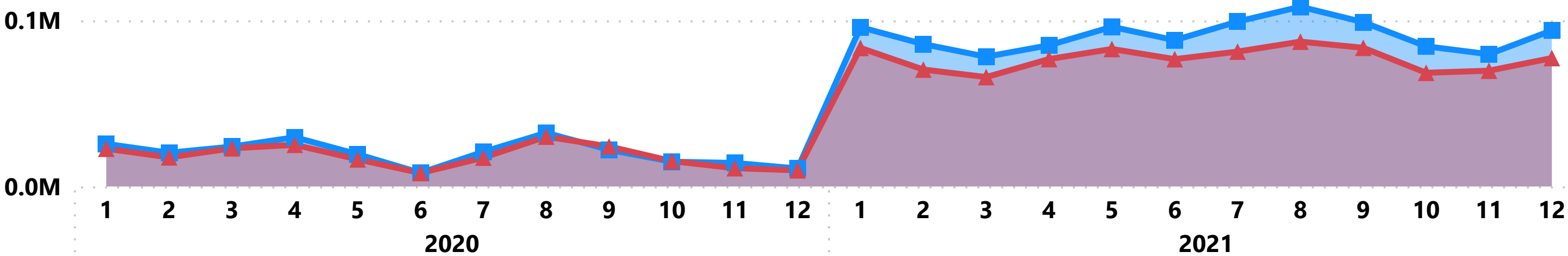
All

Units Sold by Product



Units Sold by Year, Month and Gender

Gender ■ Men ▲ Women

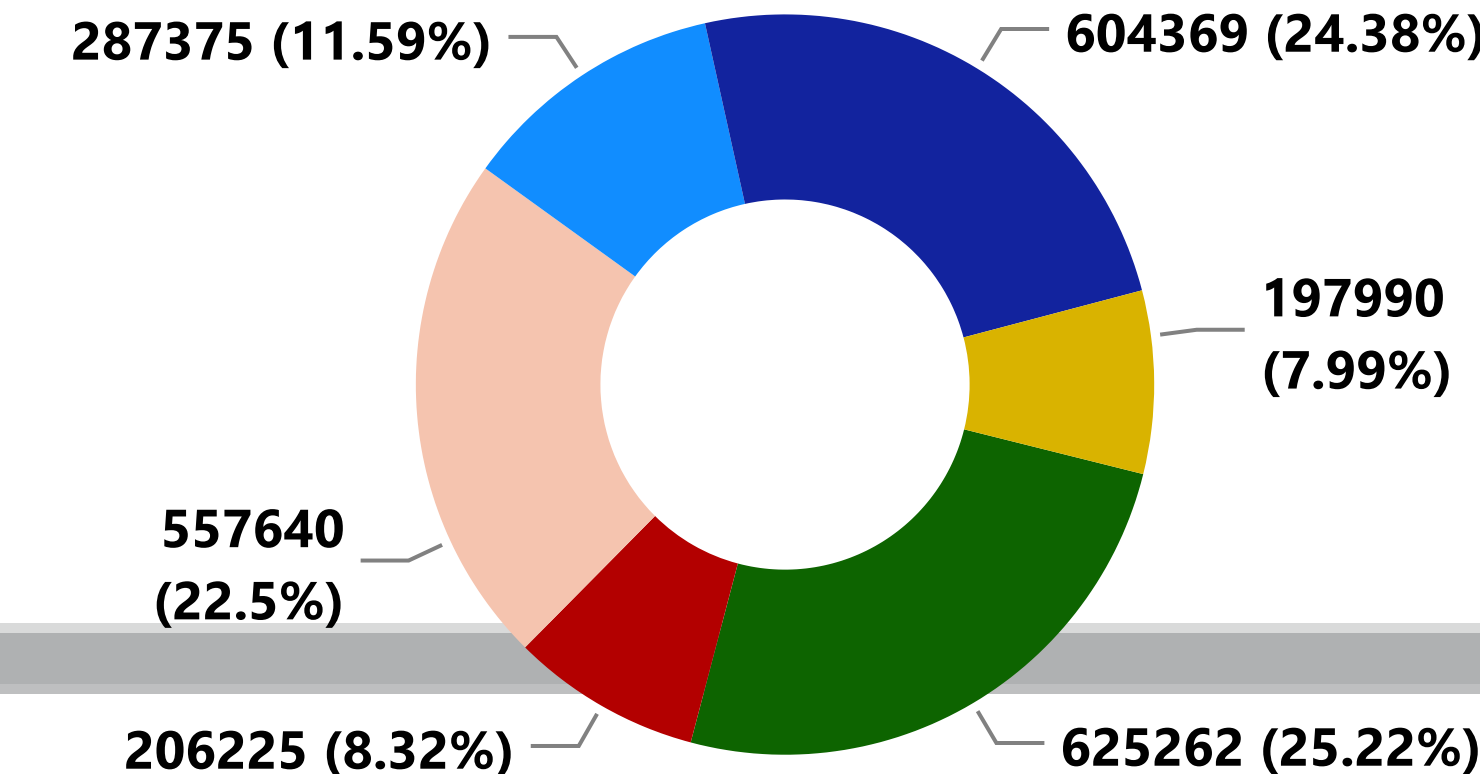


Distribution of Units Sold

Month	1	2	3	4	5	6	7
1	19522	37347	35784	27442	19268	38807	49462
2	28159	15547	40859	36163	28603	16790	27838
3	25707	50425	31585	15451	28964	25615	13213
4	23594	32919	25497	17153	41663	45015	30585
5	31719	35568	39207	31662	17229	22519	36701
6	22030	24466	10993	49952	33803	28195	11575
7	35116	32581	10499	25551	64686	34662	15605
8	33170	65621	38830	22468	40075	31833	25724
9	33265	22662	26842	32724	34702	36343	42012
10	33239	28762	14700	24908	23086	17220	41086
11	8492	20611	51143	27528	17747	27403	21578
12	20590	8793	23417	60769	31553	17188	29481

Units sold and orders by retailer

● West Gear ● Walmart ● Sports Direct ● Kohl's ● Foot Locker ● Amazon



Units Sold and orders by Region

● Midwest ● Northeast ● South ● Southeast ● West

