

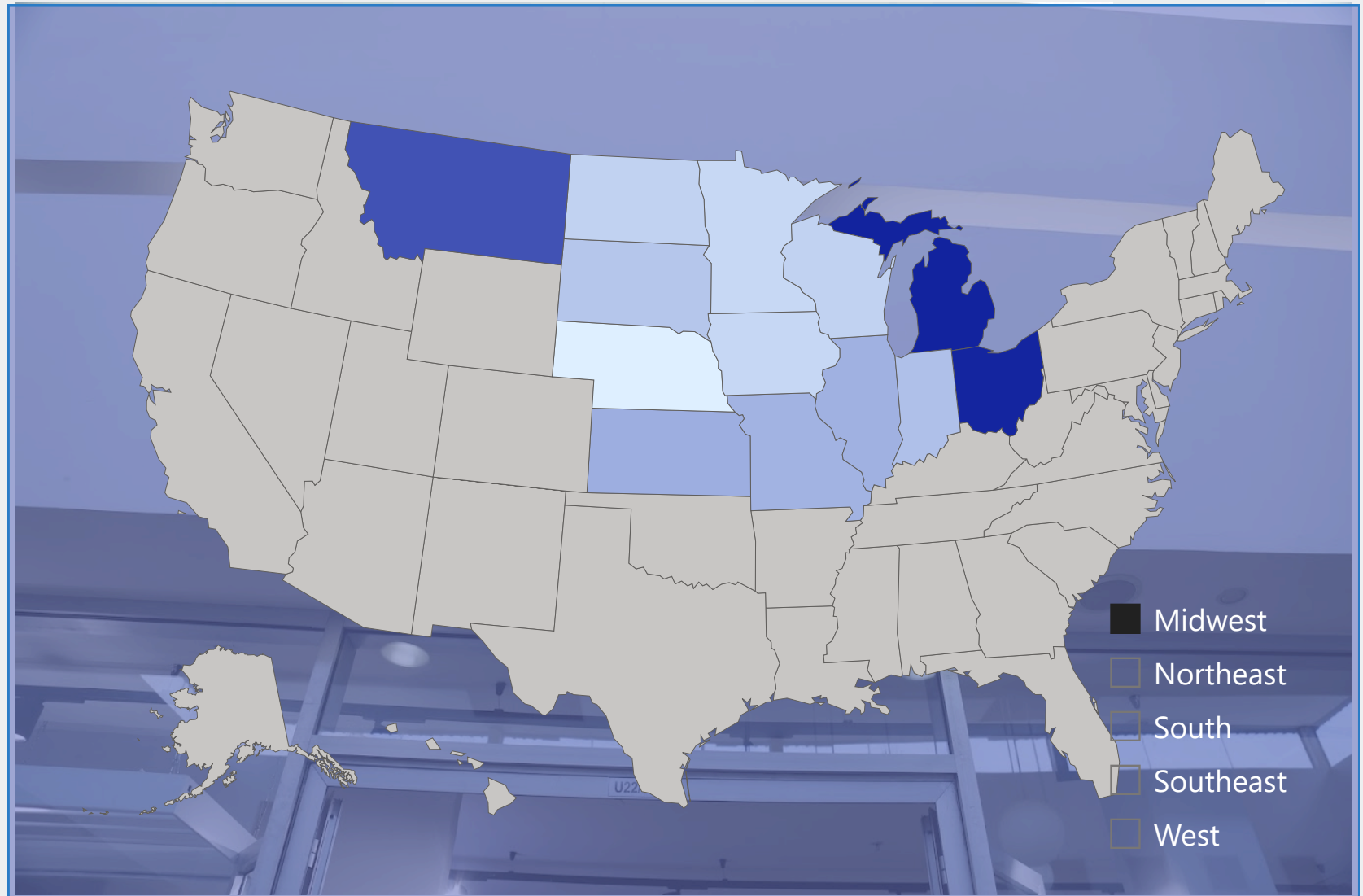


ADIDAS US SALES ANALYSIS

► Product

► Deep Insight

► Trend Analysis





Home

Product

Deep Insight

Trend Analysis

Year, Month

2020

2021

Jan

Feb

Mar

Apr

- ☐ Amazon
- ☐ Foot Locker
- ☐ Kohl's
- ☐ Sports Direct
- ☐ Walmart
- ☐ West Gear

ADDIDAS PRODUCT ANALYSIS

Men's Apparel

\$45

Average Price



2M

Total Unit Sold

7.42%

Change to Previous Period



\$899.90...

Total_Sales

9.47%

Change to Previous Period



Sales by Sales Method

In-store

\$0.36bn

Outlet

\$0.30bn

Online

\$0.25bn

Men's Apparel

Men's Athletic Footwear

Men's Street Footwear

Women's Apparel

Women's Athletic Footwear

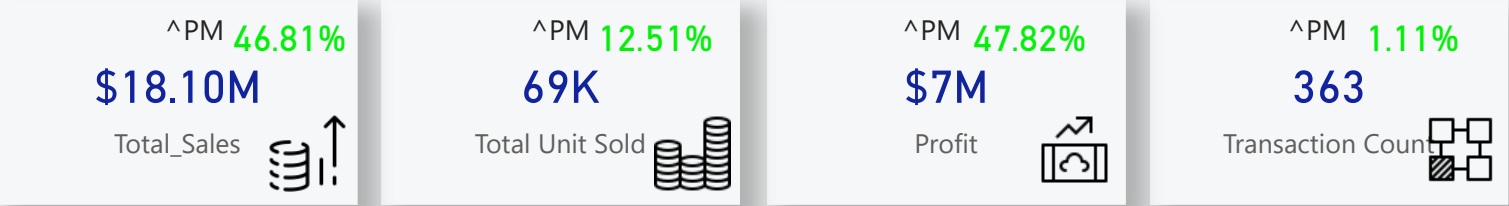
Women's Street Footwear



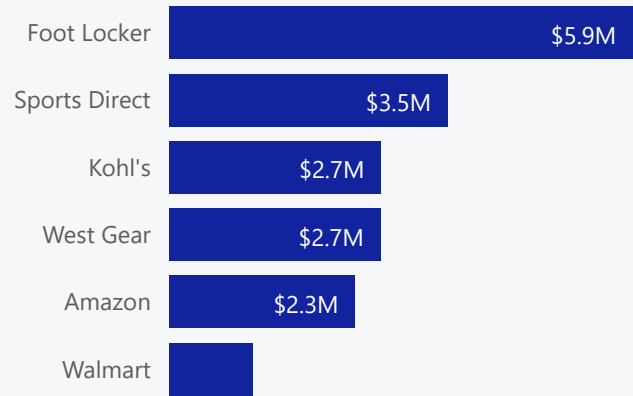
Sales Method

- ☐ In-store
- ☒ Online
- ☐ Outlet

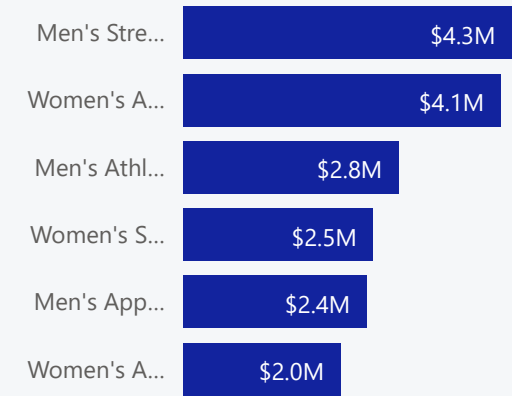
ADIDAS PRODUCT ANALYSIS



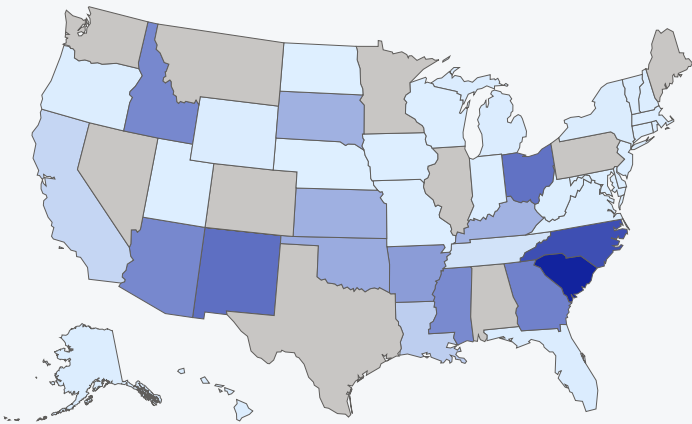
Sales by Retailers



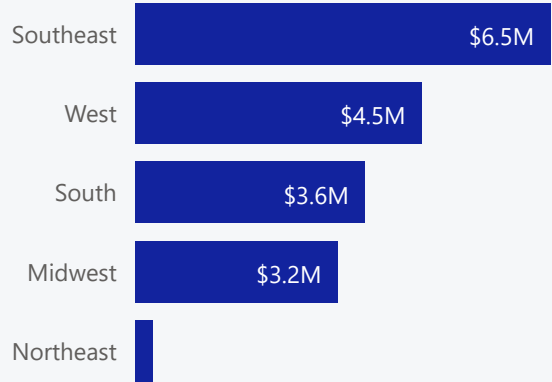
Sales by Product



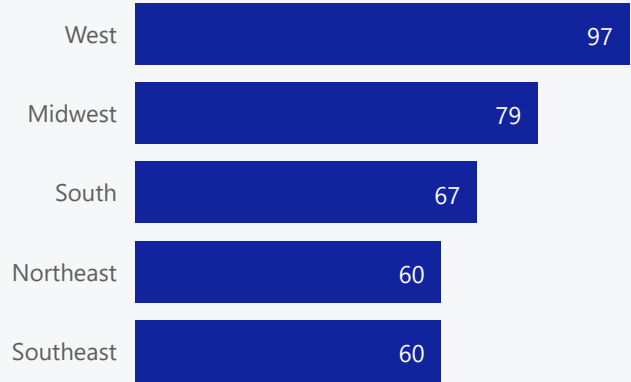
Sales by State



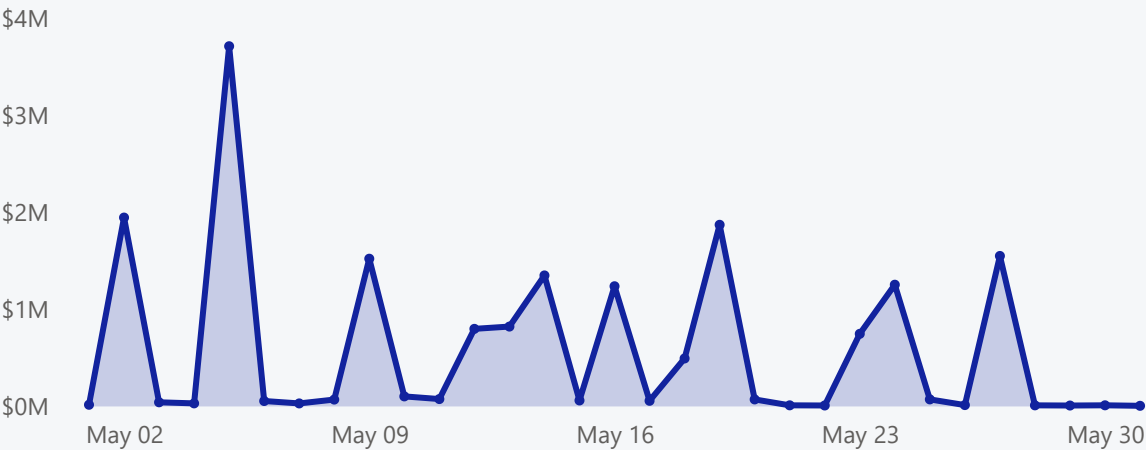
Sales by Region



Total Transaction by Region



Sales by Date





Sales Method

- ☐ In-store
- ☐ Online
- ☐ Outlet

Home

Product

Deep Insight

Trend Analysis

Year

☐ 2020

☐ 2021

Retailer

☐ Amazon

☐ Foot Locker

ADIDAS PRODUCT ANALYSIS

^PY 394.2%

\$899.90M

Total_Sales

^PY 436.14%

2M

Total Unit Sold

^PY 424.07%

\$332.13M

Profit

^PY 641.01%

9648

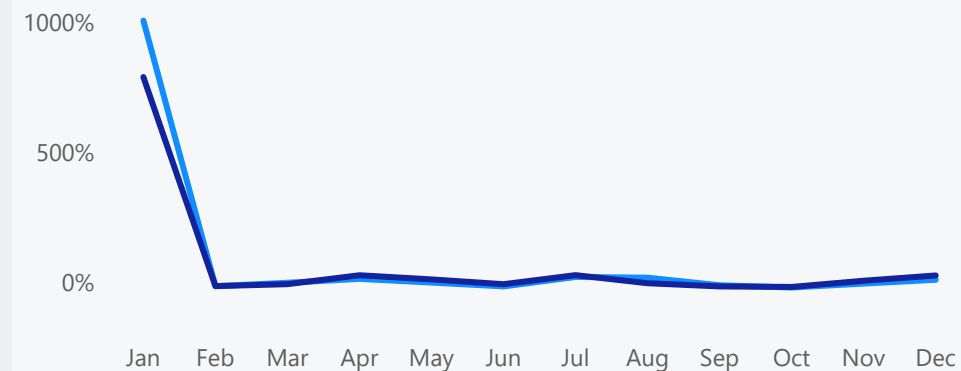
Transaction Count

State	Sales	SalesYOY
Alabama	\$17,633,424.00	
Alaska	\$14,753,103.00	
Arizona	\$15,782,221.00	
Arkansas	\$12,639,347.00	
California	\$60,174,133.00	↑ 590.9%
Colorado	\$20,996,536.00	↑ 0.0%
Connecticut	\$11,573,448.00	
Delaware	\$12,298,412.00	
Florida	\$59,283,714.00	↑ 87.6%
Georgia	\$18,997,466.00	
Hawaii	\$22,282,457.00	
Idaho	\$19,276,878.00	
Illinois	\$9,797,488.00	
Indiana	\$8,836,198.00	
Iowa	\$7,424,011.00	
Kansas	\$9,972,864.00	
Kentucky	\$10,072,848.00	
Louisiana	\$23,750,781.00	
Maine	\$9,195,978.00	
Maryland	\$7,758,059.00	
Massachusetts	\$11,076,810.00	
Michigan	\$18,625,433.00	
Minnesota	\$7,378,068.00	↑ 0.0%
Mississippi	\$15,591,709.00	
Missouri	\$9,683,265.00	
Montana	\$15,710,886.00	
Nebraska	\$5,929,038.00	
Nevada	\$20,858,509.00	↑ 0.0%
Total	\$899,902,125.00	394.2%

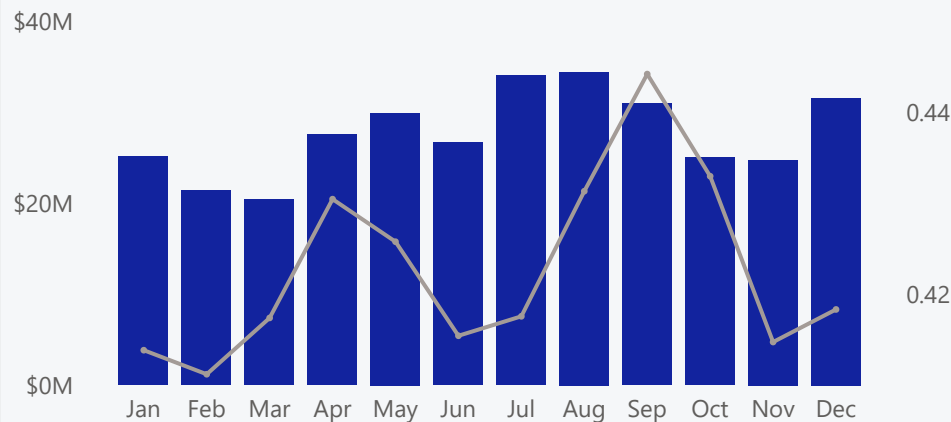
ProfitMOM SalesMOM



UnitSoldMOM SalesMOM



Profit Avg Operating Margin



Total_Sales Profit

