## **SALES DASHBOARD ANALYSIS**

2020

2021

**View Summery** 

**Total Sales** 

\$90M

**AVG Sales: \$9K** 



**Total Profit** 

\$33M

**AVG Profit: \$3K** 



**Total Order** 

9644

**AVG Order: 13** 



**Unit Sold** 

2M

**AVG Unit Sold: 3K** 

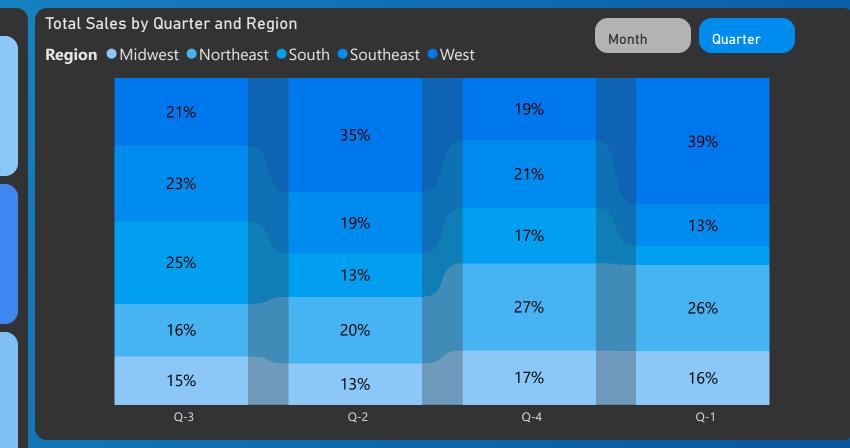


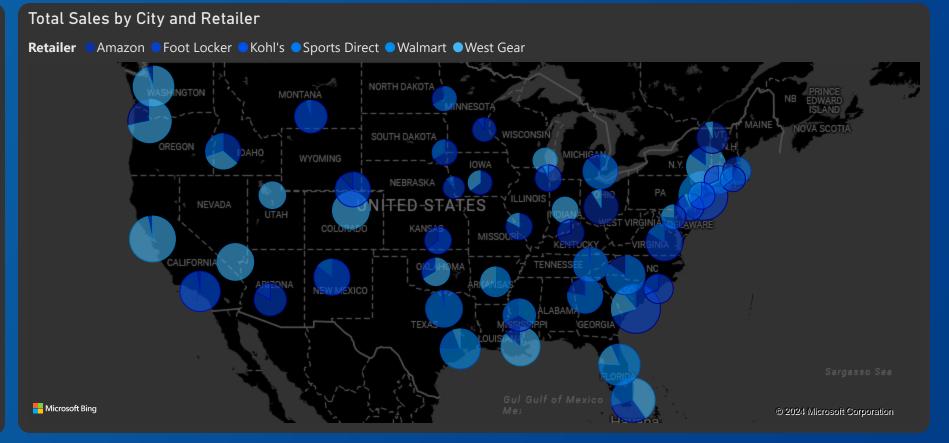
Region

Midwest

Northeast

South

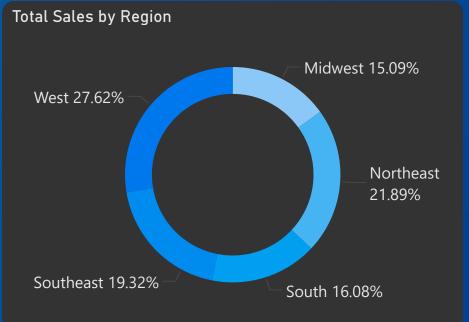


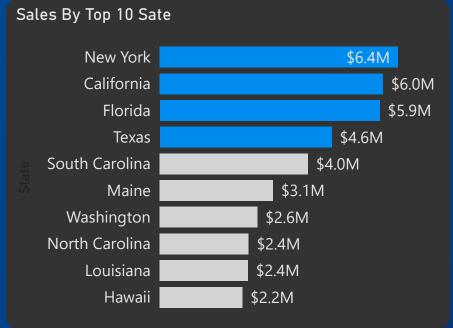


Southeast

West

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Men's Apparel	\$1M											
Men's Athletic Footwear	\$1M	\$1M	\$1M	\$1M	\$1M	\$1M	\$2M	\$2M	\$1M	\$1M	\$1M	\$1M
Men's Street Footwear	\$2M	\$1M	\$1M	\$2M	\$2M	\$2M			\$2M	\$1M	\$1M	
Women's Apparel	\$1M	\$1M	\$1M	\$2M	\$2M	\$2M	\$2M	\$2M	\$1M	\$1M	\$2M	\$2M
Women's Athletic Footwear	\$1M											
Women's Street Footwear	\$1M											





## **SALES DASHBOARD ANALYSIS** 2020 2021 Region Total Sales by Product Total Profit by Product Total Sales by Sales Method Men's Street Footwear \$13.0K \$20.9M \$11.1K Women's Apparel \$9.5K 27.52% \$17.9M \$8.0K \$7.7K Midwest \$6.7K 39.63% Sales Method Men's Athletic Footwear \$15.4M In-store Women's Street Footwear \$12.8M Outlet Men's Apparel Online \$12.4M Men's Women's Men's Women's Men's Women's Women's Athletic Footwear Athletic F... Street Fo... Apparel Athletic F... Street Fo... Apparel \$10.7M 32.85% Northeast Total Profit by Product Total Profit by Product Men's Street Footwear \$5.1K Total Profit by Sales Method \$8.3M \$4.3K Women's Apparel \$6.9M \$3.2K \$2.8K \$2.8K Men's Athletic Footwear \$2.4K 29.07% \$5.2M 38.42% Sales Method Women's Street Footwear \$4.5M In-store South Men's Apparel Outlet \$4.5M Women's Men's Women's Men's Women's Online Women's Athletic Footwear Athletic F... Street Fo... Apparel Athletic F... Street Fo... Apparel \$3.9M 32.51% Retailer Sales Method Product West Gear In-store Unit Sold by Sales Method Southeast Men's Street Footwear **West Gear** In-store 27.83% \$2,42,96,433 \$1,56,72,650 \$35,84,075 37.88% Sales Method Online **Total Sales** Foot Locker Women's Apparel Outlet Outlet \$8,99,90,213 \$30,41,625 \$2,20,09,472 \$45,70,569 In-store West Men's Athletic Footwear Online **Sports Direct** \$1,82,47,100 \$40,53,214 \$26,96,250 34.28%