

Adidas Sales Metrics

State and City

All



Average Price Per Unit

45.2

Total Sales

899.9M

Total Units Sold

2.48M

Product

☐ Men's Apparel

☐ Men's Athletic Footwear

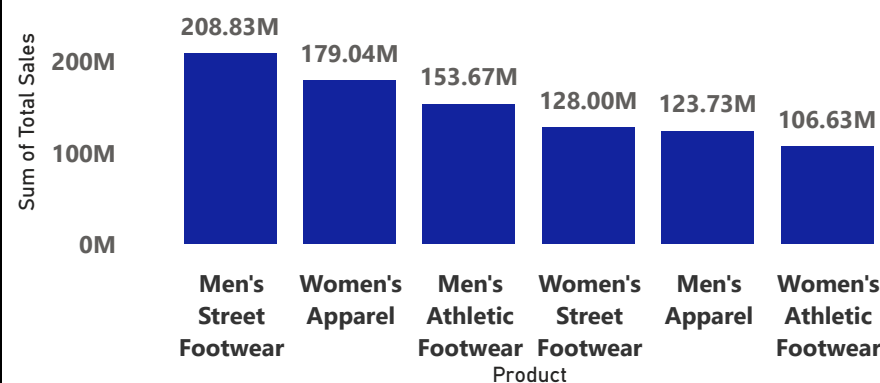
☐ Men's Street Footwear

☐ Women's Apparel

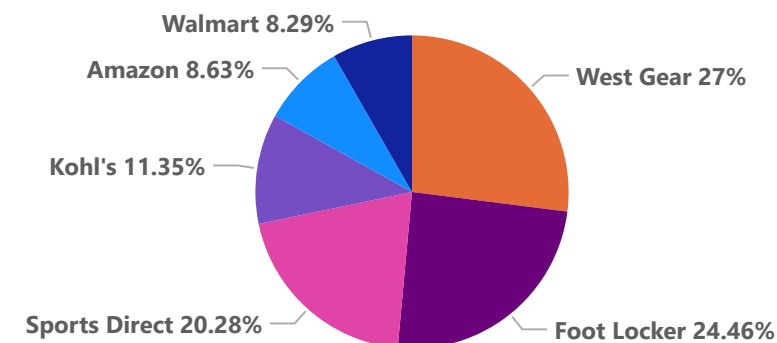
☐ Women's Athletic Footwear

☐ Women's Street Footwear

Total Sales by Product



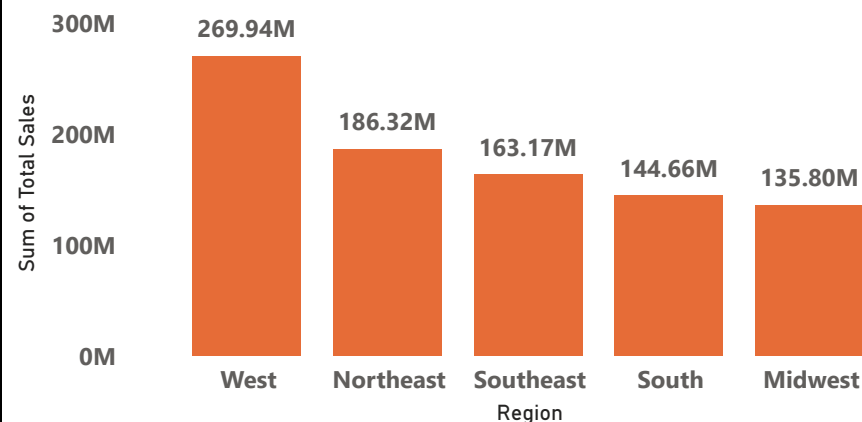
Total Sales by Retailer



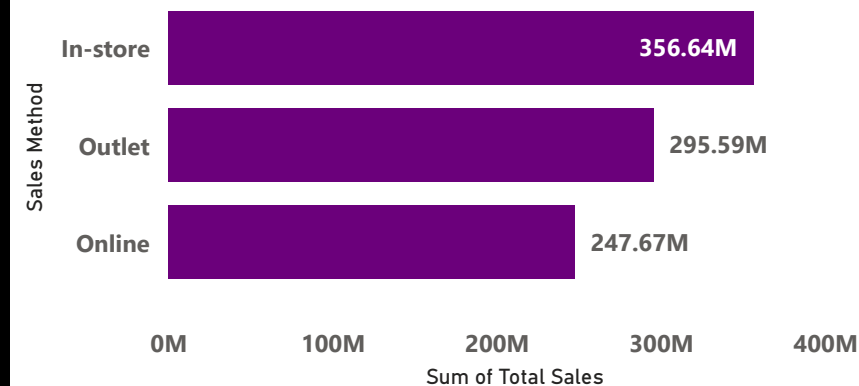
Month

January	May	September
February	June	October
March	July	November
April	August	December

Total Sales by Region



Total Sales by Sales Method



Adidas Operational Metrics

State and City



All



Average Operating Margin

0.4

Total Operating Cost

567.8M

Total Operating Profit

332.13M

Product



☐ Men's Apparel

☐ Men's Athletic Footwear

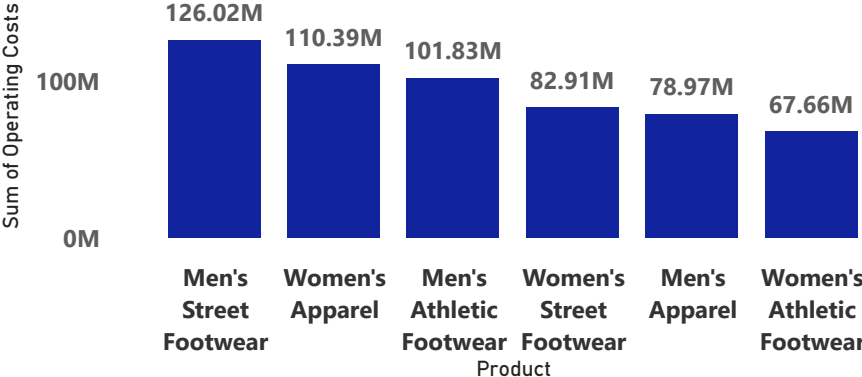
☐ Men's Street Footwear

☐ Women's Apparel

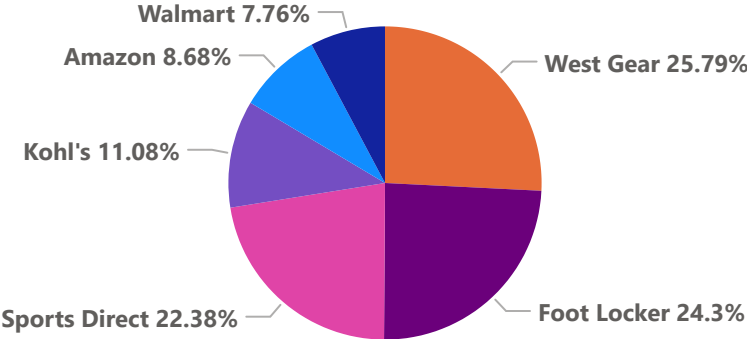
☐ Women's Athletic Footwear

☐ Women's Street Footwear

Total Operating Cost by Product



Total Operating Profit by Retailer



Month



January

May

September

February

June

October

March

July

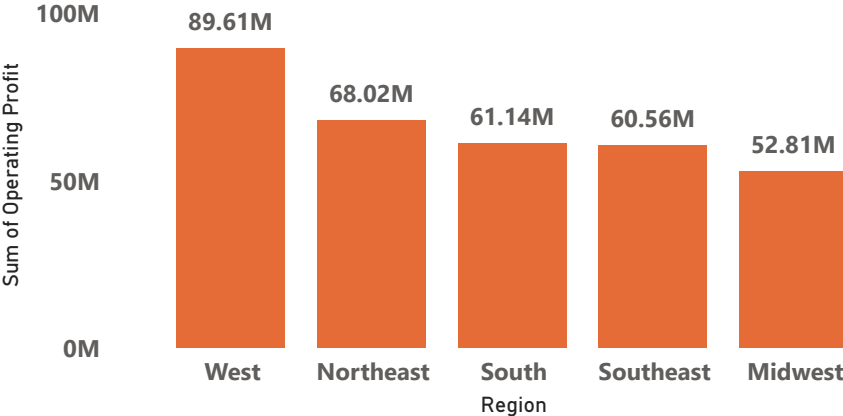
November

April

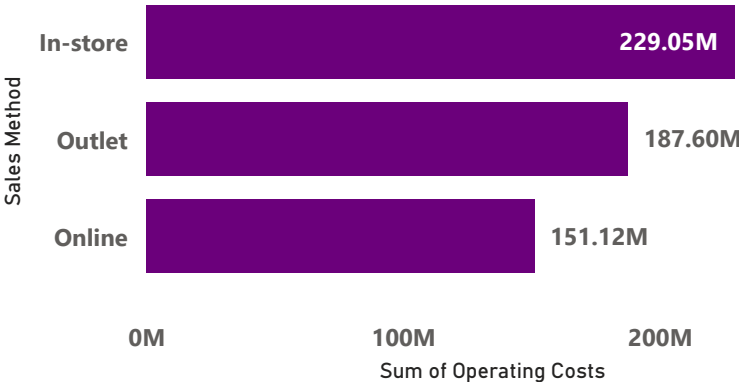
August

December

Total Operating Profit by Region

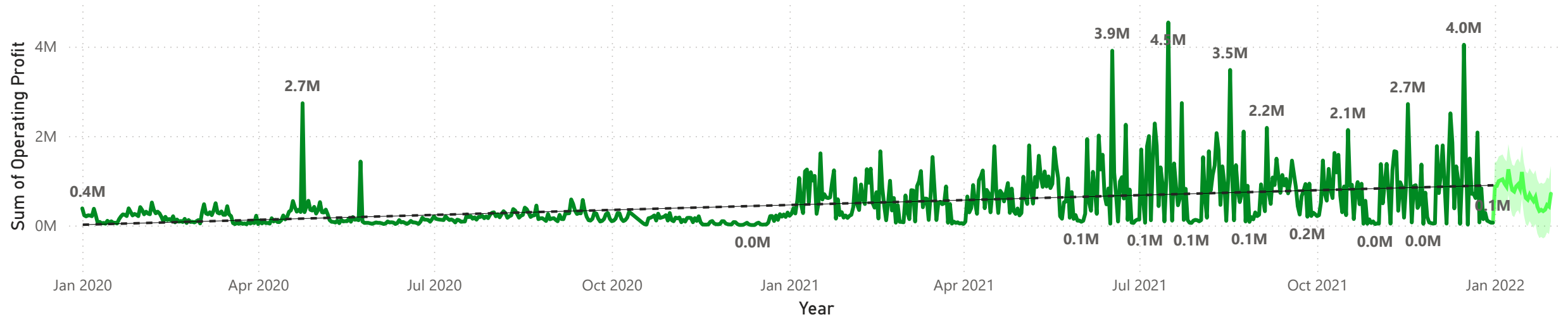


Total Operating Cost by Sales Method



Sales and Profit Forecast

Operating Profit Forecast



Total Sales Forecast

