

# Sports Product Analysis

Overview

Trend Chart

90M

Total Sales

33M

Total Profit

2M

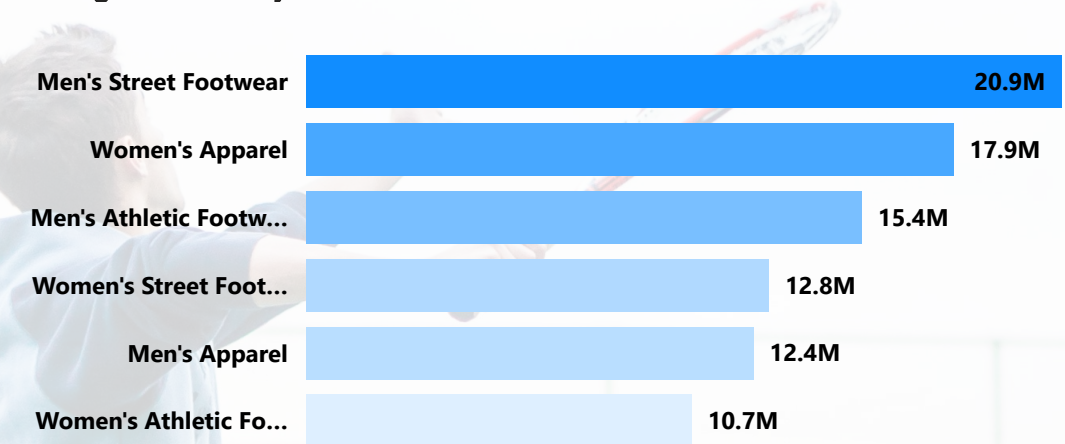
Total Units Sold

45.22

Average Price of Product

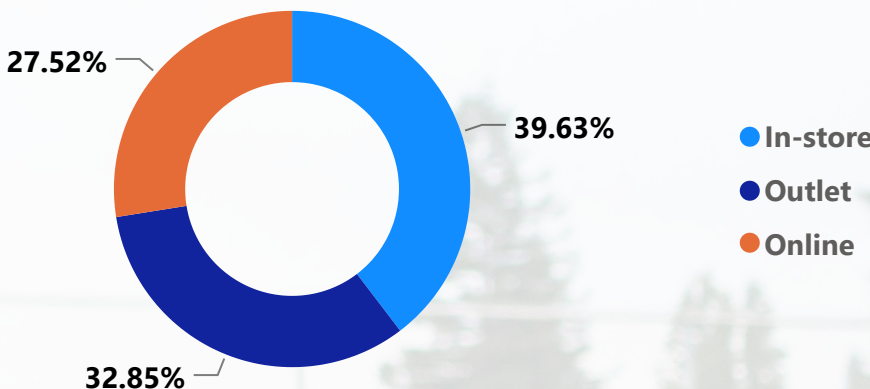
• Men's Street Footwear is the top selling product. Men's Street Footwear accounted for 23.21% of Total Sales.

Sales generated by Product



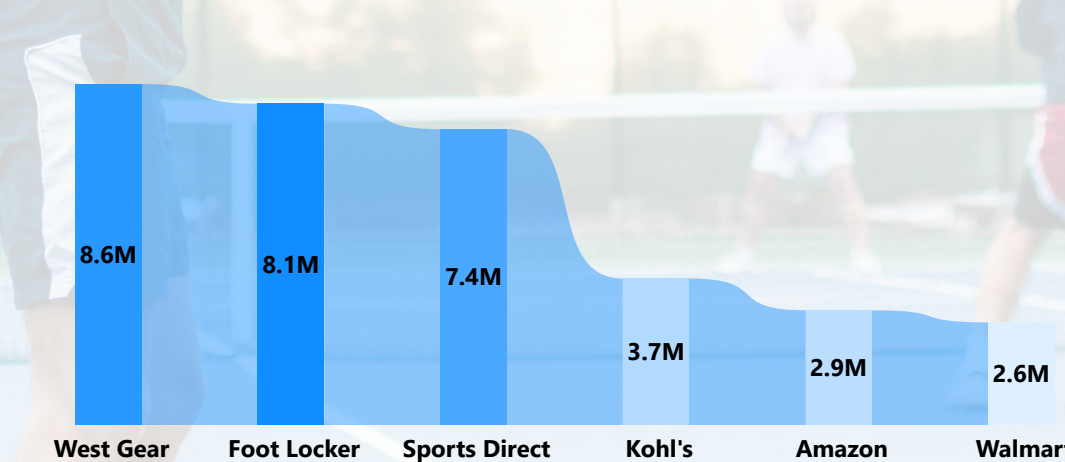
• In-Store generated more sales than other two methods.

Distribution of Sales by Methods



• West Gear & Foot Locker are the most profitable retailer. Those two gained more than double profit of Walmart.

Profit gained by Retailer



• Across all 5 Regions, West and Northeast hold the place of top 2 in terms of Total Sales, Profit and Per Units Sold.

Regional Analysis

Region	Total Sales	Total Profit	Total Units Sold
West	26994314	8960974	686985
Northeast	18632420	6802062	501279
Southeast	16317115	6055551	407000
South	14466310	6113810	492260
Midwest	13580031	5281142	391337



# Sports Product Trend Analysis

## Overview

## Trend Charts

Retailer

All

Sales Method

All

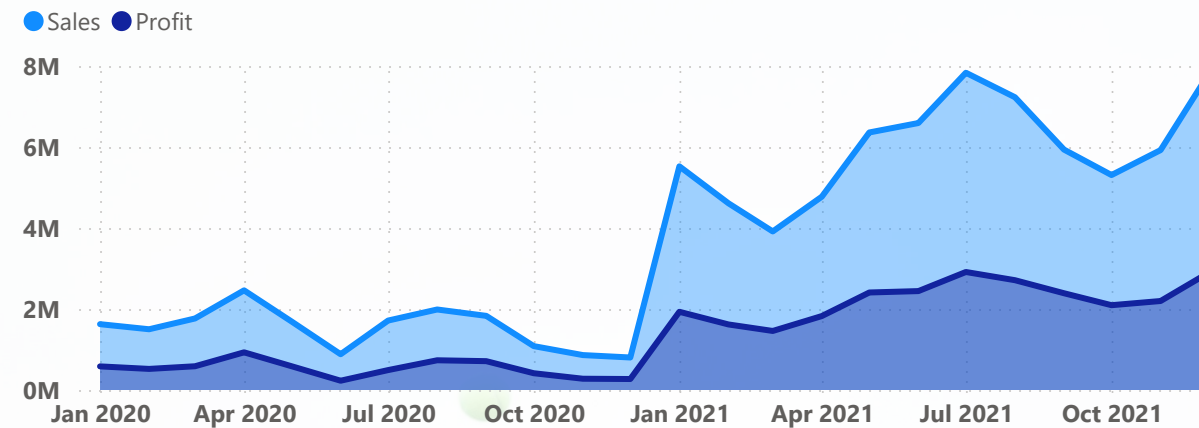
Invoice Date

All

Region

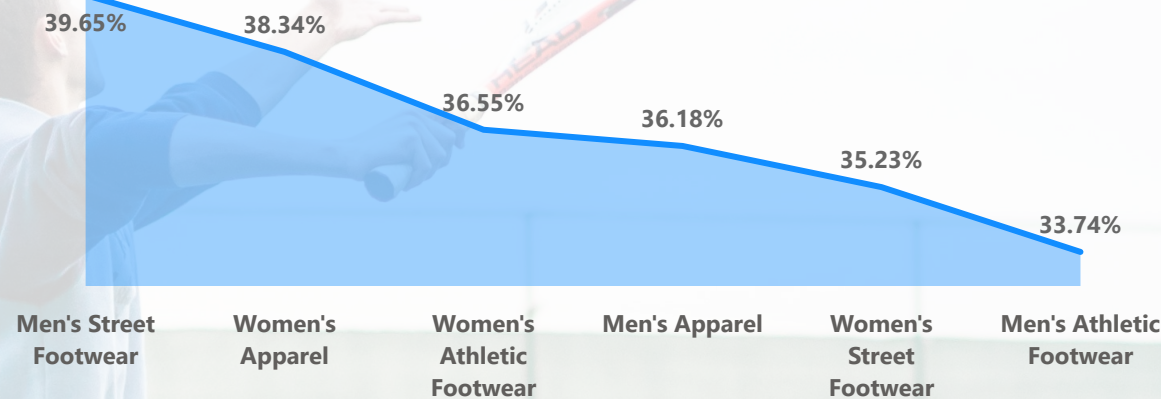
All

Sales v/s Profit over the time



- Profit Margin trended up, resulting in a 3.46% increase between 1st January, 2020 and 1st December, 2021.
- Profit Margin started trending up on 1st May, 2021 rising by 4.20% (increase 1.59% more than last trend) in 5 months..
- Sales started trending up on 1st March, 2021, rising by 98.77% in 9 months. Total Sales also went up by 32.5% between 1st October,2020 and 1st February, 2021.

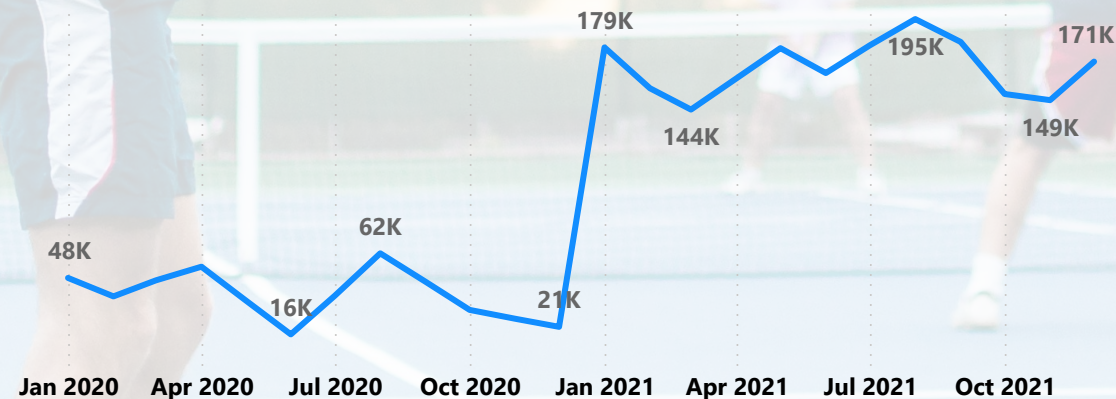
Profit Margin by Product



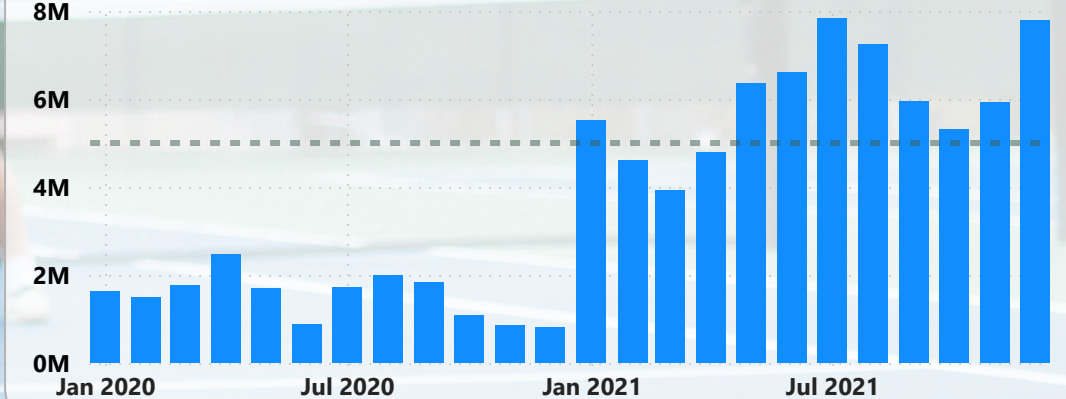
- Across all 6 Products, Profit Margin ranged from 33.74% to 39.65%.
- At 39.65%, Men's Street Footwear had the highest Profit Margin and was 17.53% higher than Men's Athletic Footwear, which had the lowest Profit Margin at 33.74%.

- Products are sold more in 2021 compared to 2020. Units Sold jumped from 30167 to 179299 between Oct ,2020 and Jan,2021.

No. of Units Sold through the years



Sales v/s Target



- Its noteworthy that in 2021,target made significant strides in compare to previous year, suggesting a positive trajectory of growth.