

Sports Product Analysis



Overview



Trends

Retailer

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

Invoice Date

1/1/2020



12/31/2021



Sales Method

In-store

Outlet

Online

Region

All



\$90M

Total Sales

\$33.2M

Total Profit

2M

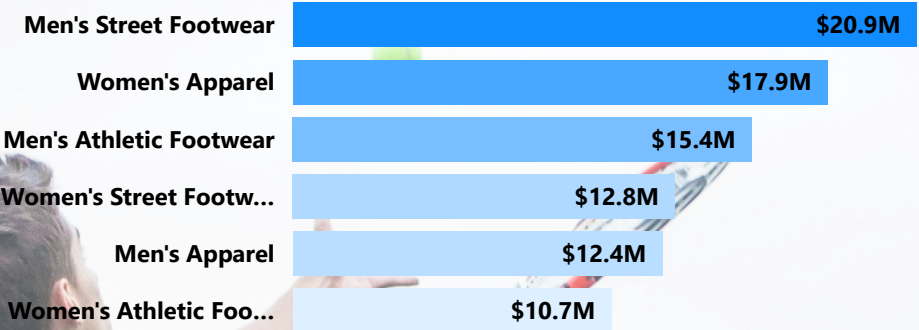
Total Units Sold

\$45.22

Average Price of Product

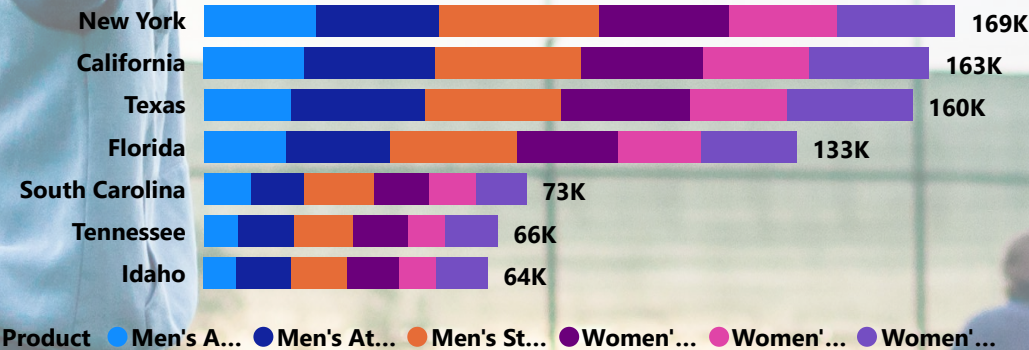
Sales generated by Product

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



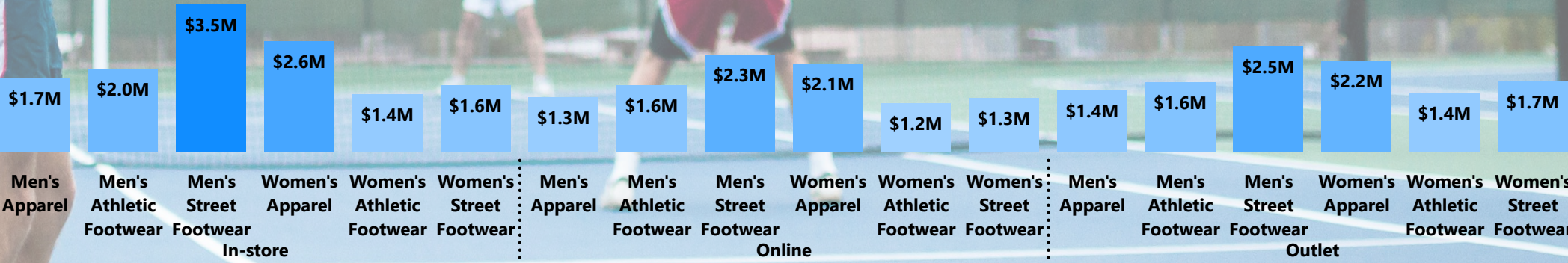
Products sold over various States

New York leads in sales, especially for Men's Street Footwear, indicating a high market demand.



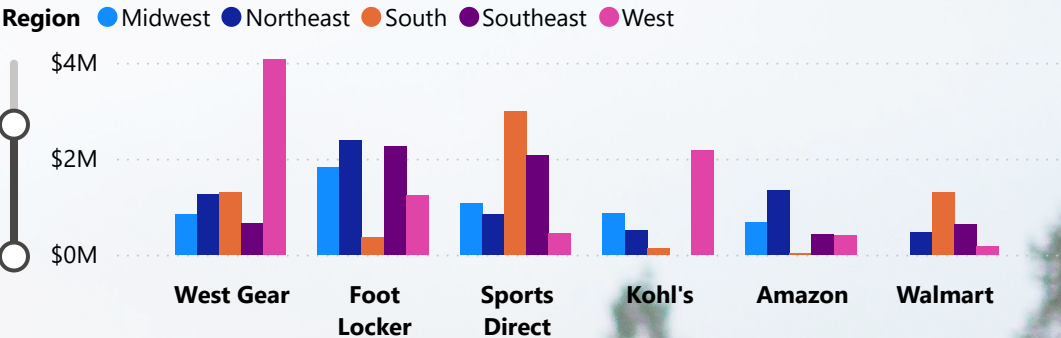
Performances of Sales Method over different Product category

Men's Footwear dominates In-Store sales, while Women's Footwear exhibits a balanced revenue distribution between Online and Outlet channels.



Profit of Retailer over different Region

Amazon fall behind across most regions. Footlockers notable success in the North-east, West gear's in West and Sports Direct success in Southeast, suggested a targeted regional strategy could be advantageous for retailers.



Regional Analysis

Region	Total Sales	Total Profit	Total Units Sold
West	\$26,994,314	\$8,960,974	686985
Northeast	\$18,632,420	\$6,802,062	501279
Southeast	\$16,317,115	\$6,055,551	407000
South	\$14,466,310	\$6,113,810	492260
Midwest	\$13,580,031	\$5,281,142	391337

Sports Product Trend Analysis

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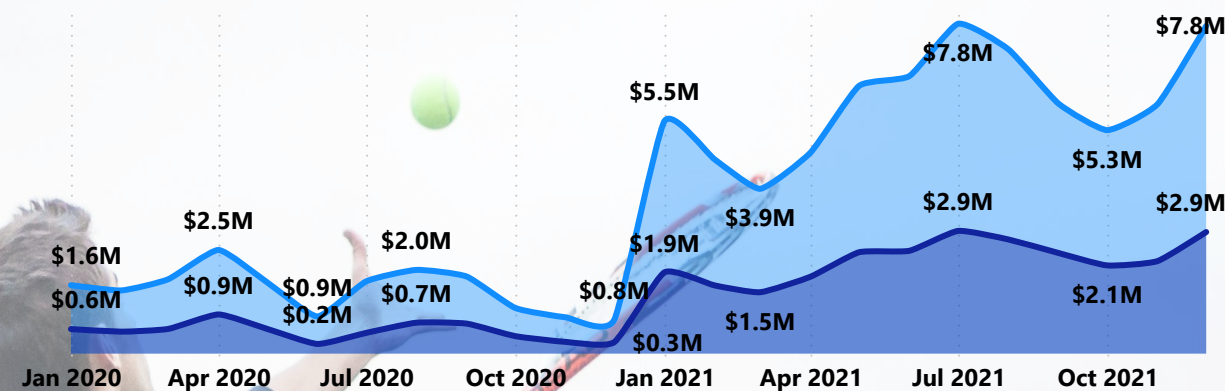
Online

Region

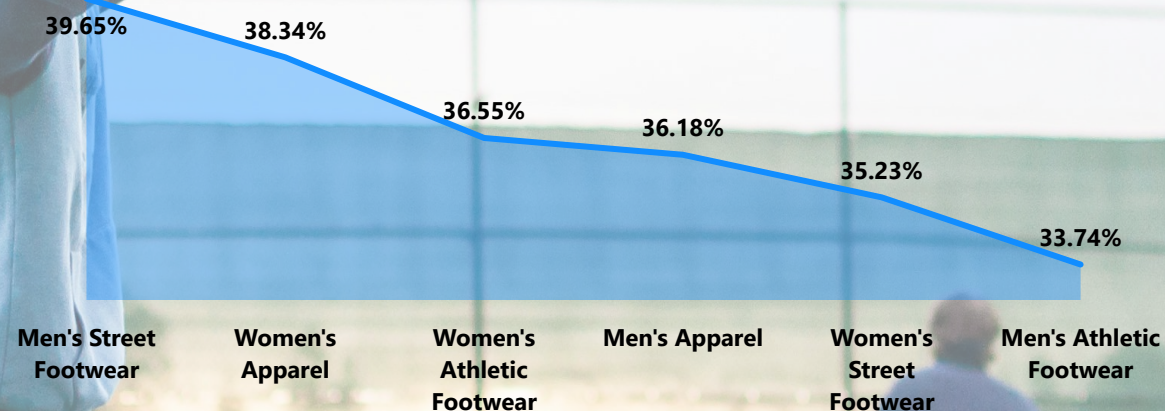
All

Sales v/s Profit over the time

● Sales ● Profit

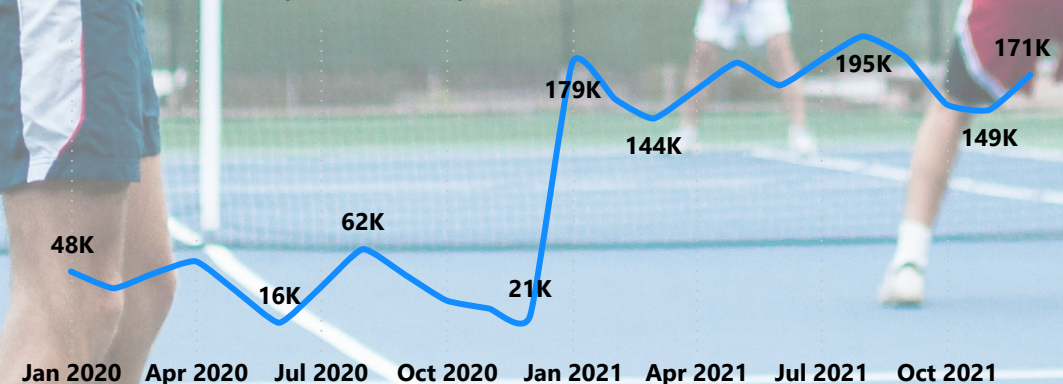


Profit Margin by Product



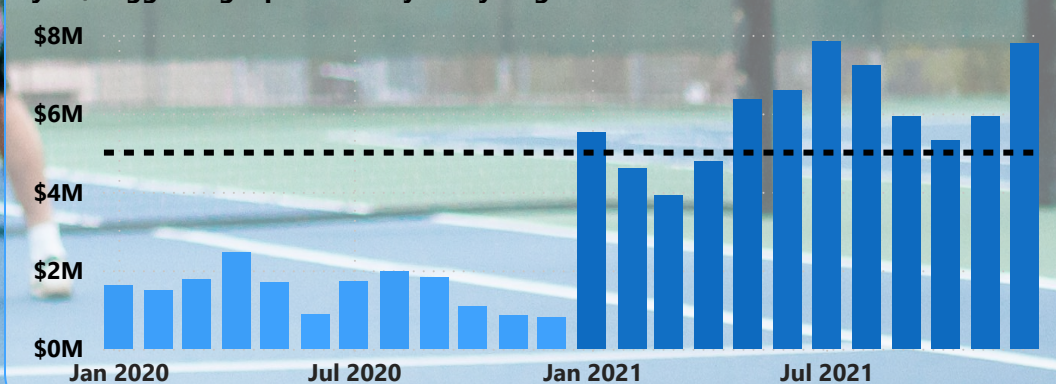
No. of Units Sold through the years

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



Sales v/s Target

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



• 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.

• 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%.