

Sports Product Analysis

Overview

\$90M

Total Sales

\$33.2M

Total Profit

2M

Total Units Sold

\$45.22

Average Price of Product

Trend

Retailer

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

Invoice Date

1/1/2020



12/31/2021



Sales Method

In-store

Outlet

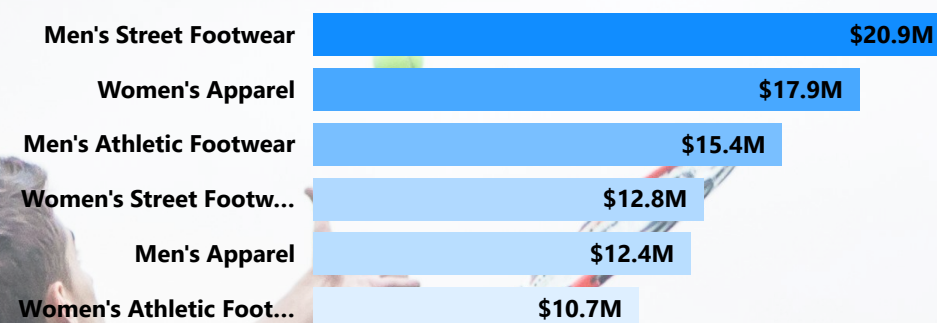
Online

Region

All

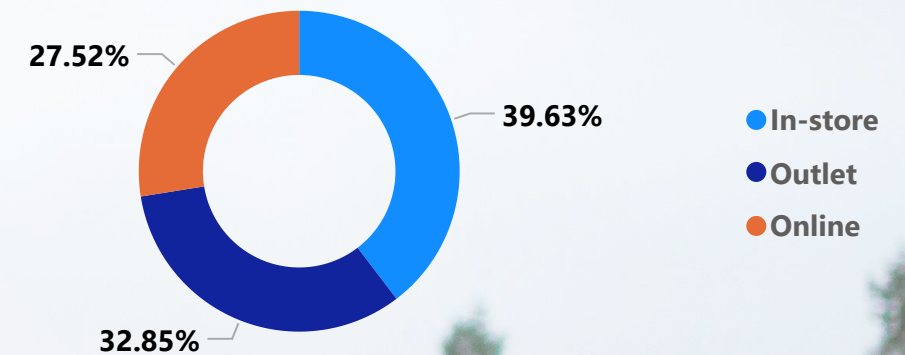
Sales generated by Product

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



Distribution of Sales by Methods

In-Store generated more sales than other two methods.



Profit gained by Retailer

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



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

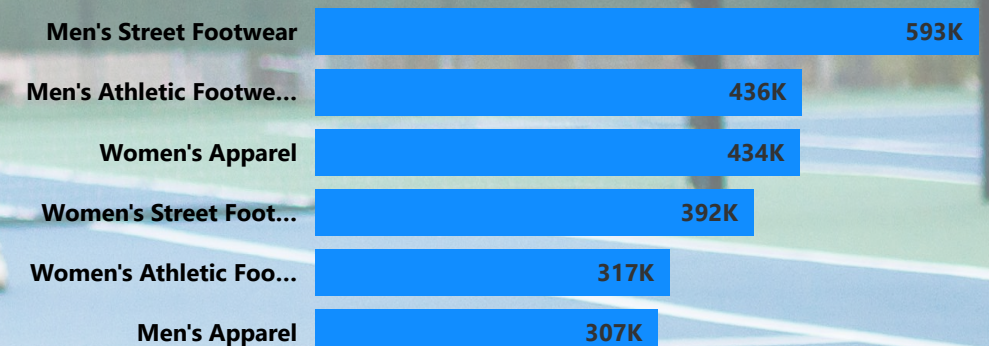
Product wise Profit

Men's Street Footwear accounted 25% of the total profit



Top selling products

Men' Street Footwear is the top selling product



Sports Product Trend Analysis

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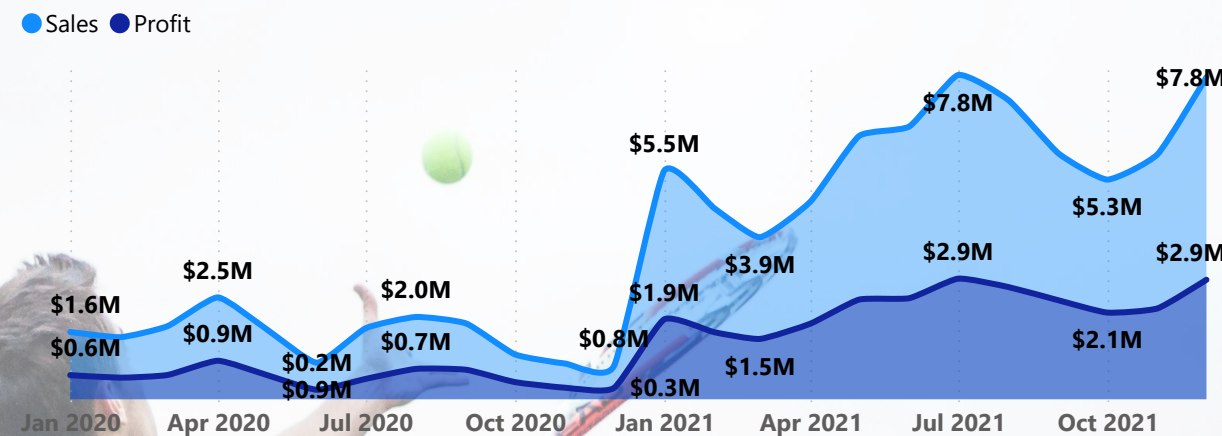
Outlet

Online

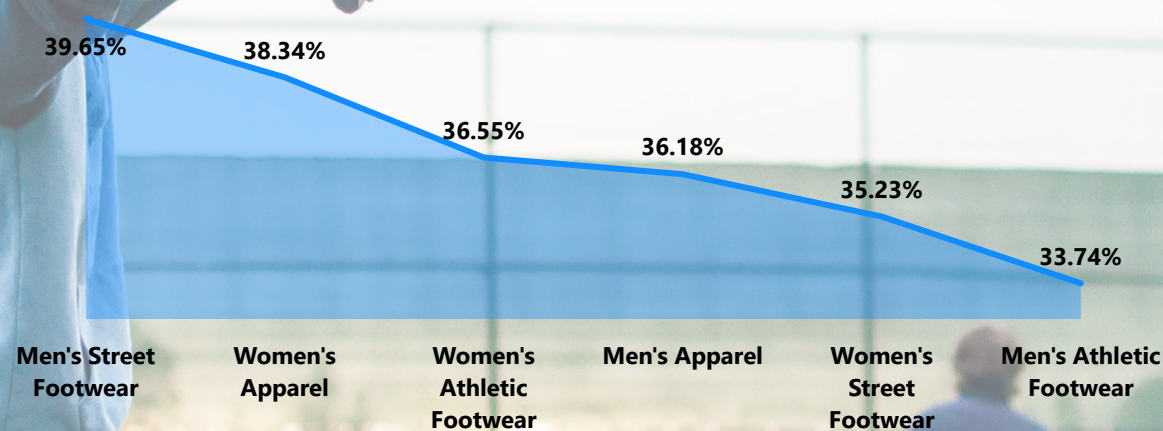
Region

All

Sales v/s Profit over the time



Profit Margin by Product



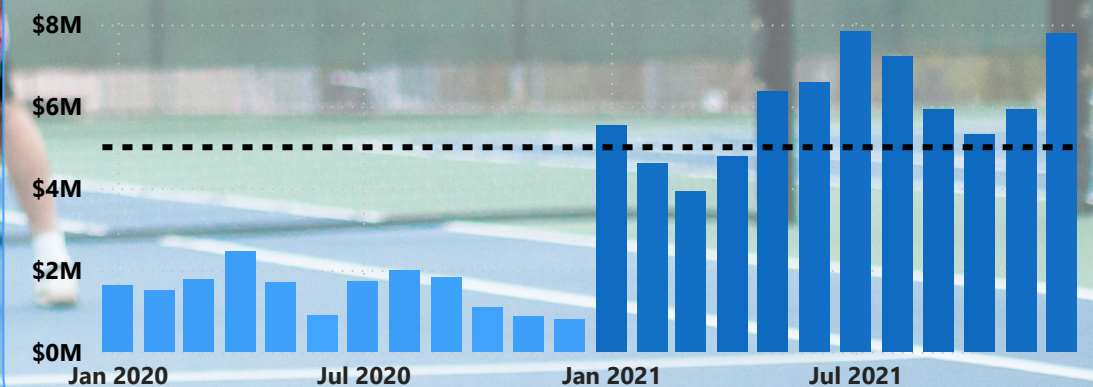
No. of Units Sold through the years

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%.