

Adidas Sales Dashboard

Sales Overview : Jan 2020- Dec 2021



Total Sales

\$120M



Operational Profit

\$36M



Total Unit Sold

\$2M



Profit Margin

30%



Avg Price Per Unit

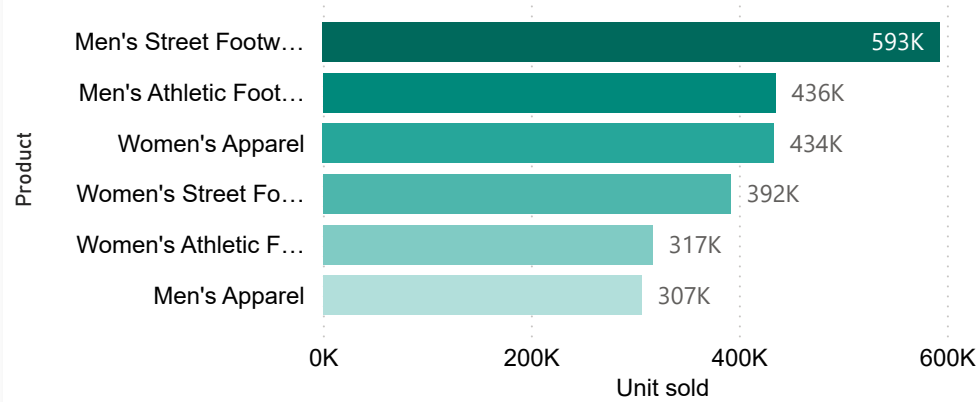
\$45



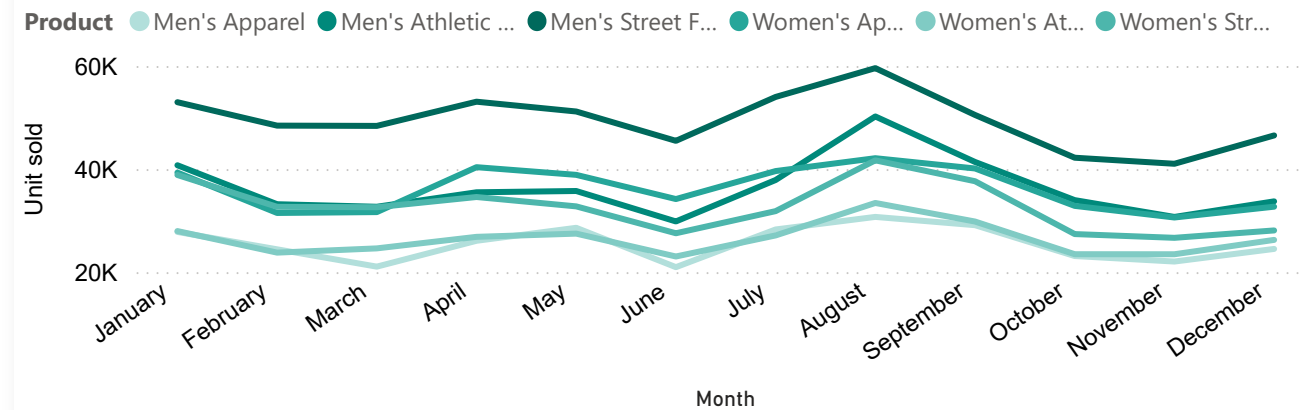
Top Retailer

WEST
GEAR

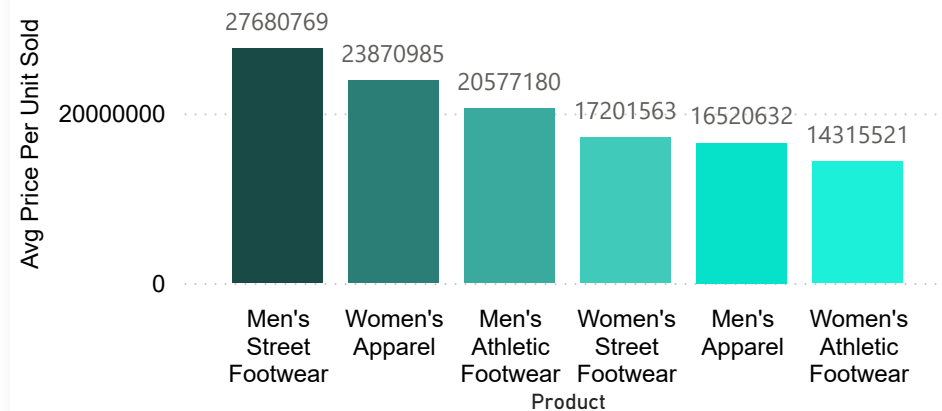
Best Selling Product



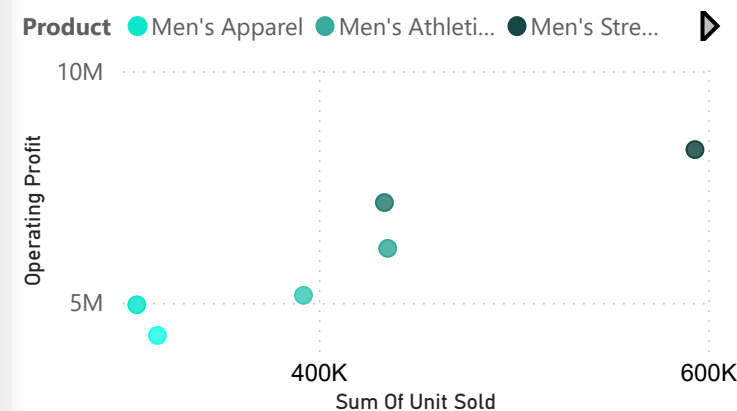
Performance Over Time



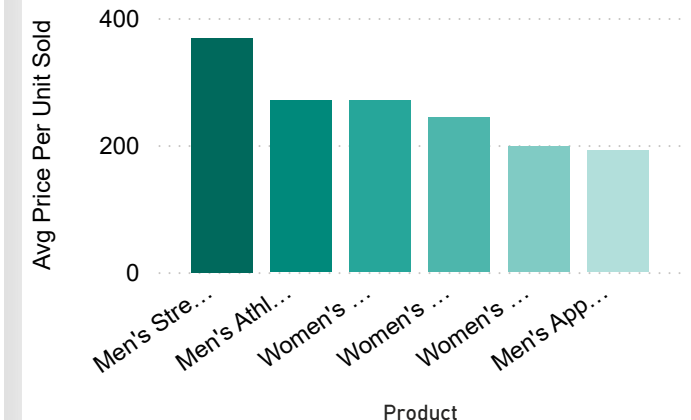
Top Product by Sales



Sales vs Profit by Product



Unit Price(Avg)



Total Sales
120M



Profit
\$36M



Total Unit Sold
2M



Profit Margin
30%



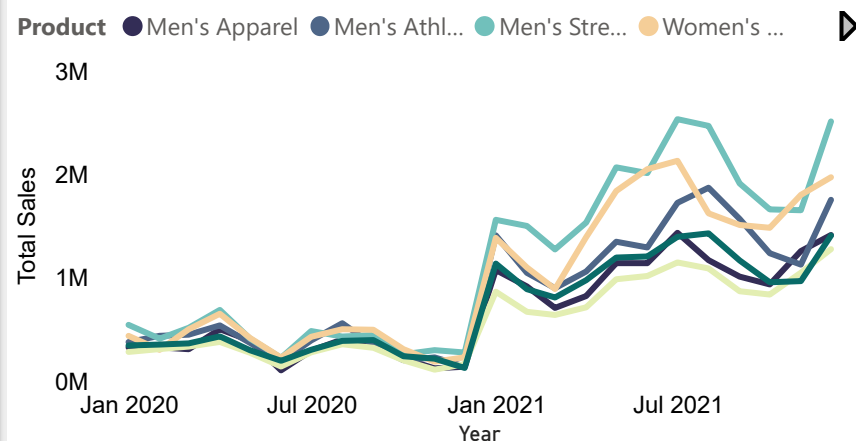
Avg Price Per Unit
\$45



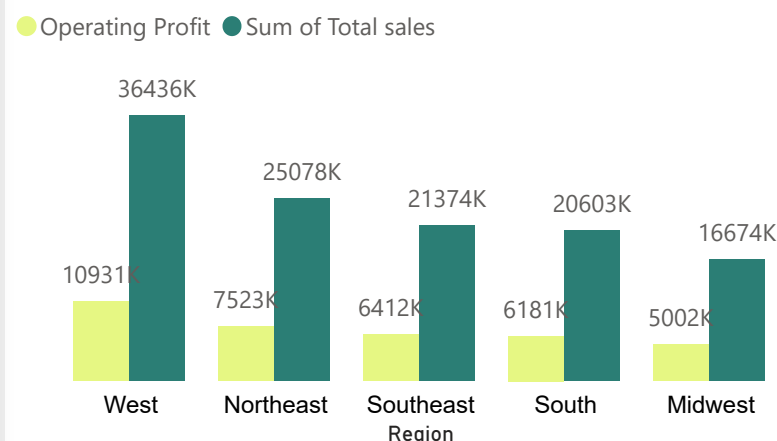
Top Retailer
WEST GEAR



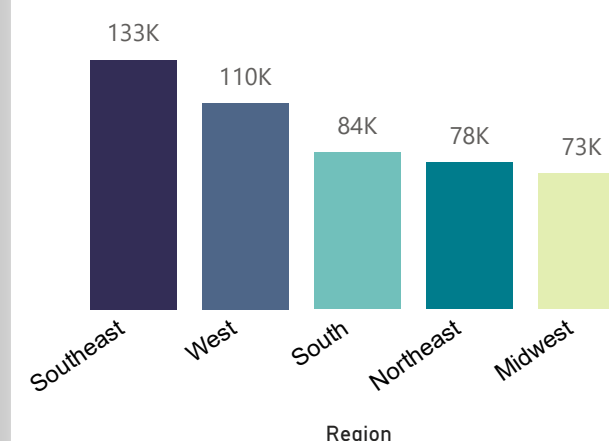
Top Sales(Monthly)



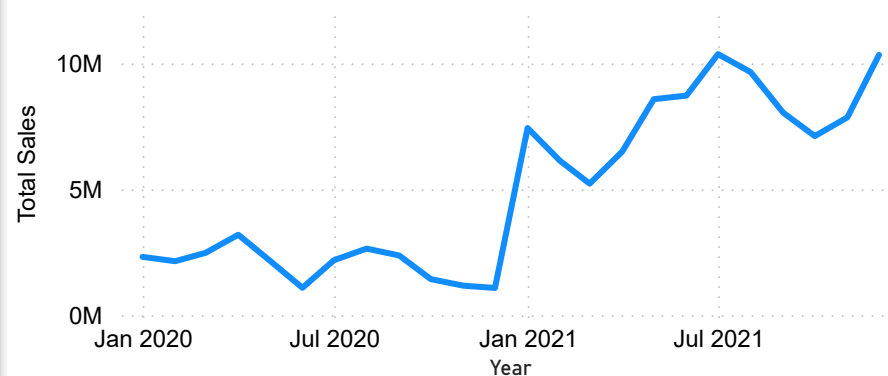
Sales & Profit by Region



Avg Order Size by Region



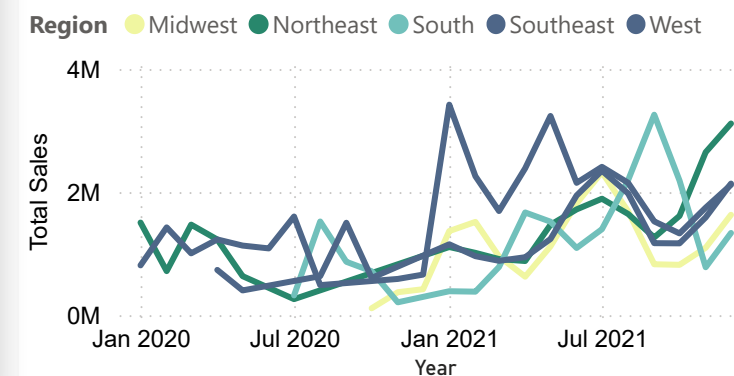
Revenue Over Time



City Sales and Profit

City	of Total sales	Sum of Profit Margin
New York	5676160	1.4%
San Francisco	4929220	1.2%
Charleston	4904272	1.2%
Portland	4176777	1.0%
Orlando	3946476	1.0%
Total	20166650	30.0%

Revenue Over Time





Total Sales
120M



Operational Profit
\$36M



Total Unit Sold
\$2M



Profit Margin
30%

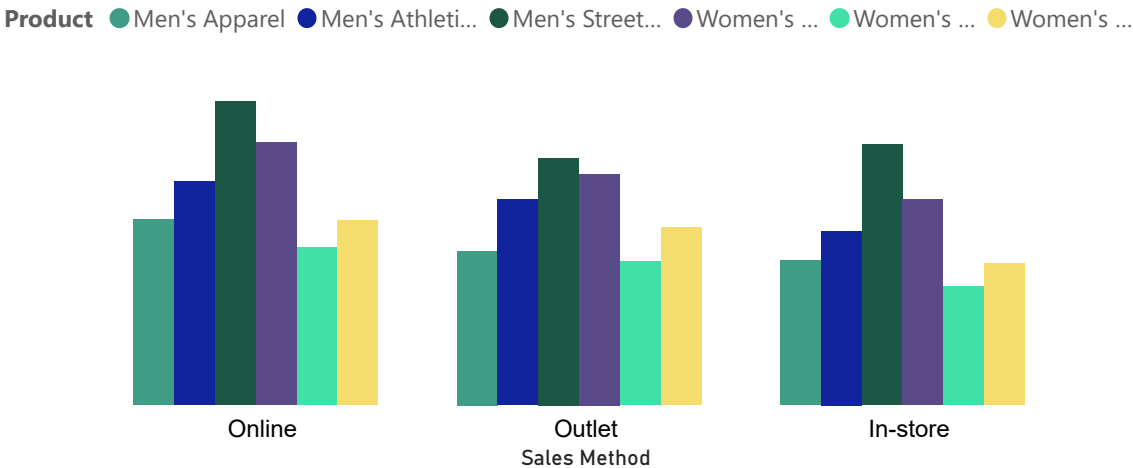


Avg Price Per Unit
\$45

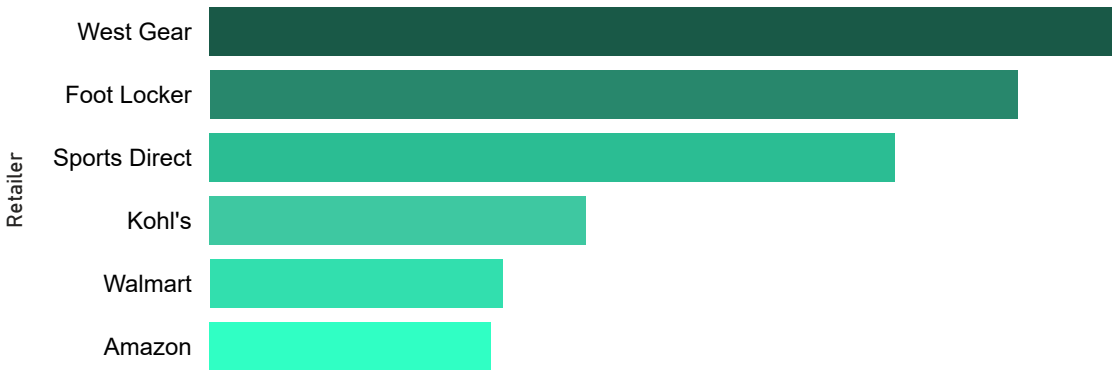


Top Retailer
WEST GEAR

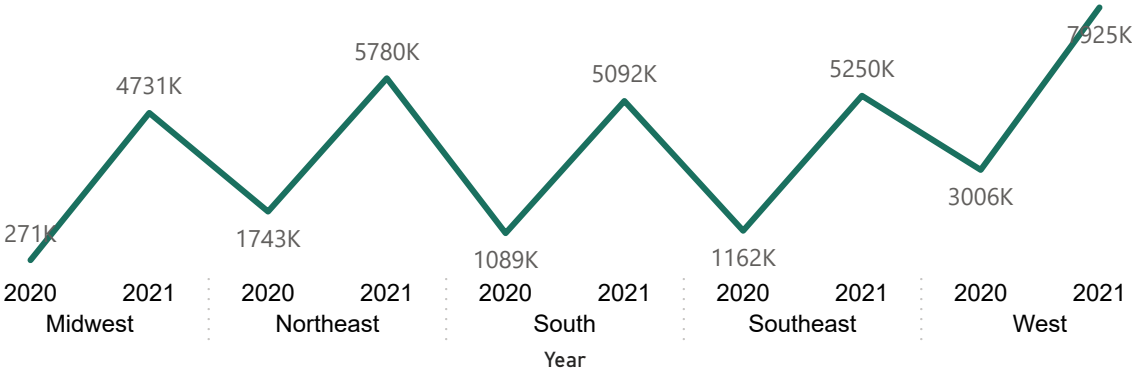
Profit by Sales method



Top Retailer



Profit by Region



Recommendations

- Boost visibility for low performers: Promote Women's Street Footwear through targeted influencer marketing.
- Grow digital sales: Improve online presence to match shifting consumer behavior.
- Support top retailers: Strengthen relationships with key retailers like West Gear
- Validate data quality: Review financial data inputs for accuracy before use
- Tailor by region: Leverage strong Southeast demand and optimize West strategy

