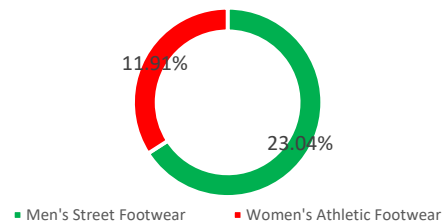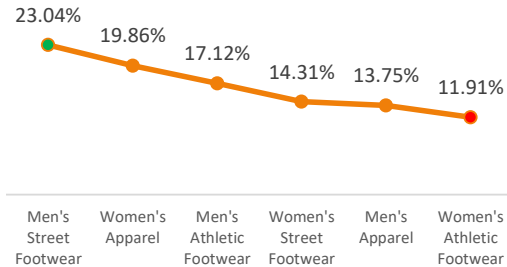Adidas generated over $120million in revenue from all product categories across all accredited region. Men's Street Footwear led the contribution chart with 23.04% followed closely by Women's Apparel at 19.86% at the lower end, Women's Athletic Footwear recorded the weakest performancem contributing just 11.91% compared to other product categories.

Top & Bottom Product Performance %
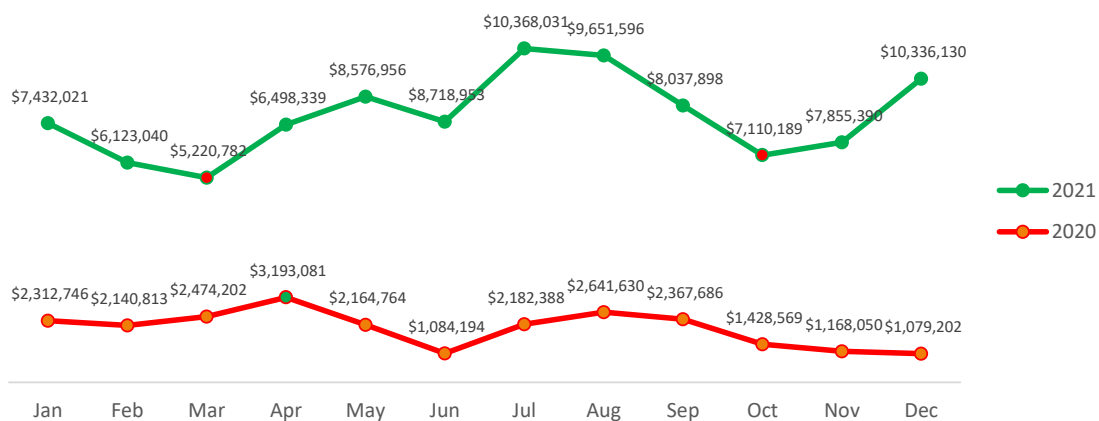

- Men's Street Footwear
- Women's Athletic Footwear

11.91%
23.04%

Product Performance %

23.04%   19.86%   17.12%   14.31%   13.75%   11.91%

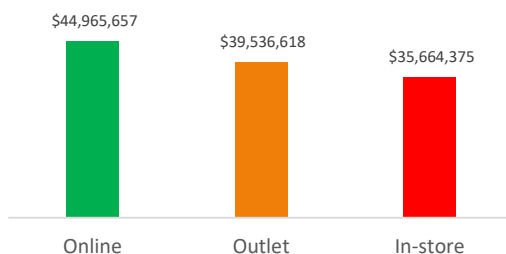| Men's Street Footwear | Women's Apparel | Men's Athletic Footwear | Women's Street Footwear | Men's Apparel | Women's Athletic Footwear |

This represents the total revenue generated by Adidas in each month of 2020 and 2021 across all products and regions. The trend indicates that cumulative sales during the winter season (October to February) in 2021 were slightly higher than those in the summer season (June to September), with a difference of $2,080,292.

Monthly Sales Trend Per Year

2021: $7,432,021 $6,123,040 $5,220,782 $6,498,339 $8,576,956 $8,718,953 $10,368,031 $9,651,596 $8,037,898 $7,110,189 $7,855,390 $10,336,130

2020: $2,312,746 $2,140,813 $2,474,202 $3,193,081 $2,164,764 $1,084,194 $2,182,388 $2,641,630 $2,367,686 $1,428,569 $1,168,050 $1,079,202

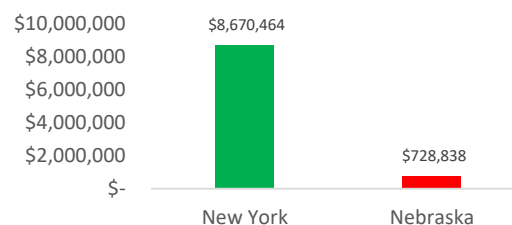Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- 2021
- 2020

Focusing on the most and least productive segments, online shopping clearly emerges as the customers' favorite, generating $44 million and accounting for 37% of the total revenue. In contrast, in-store shopping lags behind as the least preferred channel, contributing $35 million (30%). Additionally, insights reveal that New Yorkers have a stronger affinity for Adidas products compared to other states — with Nebraska recording the lowest purchase volume, making it the least engaged region.

Top & Bottom Productive Sales Method

$44,965,657 $39,536,618 $35,664,375

Online   Outlet   In-store

Most Productive and Least Prodcutive Region

$10,000,000
$8,000,000
$6,000,000
$4,000,000
$2,000,000
$-

$8,670,464 $728,838

New York   Nebraska

RECOMMENDATIONS

Prioritize Online Sales Channels

Since online shopping generates the highest revenue (37%), invest more in enhancing the **online shopping experience**, such as improving website speed, mobile responsiveness, personalized offers, and digital ads targeting online consumers.

Revamp In-Store Strategy

With in-store sales contributing the least (30%), reassess physical store operations. Consider:

- Running **in-store exclusive promotions**
- Enhancing customer experience through **interactive product displays** or **loyalty programs**
- **Downsizing** or optimizing locations with persistently low traffic

Target High-Performing Regions (e.g., New York)

Capitalize on the high demand in New York by:

- Launching **region-specific campaigns**
- Partnering with **local influencers**
- Expanding fulfillment or delivery options in that area to meet rising demand

Investigate Underperforming Markets (e.g., Nebraska)

Understand why states like Nebraska are underperforming by:

- Conducting **local market surveys**
- Assessing product availability, brand presence, and customer preferences
- Testing **pilot campaigns** or events to increase brand engagement

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