

adidas 2021 Sales Analytics Dashboard

Description

This is a Sales Analytics Dashboard for Shareholders of adidas to understand the company's current business performance in 2021. Key Metrics include Total Sales, Operating Profit, Number of Units Sold(non interactive) and other interactive metrics by dimensions.

- Dimensions used in this dashboard for analysis: Retailer & Sales Method.

Note on Metrics Calculation Logic

- **Sales Growth Rate** = $\% \text{ (Total Sales in 2021 - Total Sales in 2020) / Total Sales in 2020}$
- **Profit Growth Rate** = $\% \text{ (Operating Profit in 2021 - Operating Profit in 2020) / Operating Profit in 2020}$
- **Sales Volume Growth Rate** = $\% \text{ (Units Sold in 2021 - Units Sold in 2020) / Unit Sold in 2020}$
- **Operating Margin** = $\% \text{ Operating Profit / Total Sales}$

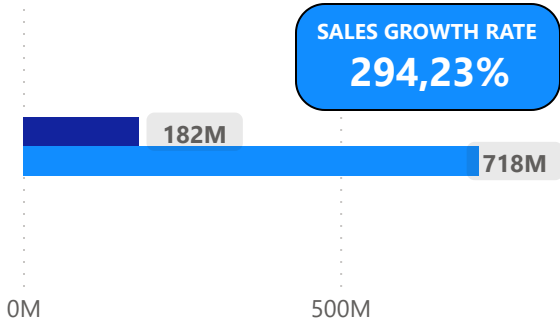
Disclaimer

- Data updated on **31st October, 2023**.
- For any enquiries, please contact **To Duc Thanh** at toducthanh4718@gmail.com

TOTAL SALES & OPERATING PROFIT

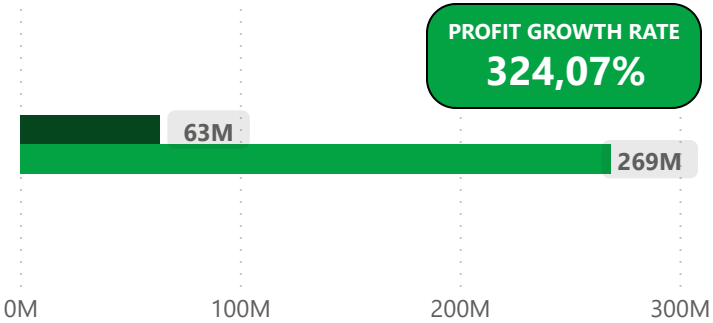
TOTAL SALES IN 2020 AND 2021

● Total Sales in 2020 ● Total Sales in 2021



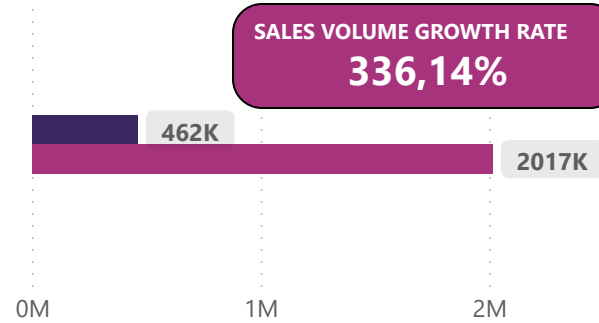
OPERATING PROFIT IN 2020 AND 2021

● Operating Profit in 2020 ● Operating Profit in 2021



SALES VOLUME IN 2020 AND 2021

● Sales Volume in 2020 ● Sales Volume in 2021



OPERATING MARGIN
IN 2021

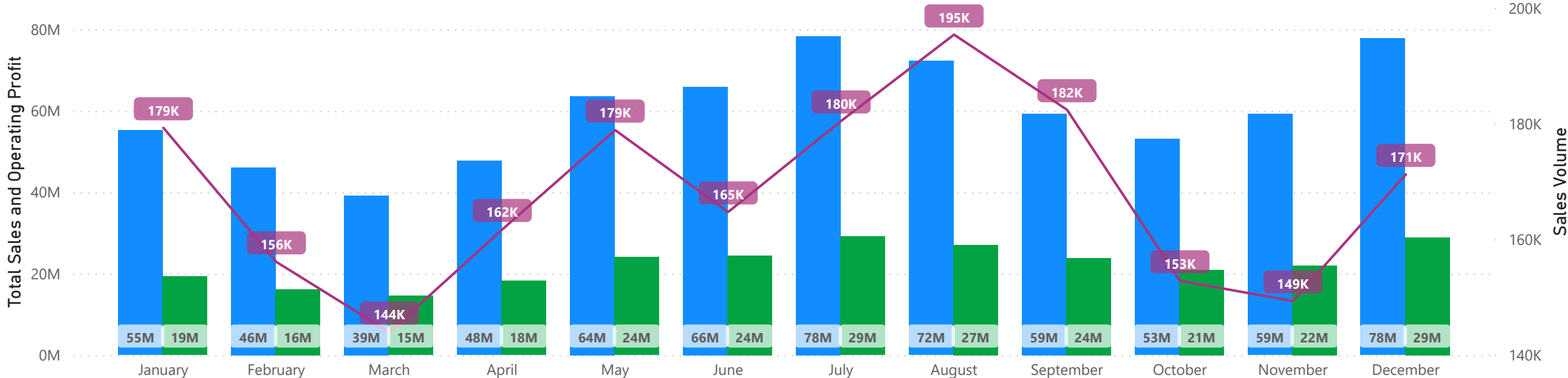
42,60%

OPERATING MARGIN
IN 2020

40,35%

TOTAL SALES, OPERATING PROFIT AND SALES VOLUME BY MONTH IN 2021

● Total Sales ● Operating Profit ● Sales Volume



BY RETAILER METRICS

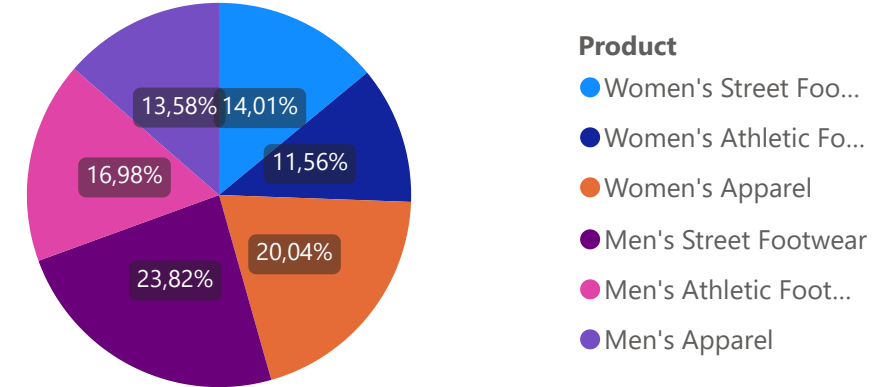
SALES, PROFIT AND SALES VOLUME GROWTH RATE

Retailer	Sales Growth Rate	Profit Growth Rate	Sales Volume Growth Rate
Kohl's	13262,67%	11938,23%	12779,90%
Sports Direct	995,66%	1083,83%	1005,29%
Foot Locker	313,32%	315,18%	302,37%
West Gear	69,07%	90,82%	122,69%
Walmart	26,72%	12,08%	6,64%

RETAILER LIST

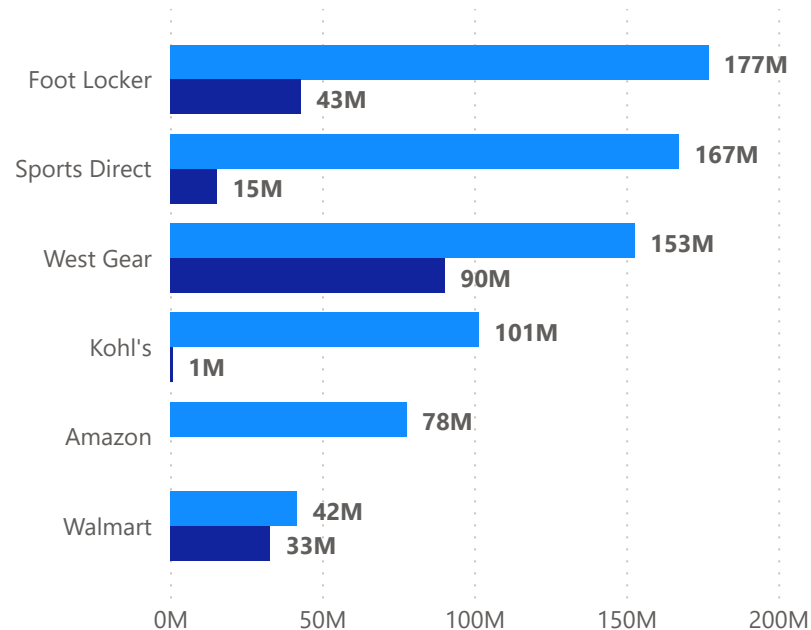
- ☐ Amazon
- ☐ Foot Locker
- ☐ Kohl's
- ☐ Sports Direct
- ☐ Walmart
- ☐ West Gear

PRODUCT SALES PROPORTION IN 2021



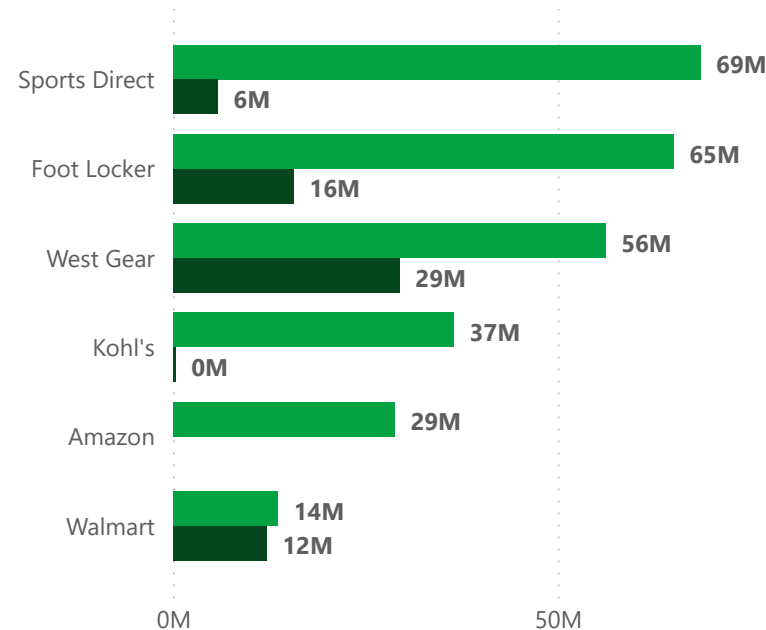
TOTAL SALES BY RETAILER

● Total Sales in 2021 ● Total Sales in 2020



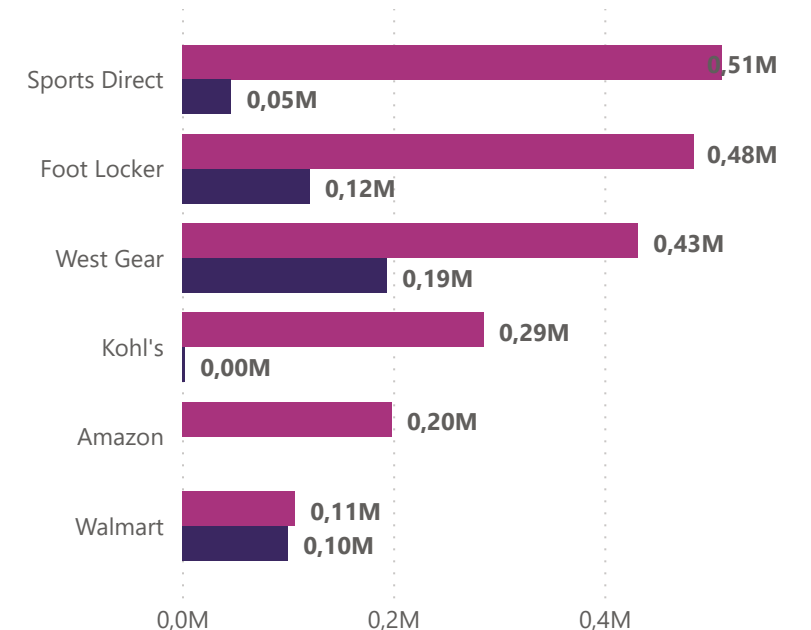
OPERATING PROFIT BY RETAILER

● Operating Profit in 2021 ● Operating Profit in 2020



SALES VOLUME BY RETAILER

● Sales Volume in 2021 ● Sales Volume in 2020



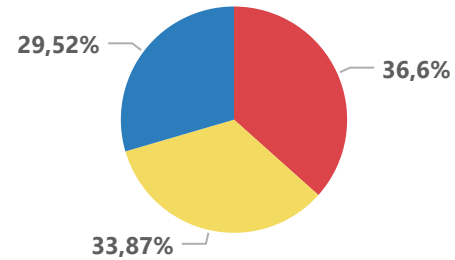
BY SALES METHOD

SALES METHOD LIST

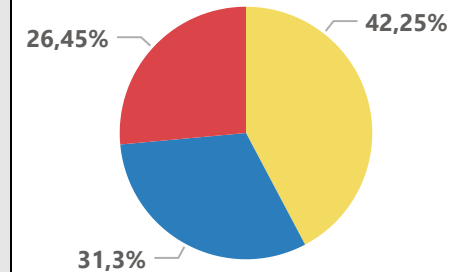
- ☐ In-store
- ☐ Online
- ☐ Outlet

TOTAL SALES BY SALES METHOD PROPORTION IN 2021

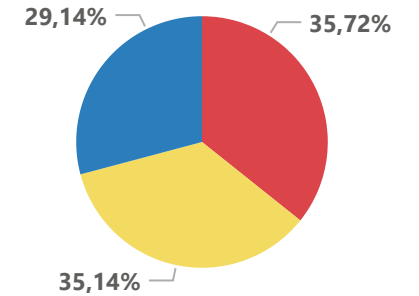
● In-store ● Online ● Outlet



SALES VOLUME BY SALES METHOD PROPORTION IN 2021



OPERATING PROFIT BY SALES METHOD PROPORTION IN 2021



SALES GROWTH RATE

294,23%

PROFIT GROWTH RATE

324,07%

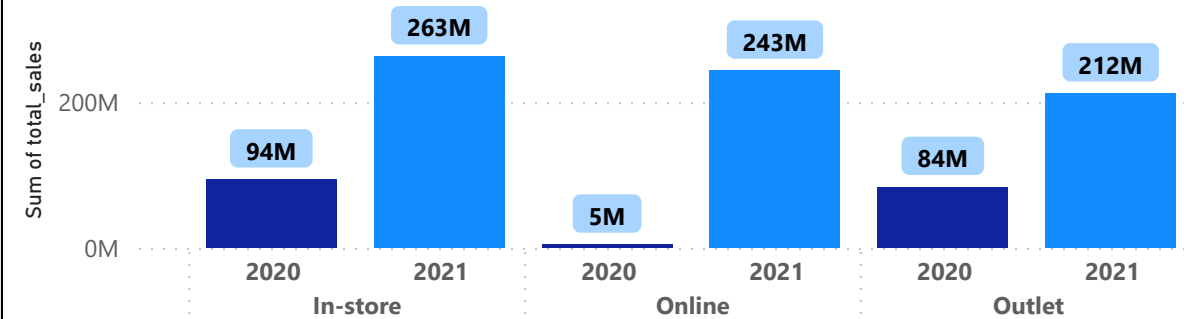
SALES VOLUME GROWTH RATE

336,14%

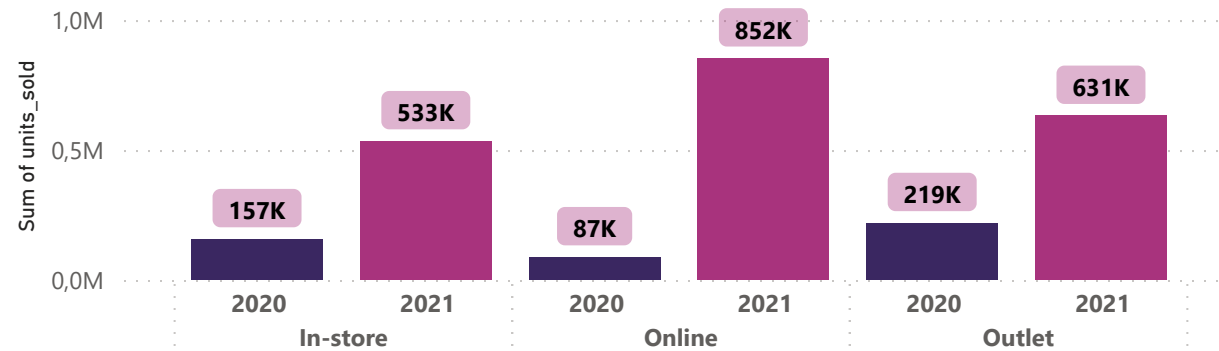
OPERATING MARGIN IN 2021

42,60%

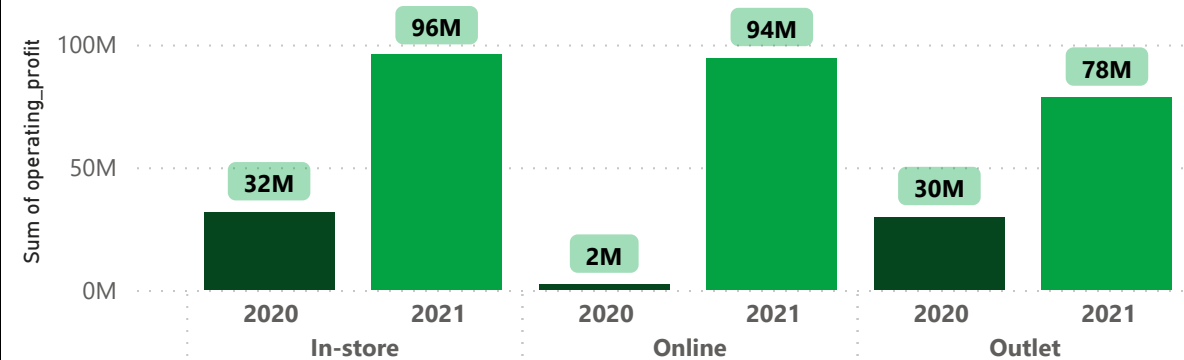
TOTAL SALES BY SALES METHOD



SALES VOLUME BY SALES METHOD



OPERATING PROFIT BY SALES METHOD



Analysis & Recommendations

ANALYSIS

1/ Total Sales & Operating Profit Analysis

-In 2021, adidas went through a disruptive growth compared to 2020, with a **294,23% increase in Total Sales** from \$182M to \$718M, a **336,14% increase in Sales Volume** from 462K units to 2M units, leading to a **324,07% increase in Operating Profit** from \$63M to \$269M.

2/ By Retailer Metrics Analysis

-Best selling products were 1/ Men's Streetwear Footwear & 2/ Women's Apparel across the retailers.

-2021 saw the new face of Amazon in the retailers group, bringing in **\$78M** in Total Sales & **200K units** in Sales Volume, leading to an addition of **\$29M** in Operating Profit.

-Current retailers also had outstanding business performance, for example:

- Kohl's with **over 10000% increase** in all 3 key metrics, leading to an addition of **\$100M** in Total Sales, **\$37M** in Operating Profit and **290K units sold** in Sales Volume;
- Footlocker with **over 300% increase** in all 3 key metrics, leading to an addition of **\$134M** in Total Sales, **\$49M** in Operating Profit and **360K units sold** in Sales Volume;
- Sports Direct with **approximately 1000% increase** in all 3 key metrics, leading to an addition of **\$152M** in Total Sales, **\$63M** in Operating Profit and **450K units sold** in Sales Volume.

-Walmart has the poorest growth with \$10M increase in Total Sales, \$2M increase in Operating Profit and 10K units sold increase in Sales Volume.

-Causes of growth (and reduction)

- *New business expansion in the retail business with Amazon, resulting in a new source of revenue and profit*
- *Market recovery after Covid19 in 2020, resulting in significant business performance growth across all retailers*

3/ By Sales Method Metrics Analysis

- The Sales Method that brought in the highest Total Sales & Operating Profit in 2021 was In-store - **\$263M** in Sales (36,6%) & **\$96M** in Profit (35,72%), while Online had the highest Sales Volume (42,25%) at **852K units sold**.
- The Sales Method with fastest growth rate was Online, with a whopping **5279% increase** in Total Sales - **\$238M** & **4263% increase** in Operating Profit - **\$92M**. In 2020, Online only brought in \$5M in Total Sales and \$2M in Operating Profit.
- The Sales Method with the highest operating margin was Online at **46,48%**.
- The top performing retailers in 2021 (in all 3 key metrics) was Footlocker in Online section, West Gear in In store section and Sports Direct in Outlet section.
- Walmart is the only retailer with negative growth in a Sales Method section (Outlet)

-Causes of growth (and reduction)

- *The retailers' strategy to focus on the most efficient Sales Method - Online, resulting in a significant boost in Total Sales, Operating Profit, Sales Volume and Operating Margin*
- *Market recovery after Covid19 in 2020 and lockdown, resulting in more people shopping and shopping offline*
- *For Walmart, the Outlet shopping experience was overshadowed in 2021 due to the new In Store shopping experience. While the overall growth rates remained positive, the Outlet Sales Method performance took a massive downfall.*

RECOMMENDATIONS FOR ADIDAS & RETAILING PARTNERS

- Market recovery momentum after Covid19 should be capitalized short-term along with coming up with more sustainable foundations for growth.
- E-commerce or Online Sales Method should be promoted and treated as the main factor of growth in the following years given its efficiency and growth rate based on historical data.