



ADIDAS US SALES

IMPOSSIBLE IS NOTHING

Exploratory Data Analysis on Adidas US Sales in FY
2020-21.

DASHBOARD

adidas

Filters

By Year:

2020 **2021**

By Season:

All

By Region:

Select all	South
Midwest	Southeast
Northeast	West

By State:

All

By City:

All

By Product:

All

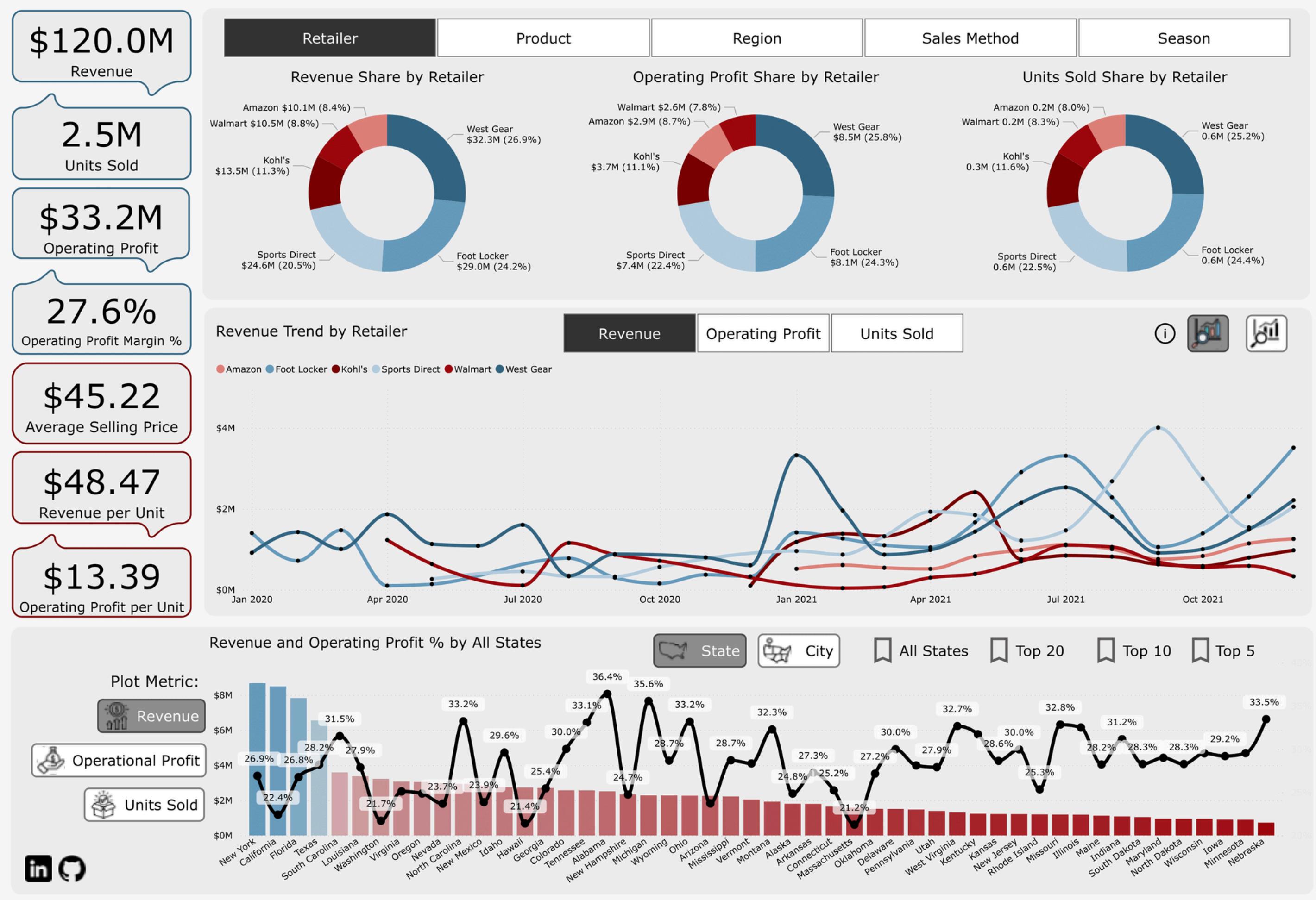
By Retailer:

All

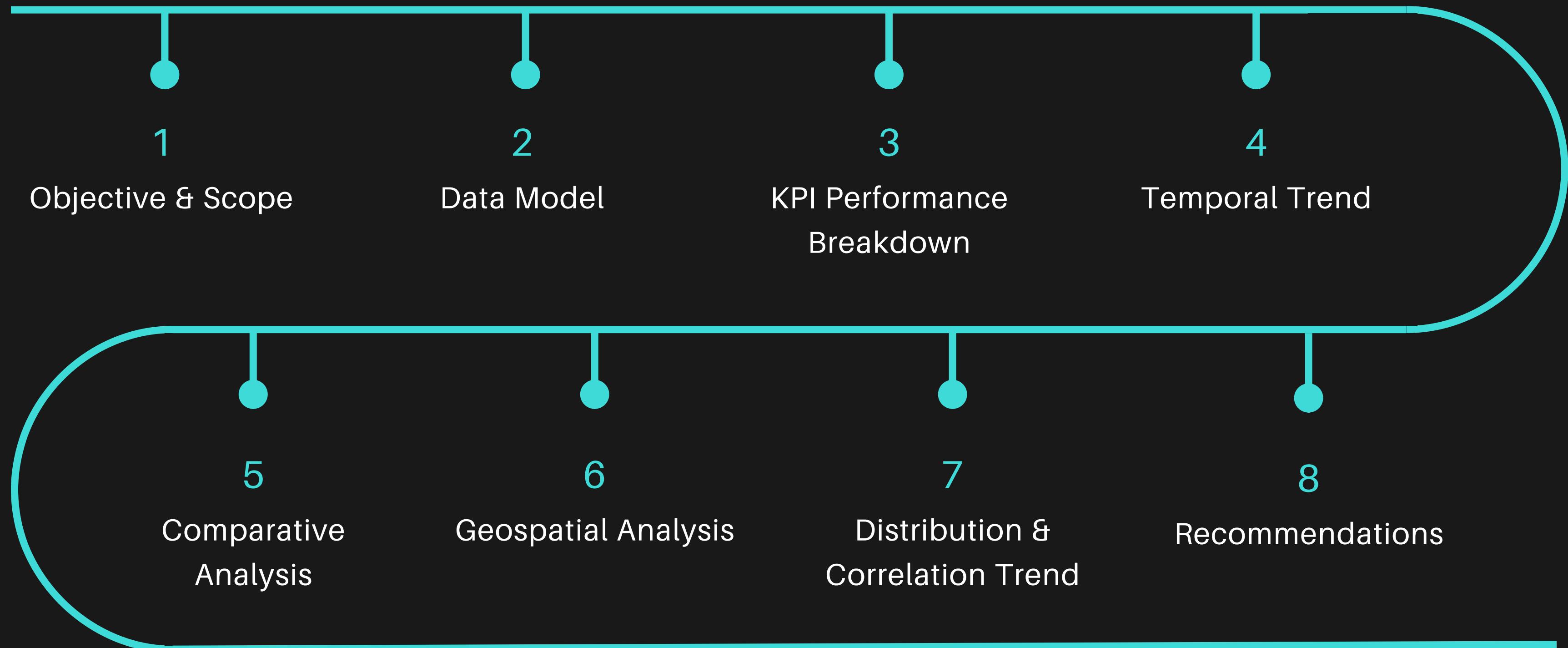
By Sales Method:

All

Designed by: Sagar More



Content



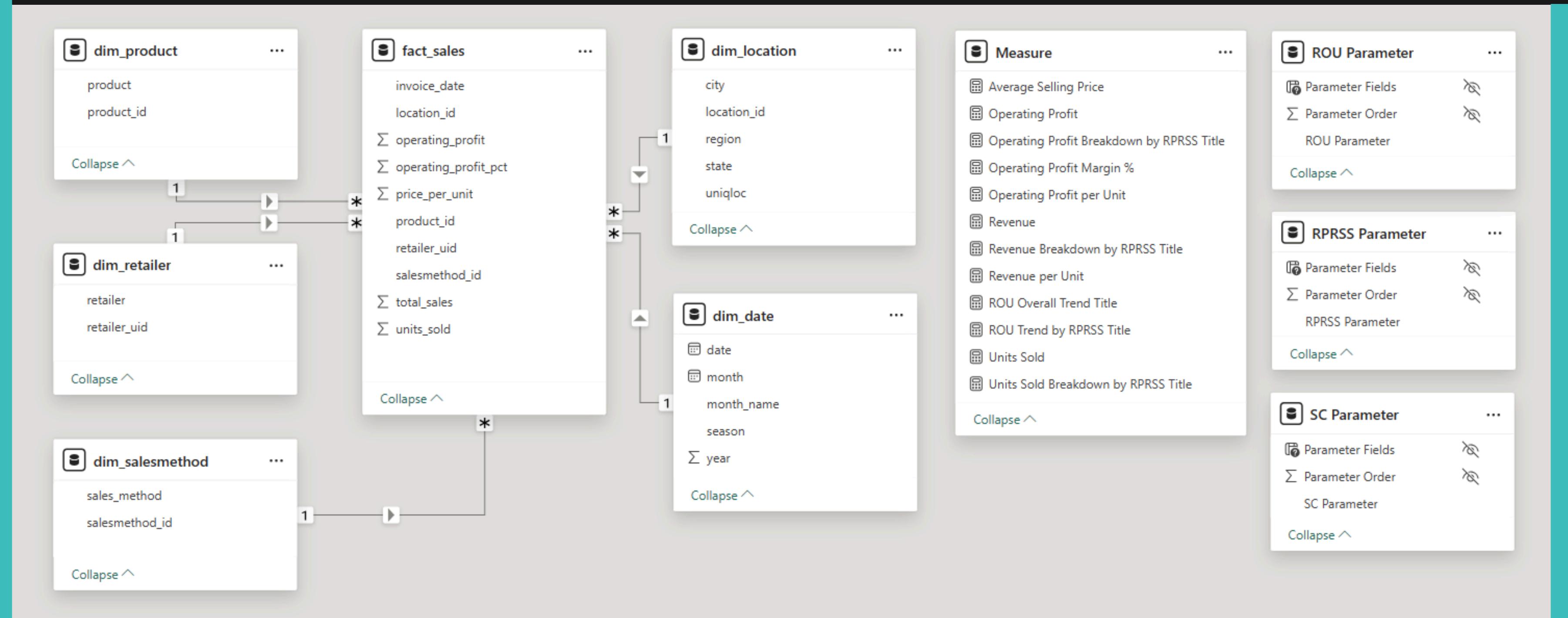
OBJECTIVE & SCOPE

The objective of this project is to analyze Adidas US Sales data for 2020-21 by cleaning and organizing the dataset in MySQL Workbench, performing Exploratory Data Analysis (EDA) using Python and creating an interactive Power BI dashboard.

The goal is to provide actionable insights into retailer performance, regional sales distribution, and sales trends across various channels to identify growth opportunities, optimize business strategies and drive profitability.

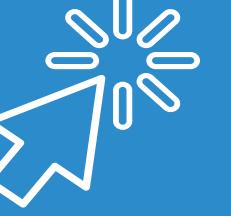


ADIDAS US - DATA MODEL





1
KPI
Performance
Breakdown



2
Temporal
Trend



3
Comparative
Analysis



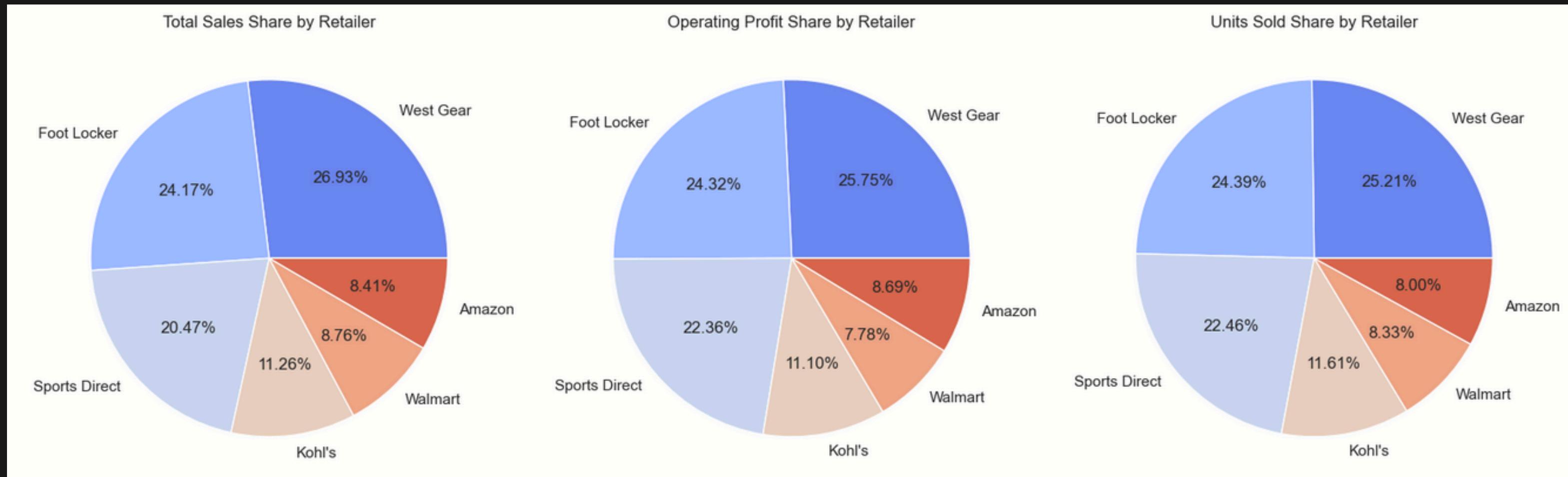
4
Geospatial
Analysis



5
Distribution &
Correlation
Trend

SCOPE OF ANALYSIS

1.1 KPI Performance Breakdown by Retailers



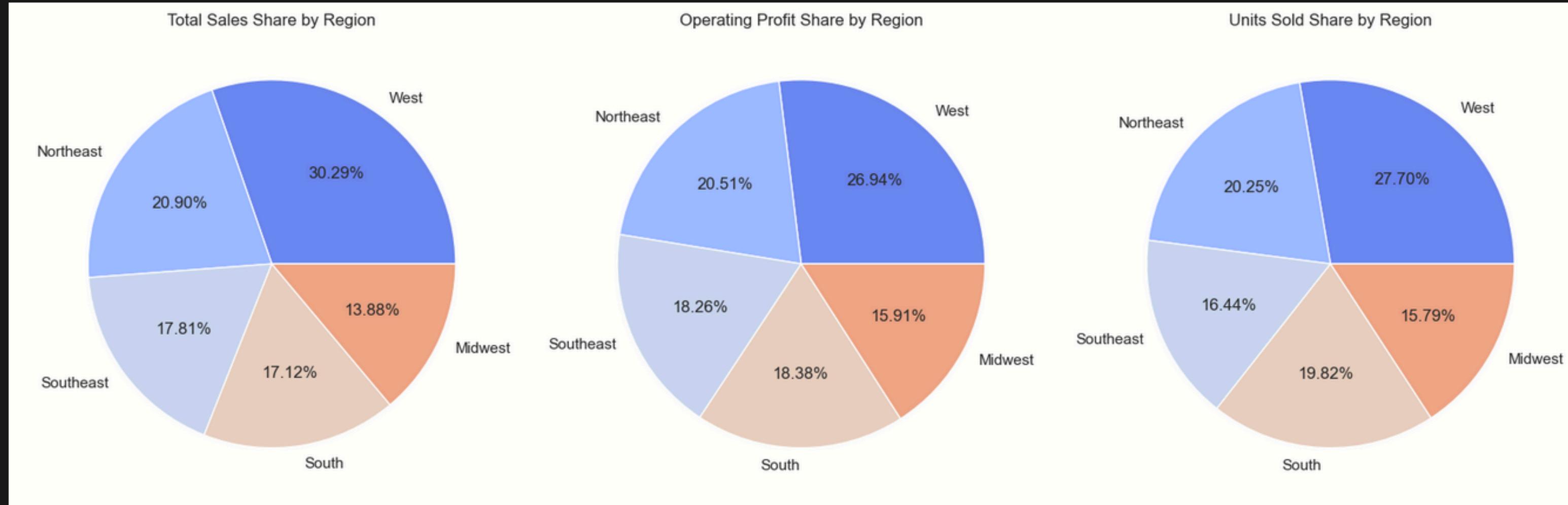
Insight:

West Gear, Foot locker & Sports Direct emerge as the Top Retailers, collectively accounting for 72% of Total Sales, Operating Profit and Units Sold.

Recommendation:

Focus marketing efforts and partnership expansions with top-performing retailers like West Gear and Foot Locker to maintain sales momentum, while identifying ways to improve sales through under performing retailers like Amazon and Walmart.

1.2 KPI Performance Breakdown by Regions



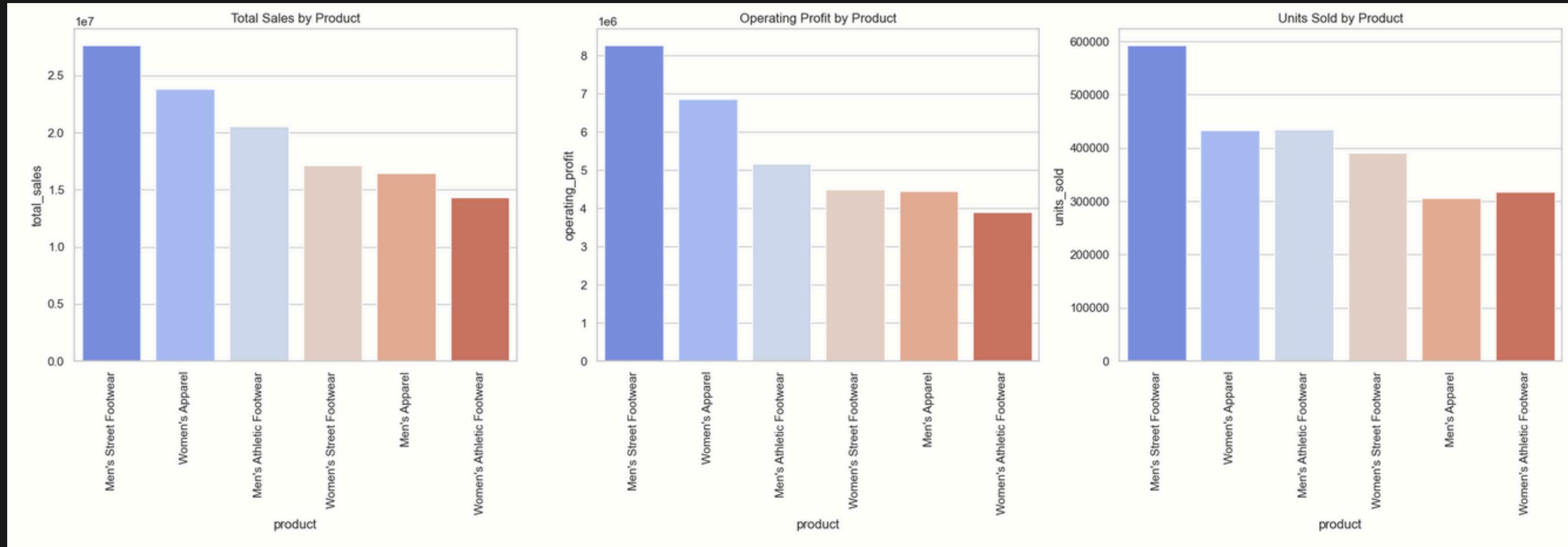
Insight:

West & Northeast emerge as the Top Regions, collectively accounting for 51% of Total Sales, 47% of Operating Profit and 48% of Units Sold.

Recommendation:

Target marketing and distribution strategies in regions outside of West and Northeast to balance out sales distribution and explore operating profit growth in less saturated Midwest and South regions.

1.3 KPI Performance Breakdown by Products



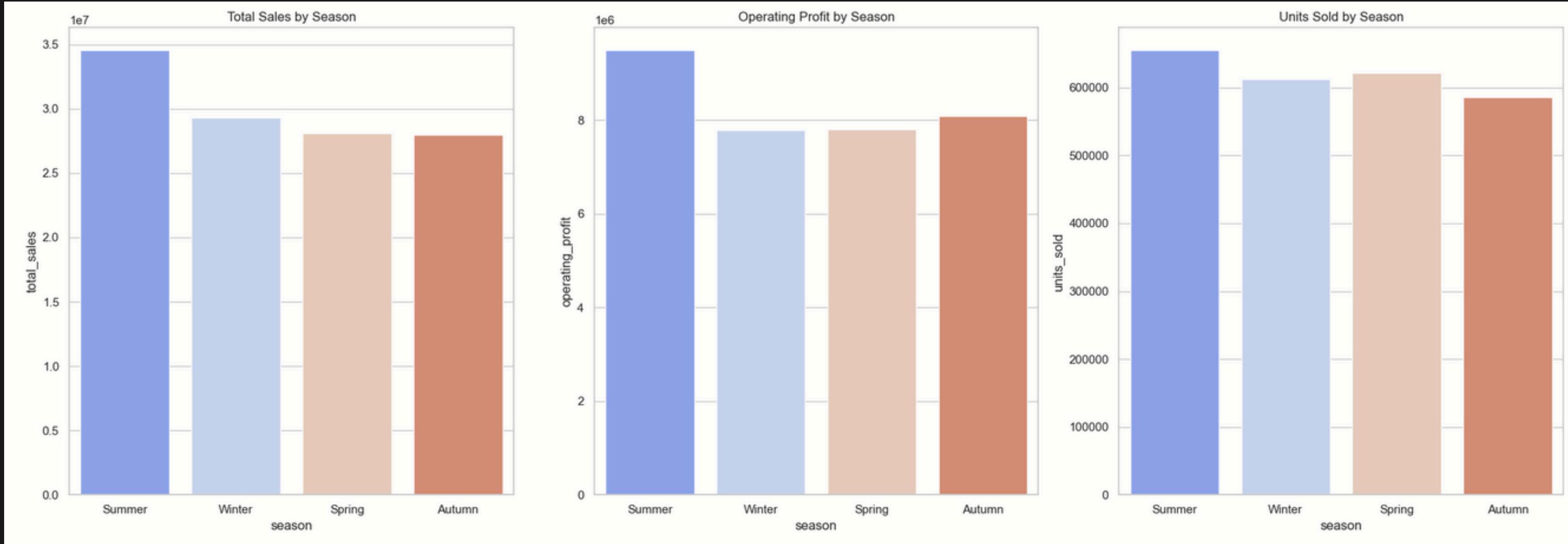
Insight:

Men's Street Footwear, Women's Apparel & Men's Athletic Footwear emerge as the Top Products, collectively accounting for 60% of Total Sales, 61% of Operating Profit and 59% of Units Sold.

Recommendation:

Increase product offerings and seasonal promotions in high-demand categories to maximize sales, while considering opportunities for product diversification in Men's Apparel and Women's Athletic Footwear categories.

1.4 KPI Performance Breakdown by Seasons



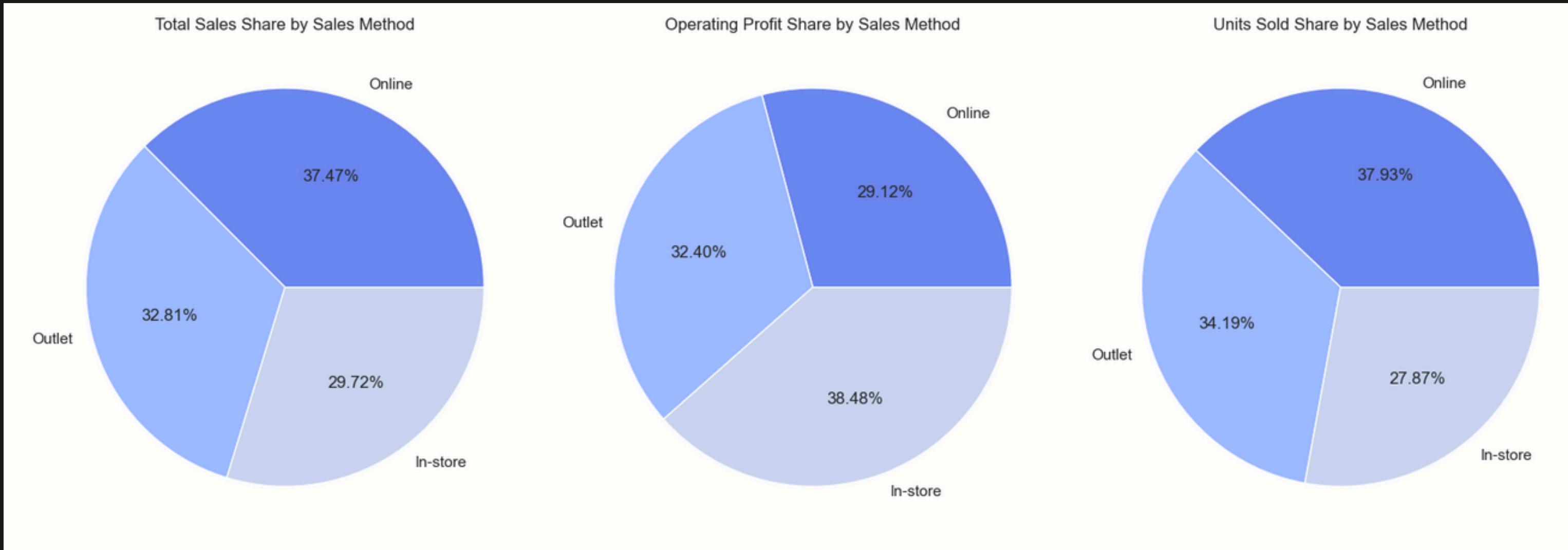
Insight:

Summer emerges as the Top Season, exclusively accounting for 29% of Total Sales, 29% of Operating Profit and 26% of Units Sold. Business surge in Summer can possibly be attributed to season break shopping.

Recommendation:

Launch seasonal campaigns and discounts during summer, focusing on product lines with proven demand. Enhance year-round sales by analyzing other seasonal sales driving factors.

1.5 KPI Performance Breakdown by Sales Methods



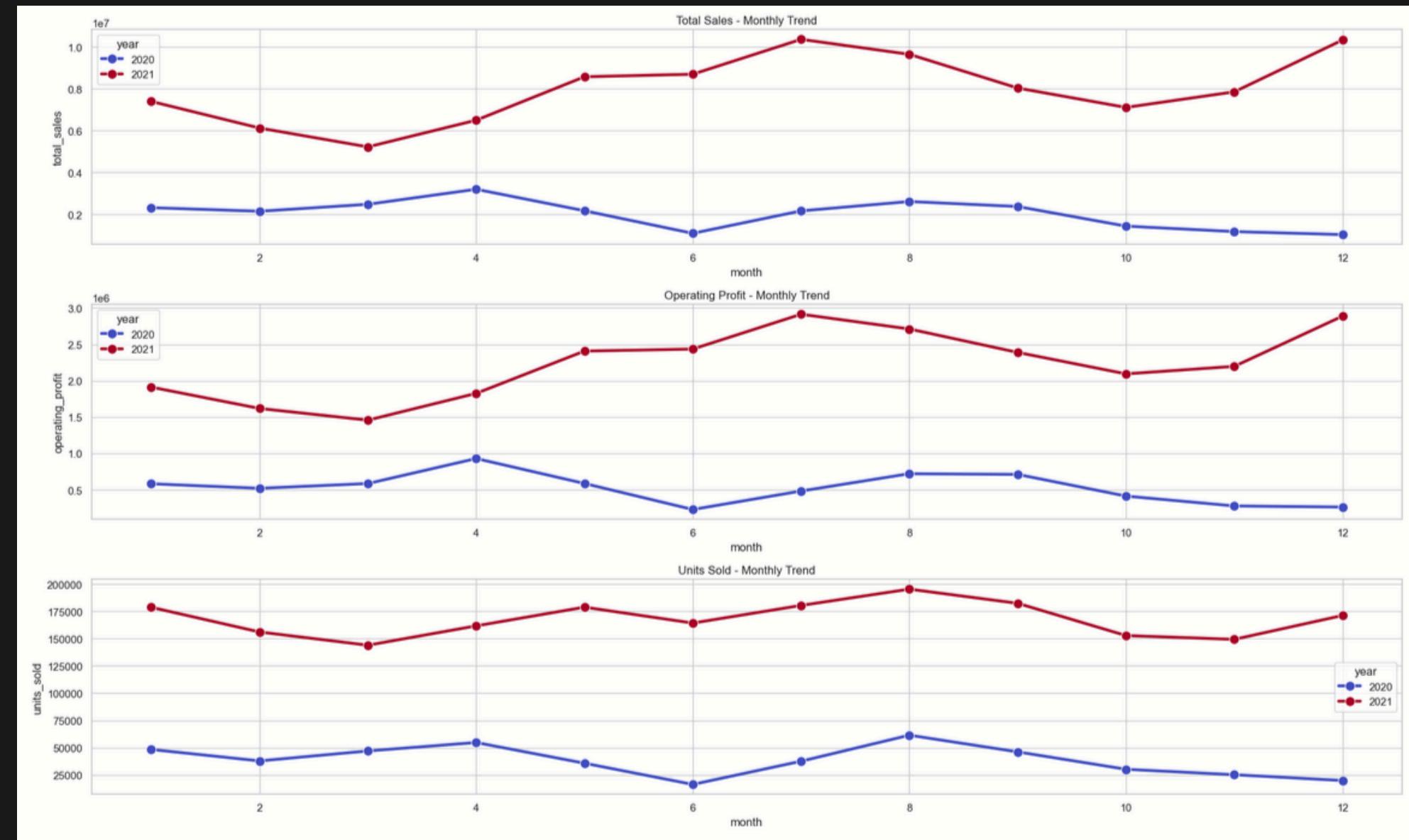
Insight:

Online emerges as the Top Sales method, exclusively accounting for 37% & 38% by Total Sales & Units Sold respectively. While In-store exclusively accounting for 38%, emerges as the Top Sales method by Operating Profit.

Recommendation:

Prioritize omnichannel strategies that enhance both Online sales platforms and Outlet experiences. Further invest in the Online segment to increase profitability and maintain margins.

2.1 Temporal Trend - Overall



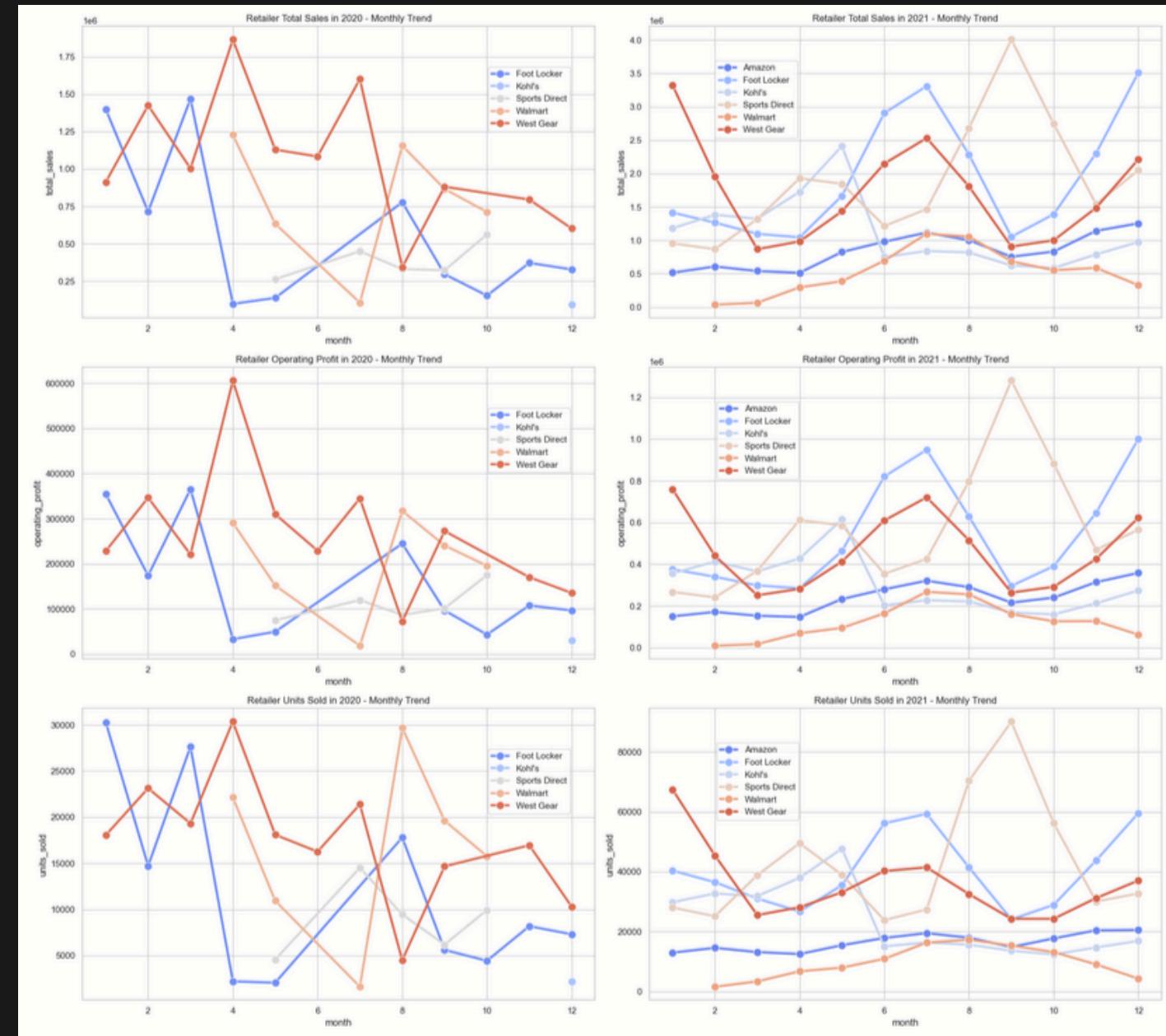
Insight:

Total Sales, Operating Profit & Units Sold in 2021 were roughly 4 times, 4.5 times & 4.3 times respectively higher on average than in 2020 possibly due to bounce back in consumption post Covid-19.

Recommendation:

Analyze post-COVID purchasing trends to identify and predict consumer behavior changes, leveraging this momentum to strategize for sustained growth in 2022 and beyond.

2.2 Temporal Trend by Retailers



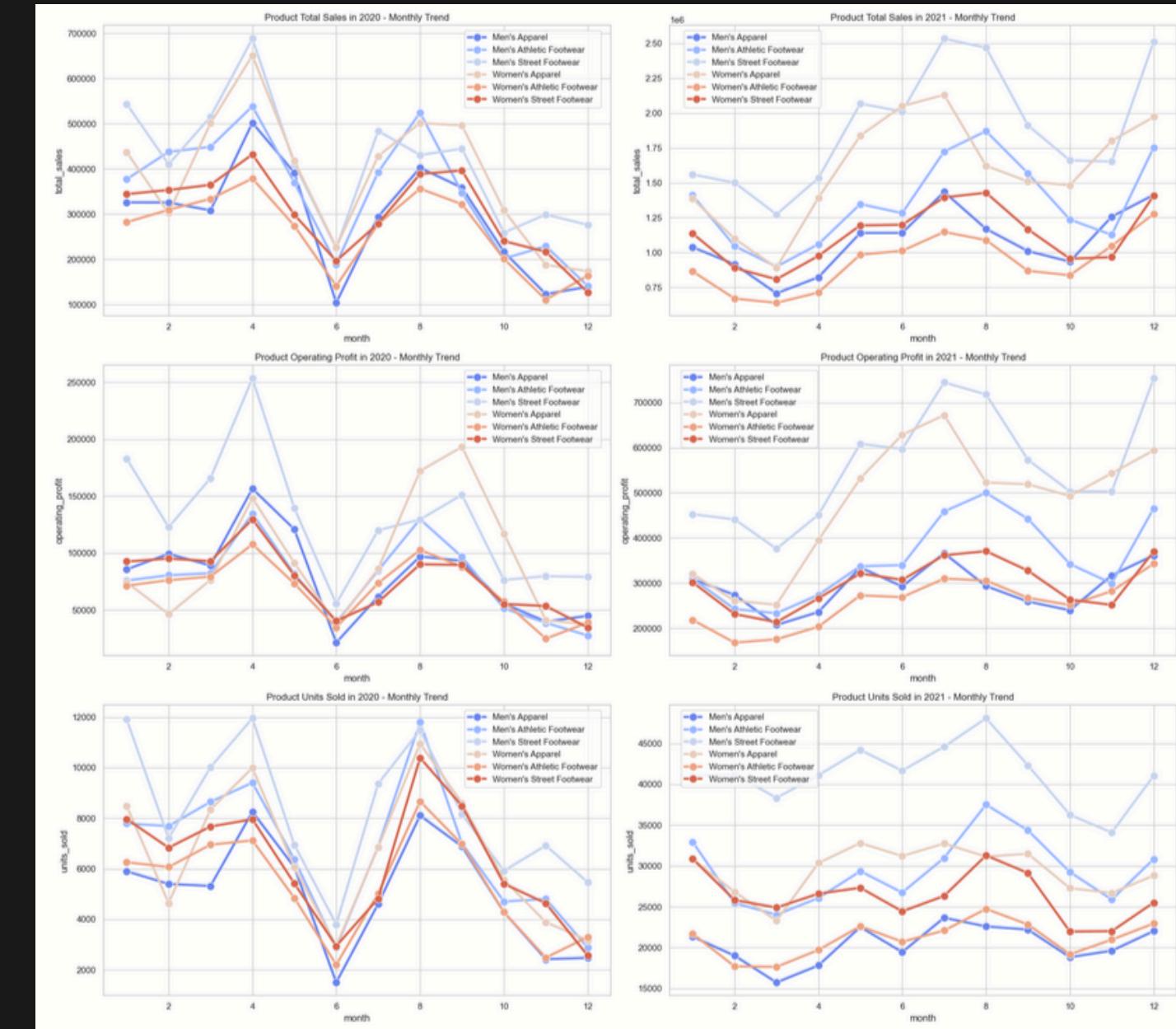
Insight:

All the 3 metrics declined towards the end of 2020 but recovered back to base levels around mid-2021 after Covid-19 lockdown was lifted. While West Gear dominated overall in 2020, its position was taken over by Foot Locker & Sports Direct in 2021.

Recommendation:

Strengthen partnerships with Foot Locker and Sports Direct by offering exclusive promotions and products, while also revamping marketing strategies for West Gear to boost competitiveness.

2.3 Temporal Trend by Products



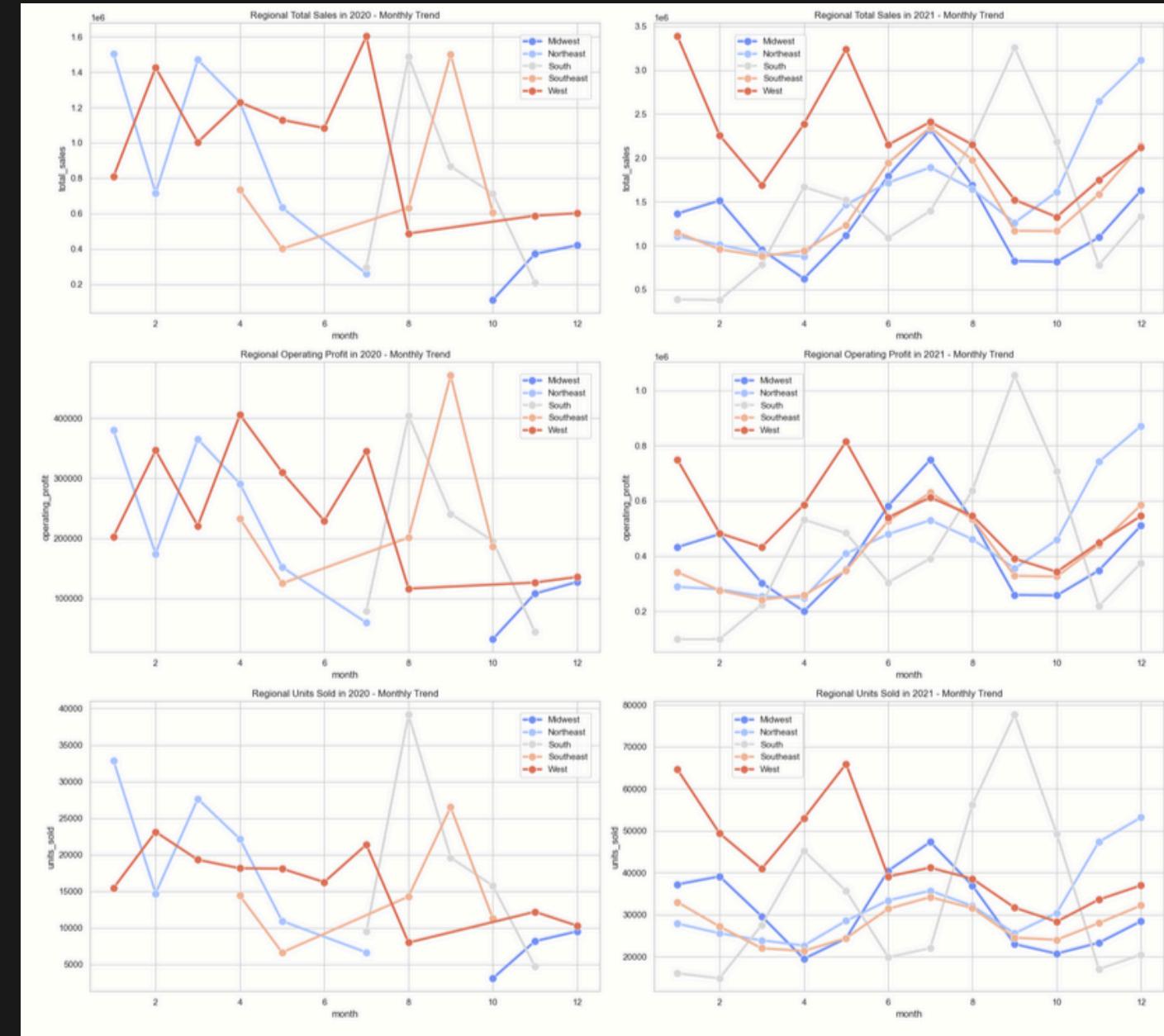
Insight:

All the 3 metrics reached their lowest values in June 2020 and climbed back to their highest value in July - Aug 2021. Men's Street Footwear category dominates all metrics across both years.

Recommendation:

Use Predictive analysis to prepare for future seasonal demand spikes, particularly for Men's Street Footwear, ensuring sufficient inventory and targeted promotions during peak periods.

2.4 Temporal Trend by Regions



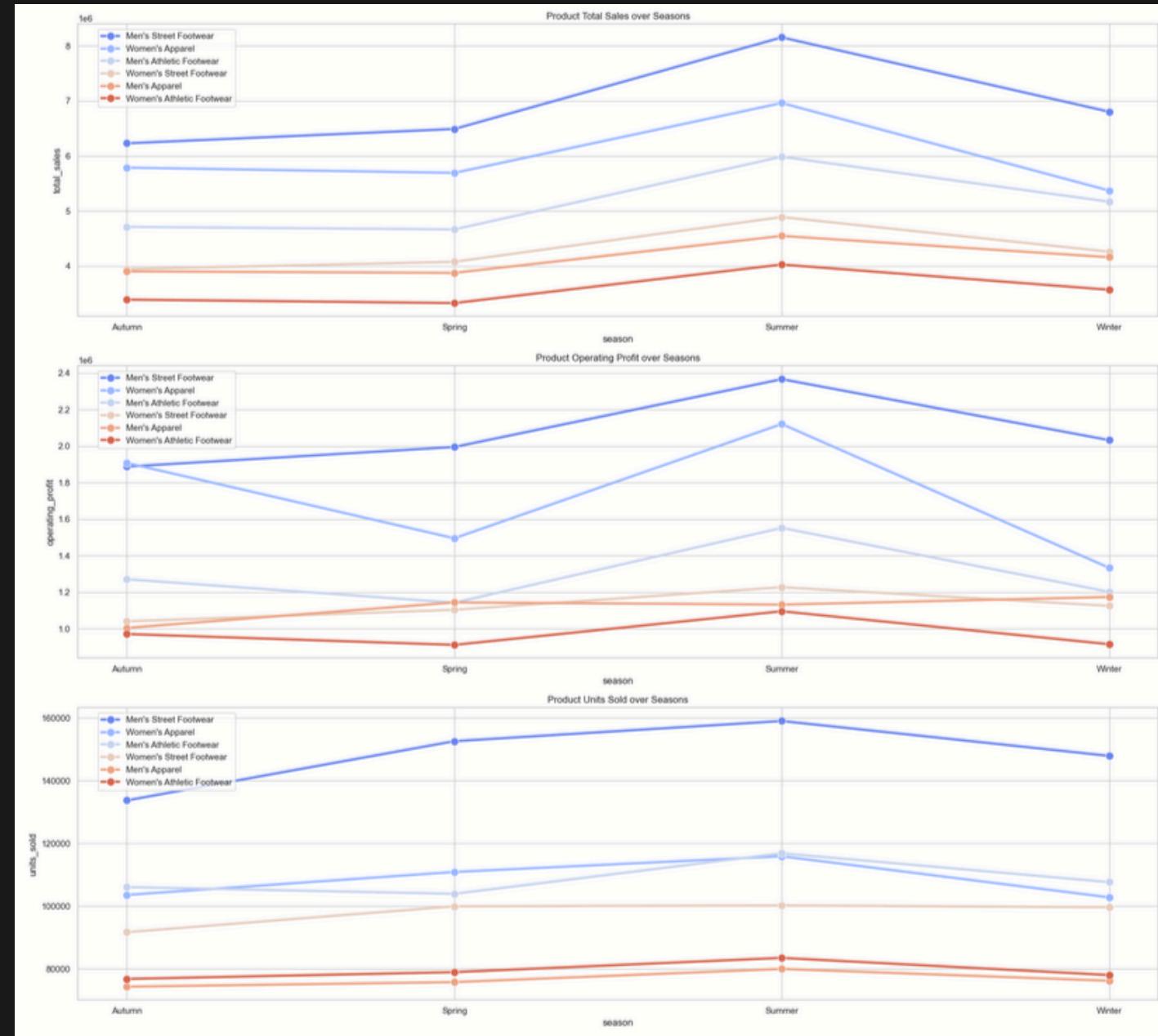
Insight:

While West region dominates all 3 metrics in the first half of 2021, its position is periodically challenged post June 2021 by MidWest, South & Northeast regions. South region experience a sudden surge of all 3 metrics in the month of August & September.

Recommendation:

Reallocate resources and marketing focus to regions like South and Northeast during times of surging demand like August and September to capitalize on market shifts and seasonal sales variations.

2.5 Temporal Trend by Seasons



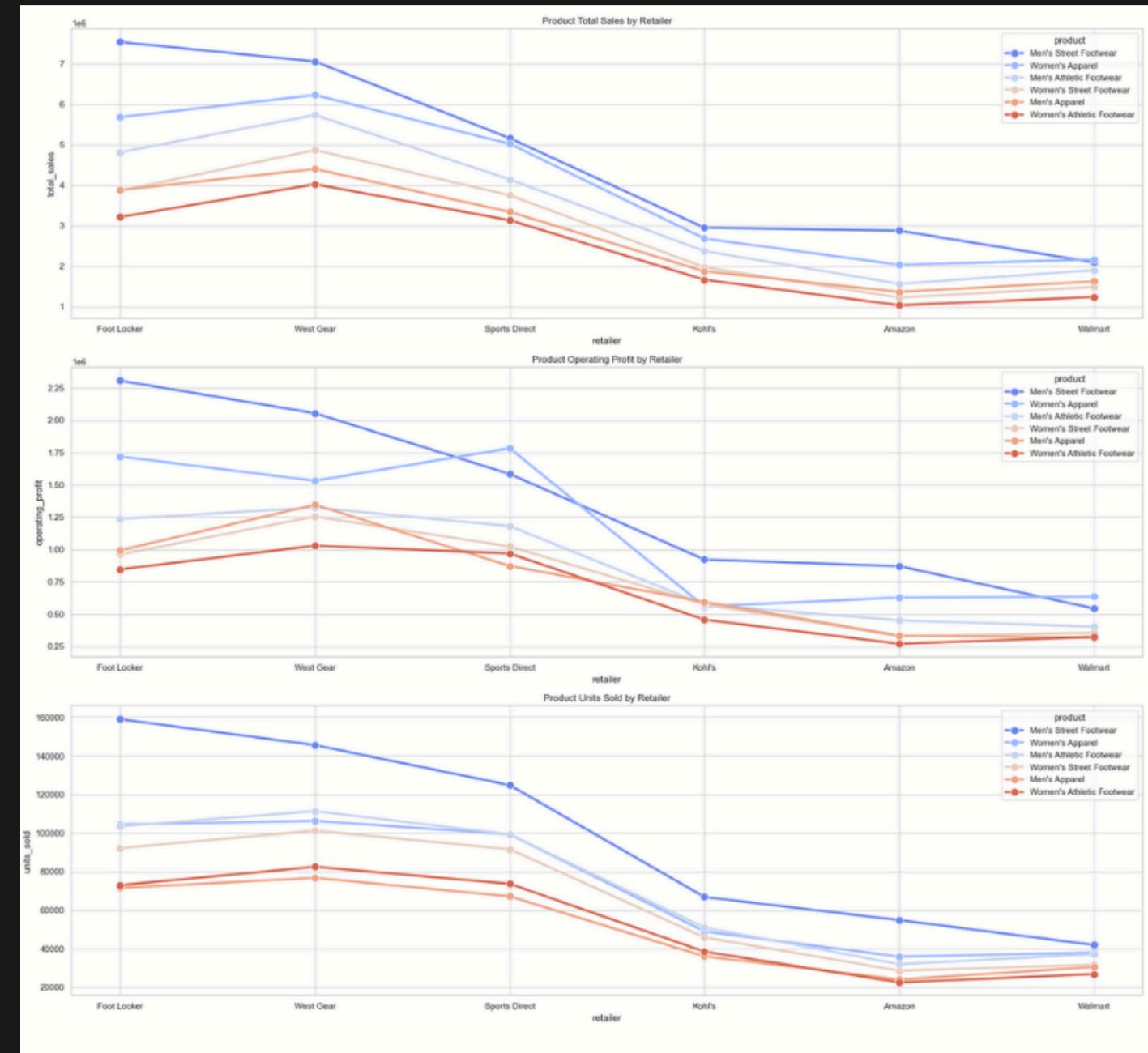
Insight:

Women's Apparel sells more units than Men's Athletic Footwear in Spring unlike rest of the seasons.

Recommendation:

Tailor marketing campaigns to promote Women's Apparel during the Spring season, capitalizing on the higher demand and ensuring stock levels are optimized for this trend.

3.1 Comparative Analysis of Products by Retailers



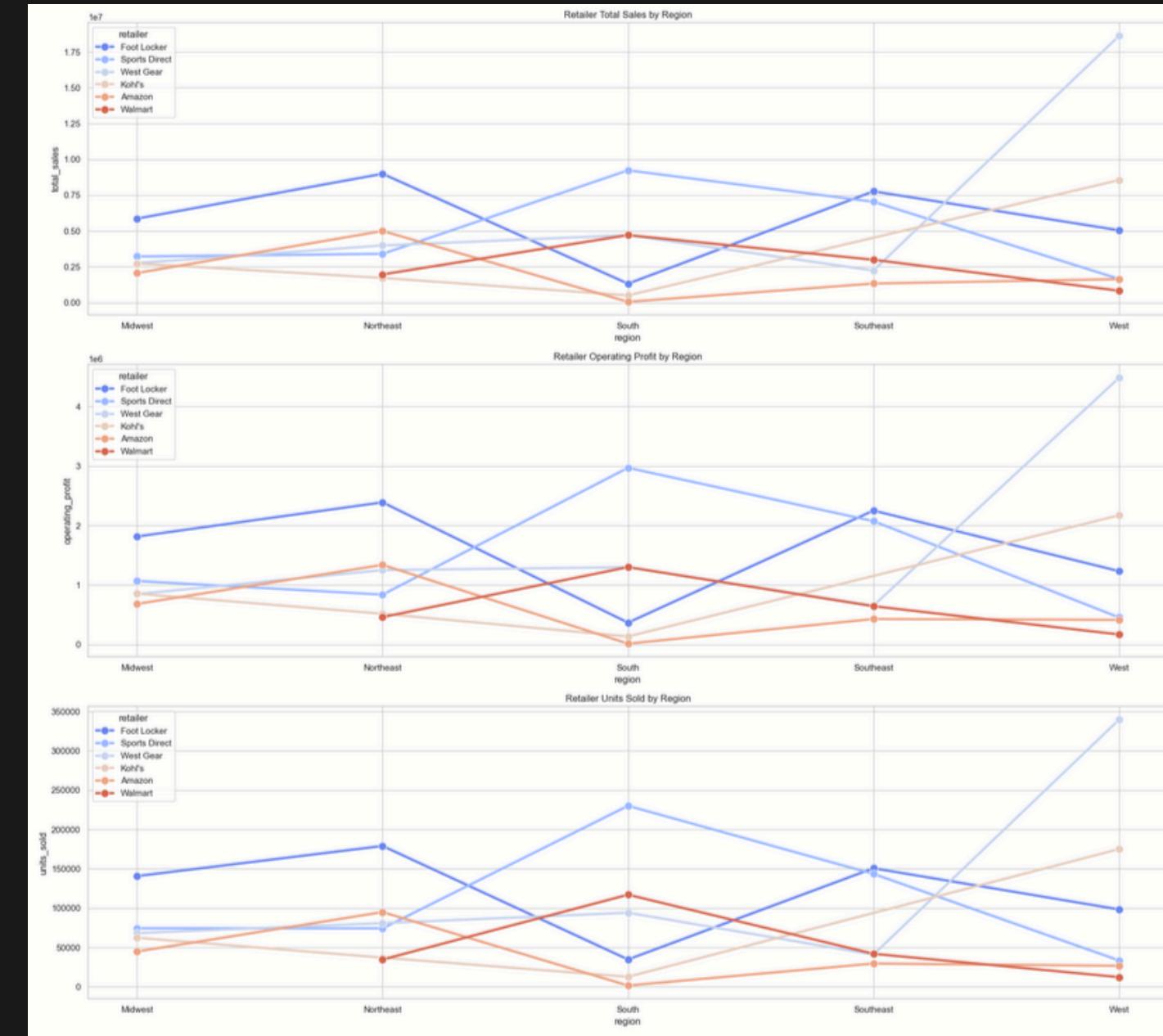
Insight:

Contrasting overall trend, Sports Direct & Walmart generate more Operating Profit from Women's Apparel than Men's Street Footwear.

Recommendation:

Increase Women's Apparel inventory and promotions through Sports Direct & Walmart, optimizing profitability from these retailers by aligning product lines with customer preferences.

3.2 Comparative Analysis of Retailers over Regions



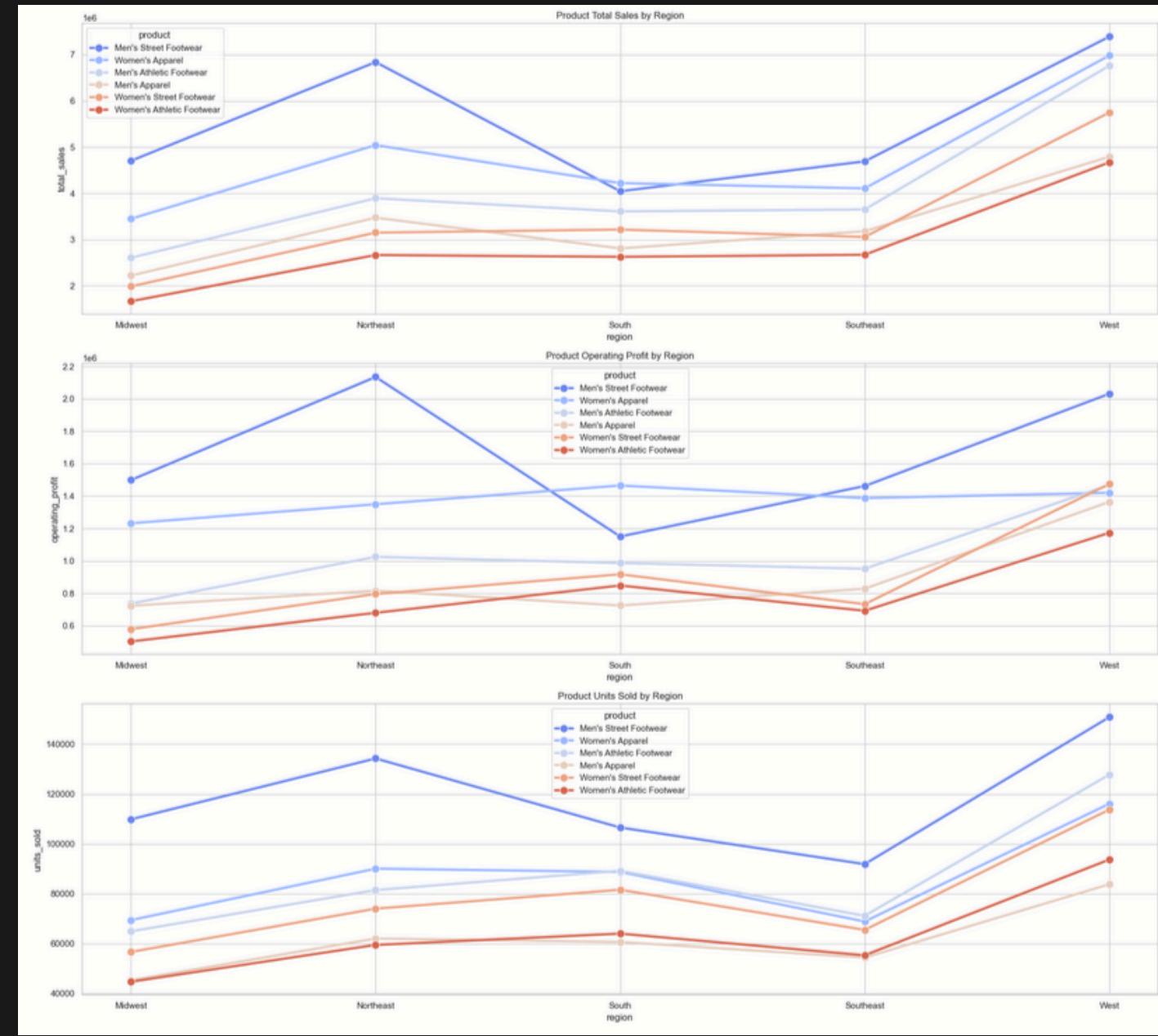
Insight:

Foot Locker emerges as the Top Retailer across all 3 metrics in all regions except South & West regions, where Sports Direct & West Gear dominate respectively.

Recommendation:

Refine region-specific strategies by leveraging Foot Locker's success in some regions and strengthening Sports Direct & West Gear's market presence in South & West regions with exclusive product offerings or targeted promotions.

3.3 Comparative Analysis of Products over Regions



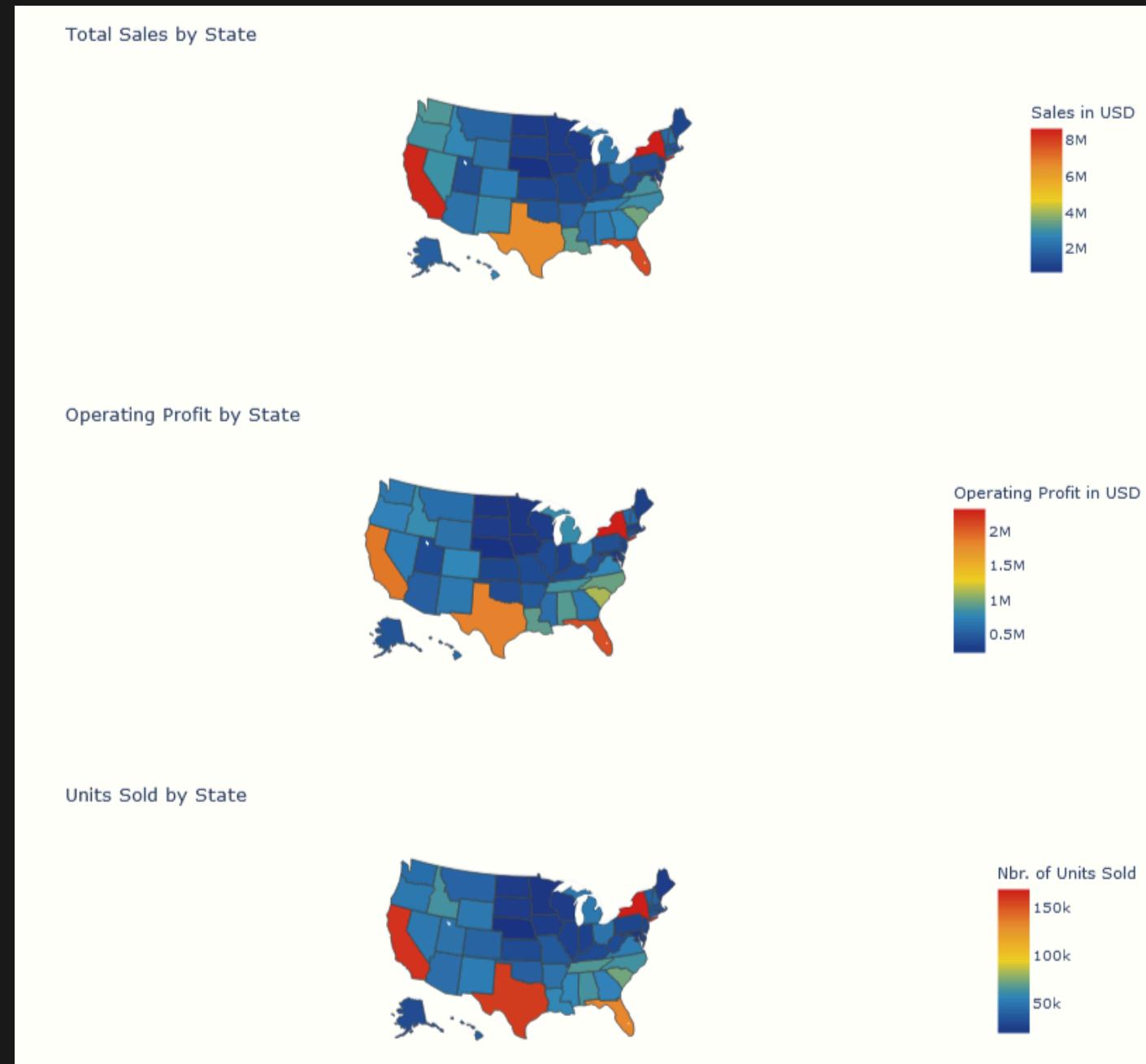
Insight:

Contrasting overall trend, in South region Women's Apparel dominates Men's Street Footwear in Total Sales & Operating Profit. In West region, Men's Athletic Footwear dominates Women's Apparel in Units Sold.

Recommendation:

Prioritize Women's Apparel marketing campaigns and promotions in the South region, focusing on demand growth opportunities for this product line to maximize revenue.

4.1 Geospatial Analysis of States



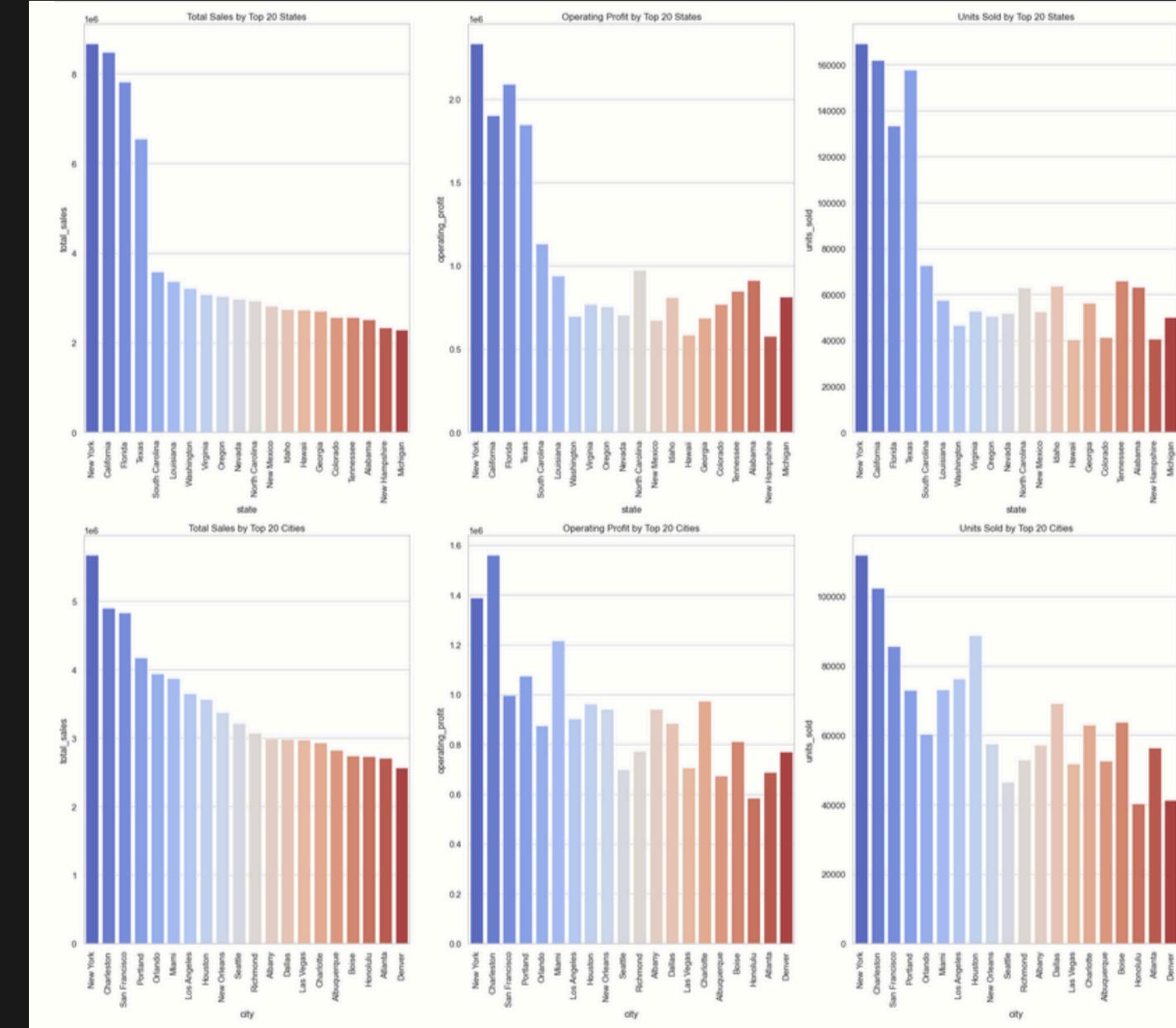
Insight:

New York, California, Florida and Texas emerge as the Top 4 States across all 3 metrics. Between the Top 4 States, Texas lags behind in Total Sales, California & Texas lag behind in Operating Profit and Florida lags behind in Units Sold.

Recommendation:

Implement targeted regional strategies to address the specific underperformance in these states, such as customized pricing strategies, localized advertising, or new retail partnerships.

4.2 Geospatial Analysis of Top 20 States & Cities



Insight:

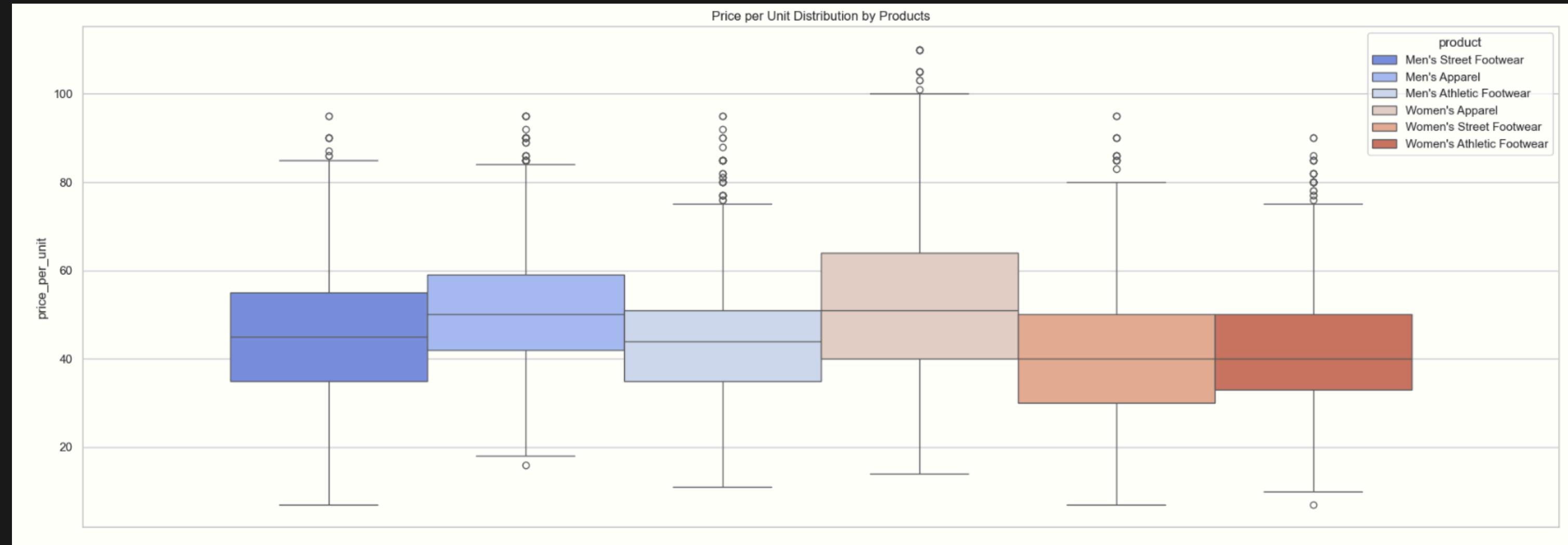
New York, California and Florida emerge as the Top 3 States by Total Sales & Operating Profit while New York, California and Texas emerge as the Top 3 States by Units Sold. New York, Charleston and San Francisco emerge as the Top 3 Cities by Total Sales.

Charleston, New York and Miami emerge as the Top 3 Cities by Operating Profit. New York, Charleston and Houston emerge as the Top 3 Cities by Units Sold.

Recommendation:

Focus efforts on improving sales performance in Texas by understanding the local market dynamics and launching targeted marketing campaigns to boost overall sales and profitability.

5.1 Price per Unit Distribution by Products



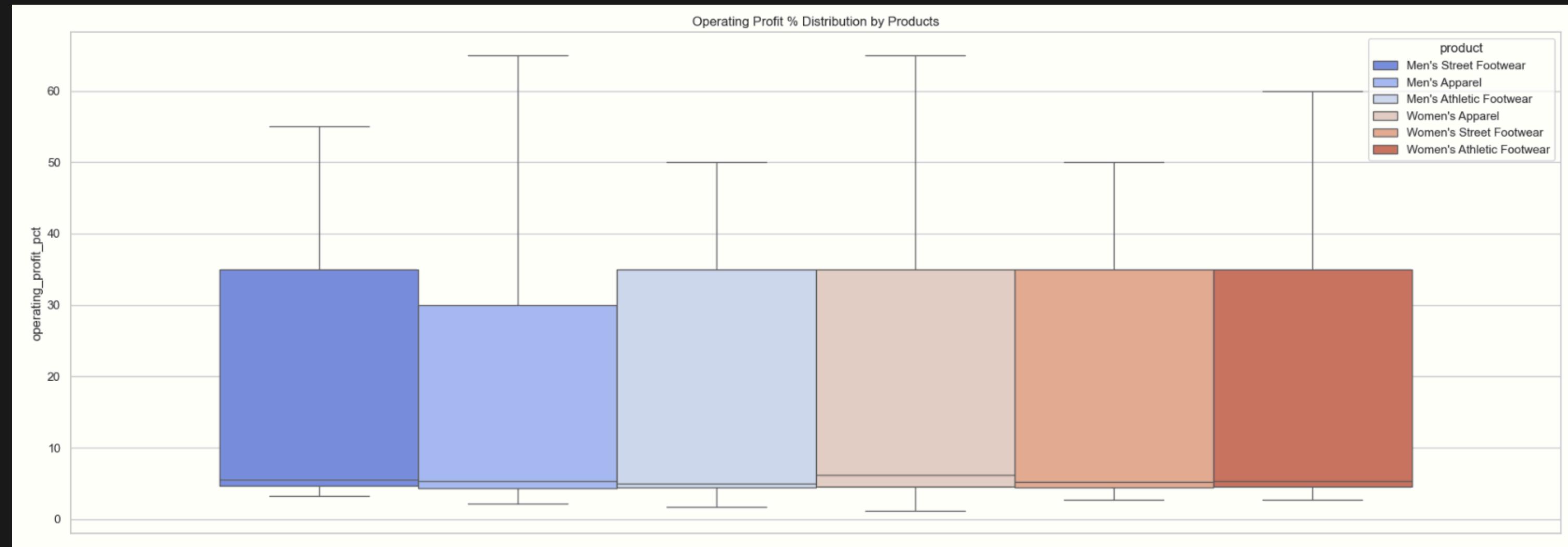
Insight:

While Women's Apparel has the highest price per unit outliers, Women's Apparel & Men's Apparel emerge as the highest median price products with the cost of 51 USD and 50 USD per unit respectively.

Recommendation:

Increase investment in premium pricing strategies for Women's Apparel to maintain profitability, while also exploring opportunities to introduce higher-end product lines in other categories.

5.2 Operating Profit % Distribution by Products



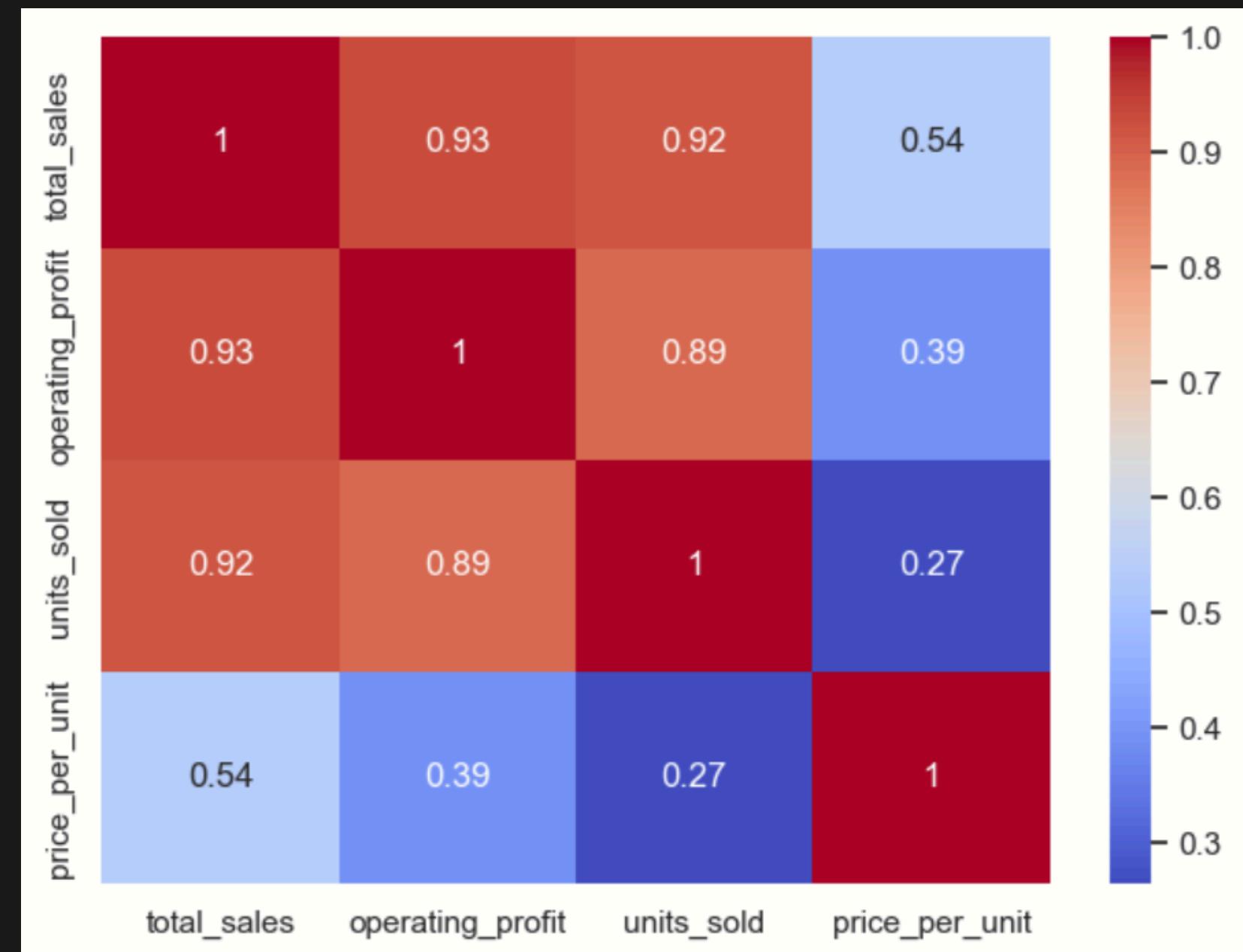
Insight:

Men's & Women's Apparel have the highest Operating Profit % outliers and Women's Apparel has the highest median Operating Profit % of roughly around 7 %.

Recommendation:

Adidas should prioritize expanding its apparel lines, particularly Women's Apparel. Strategic investments in product development, targeted marketing, and optimized inventory for these categories can help capitalize on high profitability potential.

5.3 Key Sales Metrics Correlation



Insight:

Total Sales and Operating Profit metrics show strongest correlation while Total Sales and Price per Unit metrics show weakest correlation.

Recommendation:

Focus on driving sales volume through strategic pricing and promotional tactics to boost profitability, while exploring ways to optimize price per unit for better margin control.

Conclusion

THE ADIDAS US SALES ANALYSIS FOR FY 2020-21 UNCOVERED KEY AREAS OF STRENGTH AND OPPORTUNITIES FOR GROWTH. TOP-PERFORMING RETAILERS LIKE WEST GEAR, FOOT LOCKER, AND SPORTS DIRECT, ALONG WITH REGIONS SUCH AS THE WEST AND NORTHEAST, HAVE BEEN CRUCIAL CONTRIBUTORS TO SALES AND PROFIT. SIMILARLY, PRODUCT CATEGORIES LIKE MEN'S STREET FOOTWEAR AND WOMEN'S APPAREL HAVE EMERGED AS HIGHLY PROFITABLE SEGMENTS. HOWEVER, DISPARITIES IN PERFORMANCE ACROSS REGIONS, PRODUCTS, AND SALES CHANNELS HIGHLIGHT THE NEED FOR STRATEGIC ADJUSTMENTS. STRENGTHENING UNDER PERFORMING REGIONS LIKE MIDWEST AND NEBRASKA, OPTIMIZING ONLINE SALES, AND LEVERAGING HIGH-MARGIN PRODUCT CATEGORIES, ESPECIALLY WOMEN'S APPAREL, OFFER ADIDAS THE POTENTIAL TO ENHANCE OPERATIONAL EFFICIENCY AND DRIVE SUSTAINABLE GROWTH. BY FOCUSING ON THESE ACTIONABLE INSIGHTS, ADIDAS CAN OPTIMIZE ITS BUSINESS STRATEGIES TO FUEL FUTURE PROFITABILITY AND MARKET EXPANSION.

