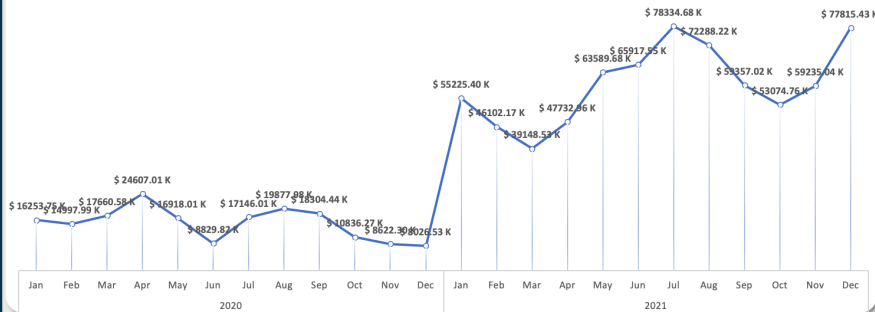


# **Adidas Sales Analysis Dashboard**

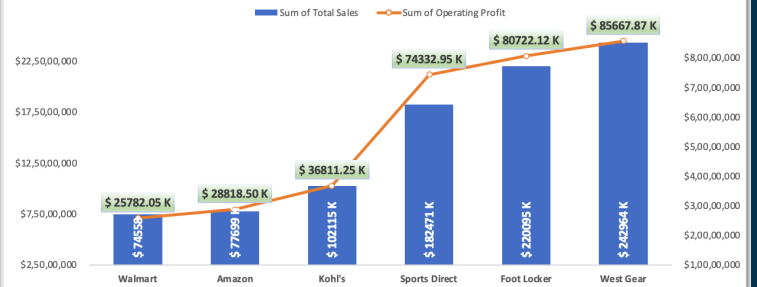
Excel Project | Data Analyst Learning  
Journey

# Adidas Sales Dashboard

## Sales in US\$



## Retailers Sales & Profit



### Years

2020 2021

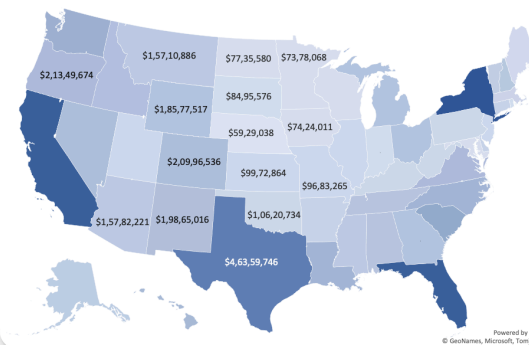
### Product

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

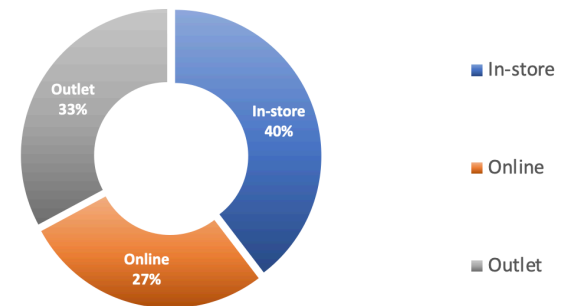
### Region

Midwest  
Northeast  
South  
Southeast  
West

## Sales by Region



## Sales Method



# Key Insights from the Analysis

- Seasonal Peaks: Dec 2020 highest sales at \$55,225.40K.
- Top Retailer: West Gear ~\$85,567.87K.
- Regional Performance: West region \$2.13M sales.
- Sales Method: 40% In-store, Online sales growing.

# Skills Applied & Developed

- Mastered Pivot Tables, XLOOKUP, IF conditions
- Created dynamic slicers and dashboards
- Developed real-world data storytelling
- Professional sales reporting