ADIDAS SALES REPORT (2020 & 2021)

SUBMITED BY

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CHAPTER 1

ABSTRACT

This study delves into the comprehensive analysis and visualization of Adidas sales data for the years 2020 and 2021. The aim is to provide insights into the performance of Adidas during this period, elucidating trends, patterns, and key factors influencing sales.

The analysis begins with data collection from various sources, including sales databases, financial reports, and market research. The collected data encompass a wide range of metrics, such as revenue, units sold, geographical distribution, product categories, and consumer demographics.

Utilizing advanced analytical techniques, including statistical analysis and machine learning algorithms, we examine the sales data to identify significant trends and patterns. This involves exploring seasonality effects, analyzing sales performance across different regions and product lines, and assessing the impact of external factors such as economic conditions and marketing campaigns.

Moreover, the study employs data visualization techniques to present the findings in an intuitive and insightful manner. Through the use of interactive charts, graphs, and dashboards, we aim to communicate key insights effectively, enabling stakeholders to grasp complex sales dynamics at a glance.

The analysis reveals several noteworthy findings, including fluctuations in sales performance attributed to seasonal variations and global events such as the COVID-19 pandemic. Additionally, the study highlights the importance of product innovation, marketing strategies, and geographical expansion in driving sales growth for Adidas.

In conclusion, this analysis provides valuable insights into the sales performance of Adidas during the years 2020 and 2021. By leveraging advanced analytics and visualization techniques, the study offers actionable recommendations to optimize sales strategies, enhance customer engagement, and capitalize on emerging market opportunities.

CHAPTER 2

INTRODUCTION

In this project, we delve into analyzing Adidas sales data for 2020 and 2021, aiming to understand market trends and optimize business strategies. We focus on revenue trends, sales volume, and market share to assess Adidas's competitive positioning and financial health. Additionally, we identify key drivers influencing sales, such as product innovation and marketing initiatives, while exploring regional variations in sales performance. Through advanced data visualization techniques, we present insights in an intuitive format, aiding decision-making. Ultimately, this project provides actionable recommendations to stakeholders for sustaining Adidas's growth in the dynamic sportswear industry.

Through this analysis, we seek to answer key questions such as:

- Find the sales by a year
- Find the sales by a method
- Find the sales by a retail
- Find the sales by a product
- Find the sales by a regional

Through an exploration of these inquiries and beyond, our report aims to furnish actionable insights to guide strategic decision-making, propel targeted marketing initiatives, and fortify Adidas's competitive stance in the market. By employing SQL queries, data visualization techniques, and statistical analysis, we strive to construct a thorough depiction of Adidas sales trends in 2020 and 2021, uncovering avenues for enhancement and optimization.

CHAPTER 3

DATA SOURCE

3.1 Pizza Sales Dataset Description:

1. Retailer: Name of the retailer conducting the transaction.

2. Retailer ID:Unique identifier assigned to each retailer.

3. Invoice Date:Date when the transaction occurred.

4. Region:Geographic area or region where the transaction took place.

5. State:Specific state within the region where the transaction occurred.

6. City:City where the transaction occurred.

7. Product:Name or description of the product sold.

8. Price per Unit:Cost of one unit of the product.

9. Units Sold:Quantity of units sold in the transaction.

10.Total Sales: Total revenue generated from the transaction (price per unit multiplied by units sold).

11.Operating Profit:The profit earned by the retailer from the transaction after deducting expenses.

12.Operating Margin:The percentage of operating profit relative to total sales revenue, indicating profitability.

13.Sales Method: The method or channel through which the sale was made (e.g., online, in-store).

This dataset provides valuable insights into retail sales performance, profitability, and geographical distribution, enabling analysis to optimize business strategies, identify trends, and make informed decisions.

3.2 Data Preprocessing:

The dataset might require preprocessing steps such as handling missing values, standardizing data formats, and removing duplicate entries.

FOLLOWING STEPS ARE FOLLOWED:

Initially SSES (SQL Server Integration Services) Connected to the SSMS (SQL Server Management Studio)

STEP 1: Import the dataset into the excel

STEP 2: Change data type

STEP 3: After that save as (File name).csv

STEP 4: Connect the databases to the SQL server .

STEP 5: Import the csv file into the sql server

[Object Explorer→Database(new database)→Right click the database→tasks→import flat file→select the location]

STEP 6: Change the data type in the dataset.

STEP 7: Click Finish

STEP 8: Start to code execute.

CHAPTER 4

REQUIREMENTS

4.1 SOFTWARE REQUIREMENTS:

-MICROSOFT SQL SERVER MANAGEMENT STUDIO

(version 20)

- SQL Server Integration Services

Microsoft SQL Server Management Studio (SSMS) is a comprehensive integrated environment for accessing, configuring, managing, and developing SQL Server databases. It provides a wide range of tools and features to facilitate database administration, development, and analysis tasks. Here's an overview of SSMS version 2022

Object Explorer: Allows users to browse, manage, and administer database objects such as tables, views, stored procedures, and functions.

Query Editor: Provides a powerful interface for writing and executing SQL queries, stored procedures, and scripts. It supports syntax highlighting, IntelliSense, and code debugging.

Database Diagrams: Enables users to visualize and design database schemas using graphical representations of tables, relationships, and constraints.

CHAPTER 5

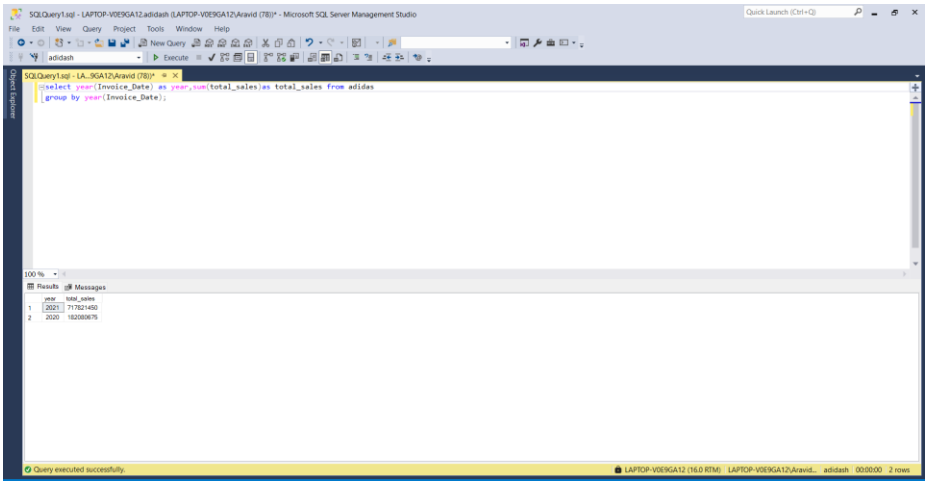
QUERY AND RESULT

Total Sales By A Year

This Adidas sales report and visualization project scrutinizes total sales trends for the years 2020 and 2021, offering actionable insights to drive strategic decisions and enhance the company's competitive position in the market landscape.

QUERY

```
” select year(Invoice_Date) as year,sum(total_sales) as total_sales
from adidas
group by year (Invoice_Date);”
```

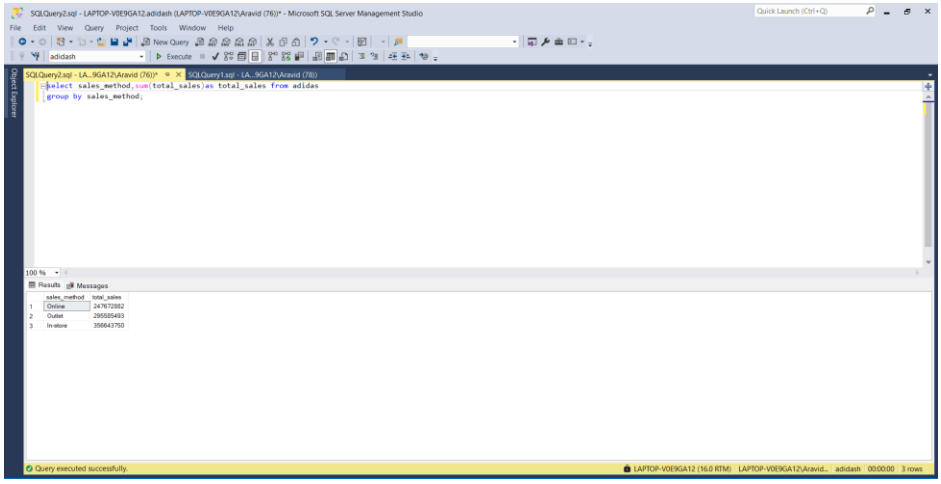


Total Sales By A Method

This Adidas sales report and visualization project meticulously examines total sales trends categorized by method (online, outlet, in-store) for the years 2020 and 2021, furnishing valuable insights to optimize marketing strategies and enhance operational efficiency, thereby bolstering the brand's market competitiveness.

QUERY

```
“select sales_method,sum(total_sales)as total_sales from adidas
 group by sales_method;”
```

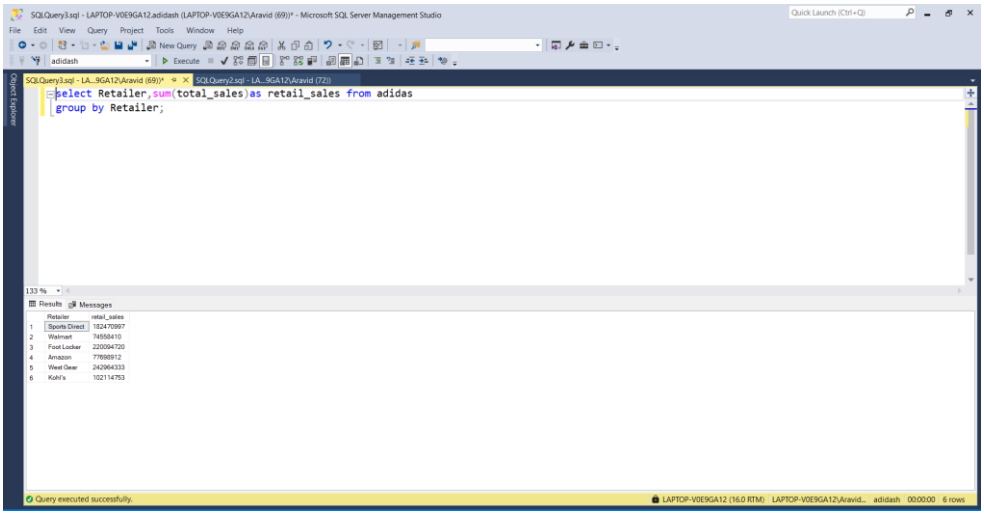


Total Sales By A Retail

This Adidas sales report and visualization endeavor meticulously dissects total sales trends across various retail outlets for the years 2020 and 2021, providing actionable insights to amplify retail strategies and fortify Adidas's market presence amidst dynamic industry landscapes.

QUERY

```
"select Retailer,sum(total_sales)as retail_sales
 from adidas
group by Retailer;"
```

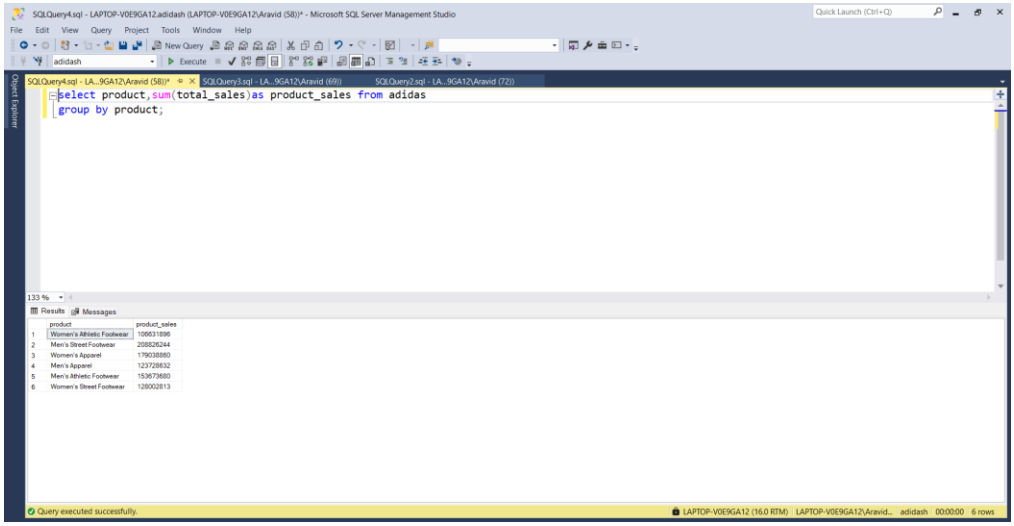


Total Sales By A Product

In this Adidas sales report and visualization project, we meticulously analyze total sales trends categorized by product for the years 2020 and 2021, offering invaluable insights to refine product offerings, optimize inventory management, and drive strategic growth initiatives in alignment with market demands.

QUERY

“select product,sum(total_sales)as product_sales
from adidas
group by product;”

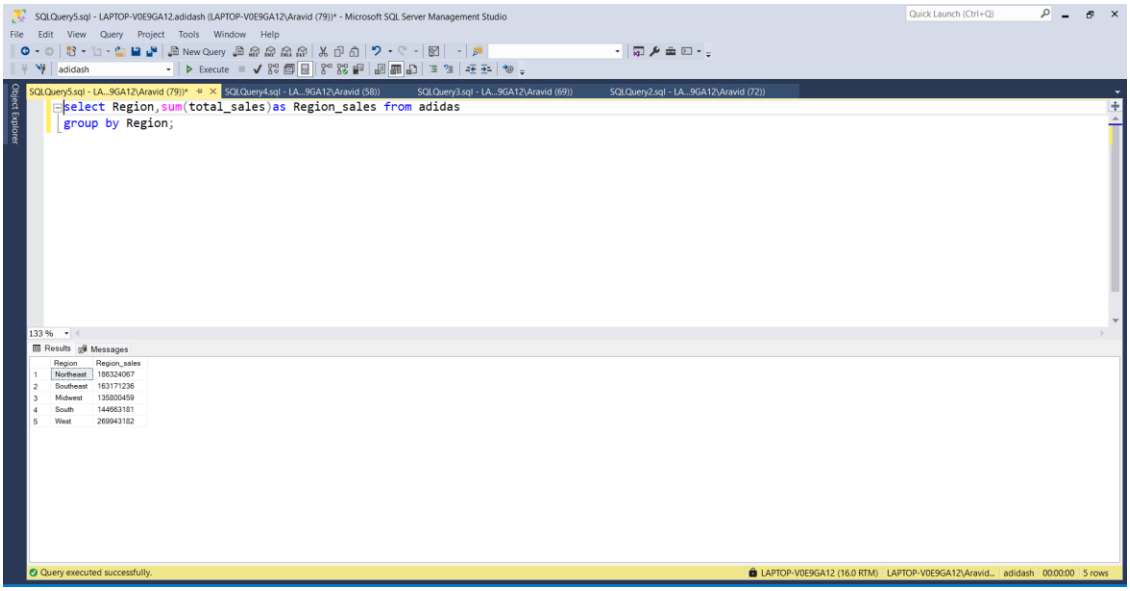


Total Sales By A Regional

This Adidas sales report and visualization project rigorously examines total sales trends across different regions for the years 2020 and 2021, delivering actionable insights to tailor regional strategies, capitalize on emerging market opportunities, and fortify Adidas's global market position.

QUERY

```
"select Region,sum(total_sales)as Region_sales from adidas
 group by Region;"
```



CHAPTER 6

CONCLUSION

In conclusion, the analysis of Adidas sales data for 2020 and 2021, coupled with comprehensive visualization techniques, has provided invaluable insights into the brand's performance. By dissecting total sales across various dimensions including retail outlets, sales methods, products, and regions, a nuanced understanding of market dynamics emerges.

Through this analysis, several key trends have been identified, such as the increasing importance of online sales channels amidst the global shift towards e-commerce. Additionally, variations in sales performance across different product categories and regions underscore the necessity for targeted strategies tailored to specific markets.

The visualization of sales data facilitates the identification of growth opportunities and the formulation of data-driven decisions. By leveraging these insights, Adidas can refine its marketing strategies, optimize inventory management, and enhance customer engagement.

Moreover, the analysis highlights the significance of adapting to changing consumer preferences and market trends. The ability to quickly respond to shifts in demand and capitalize on emerging opportunities is crucial for maintaining a competitive edge in the sportswear industry.

Overall, this analysis serves as a roadmap for Adidas to navigate the complexities of the market landscape and drive sustainable growth. By harnessing the power of data and visualization, Adidas can make informed decisions that propel the brand towards continued success in 2020 and beyond.