ADIDAS DATA ANALYSIS REPORT

adidas

Year
All

Month
All

899.90M	2M	332.13M	6	36.91%
Total Sales Amount	Sum of Units Sold	Total Profit	Products Type	Profit Percentage

Average Sales by Product

- Men's Street Footwear — 130K
- Women's Apparel — 111K
- Men's Athletic Footwear — 95K
- Women's Street Footwear — 80K
- Men's Apparel — 77K
- Women's Athletic Footwear — 66K

Average Sales: 0K, 50K, 100K

Average Sales

93.27K

0.00K — 186.55K
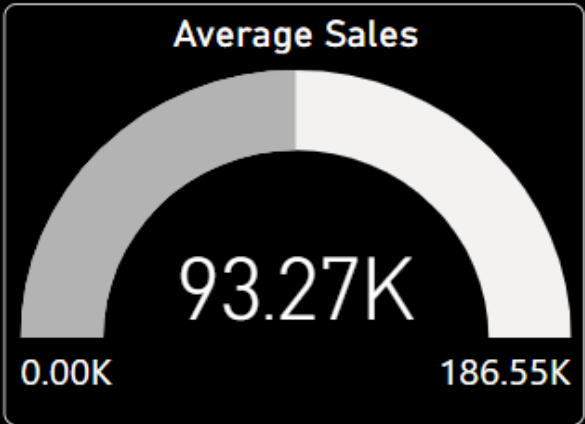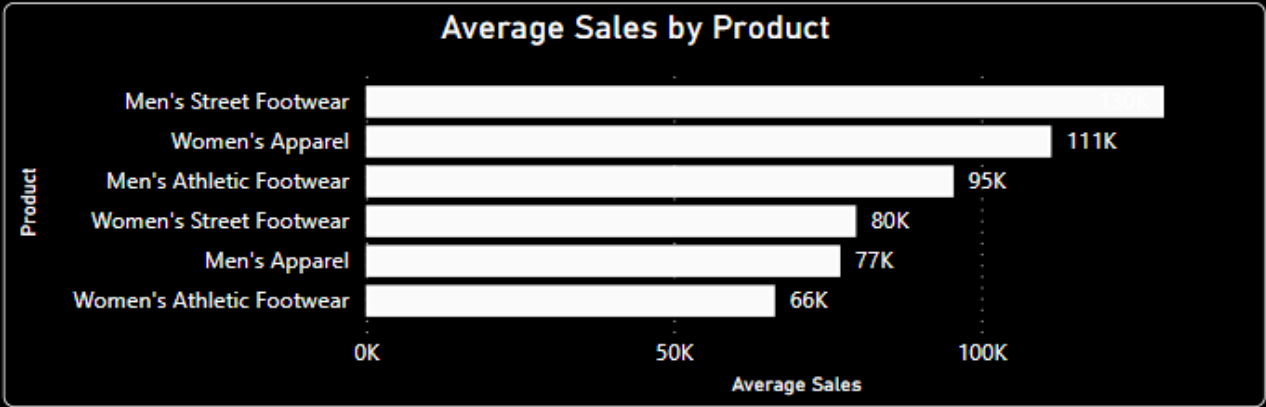
Product

▲

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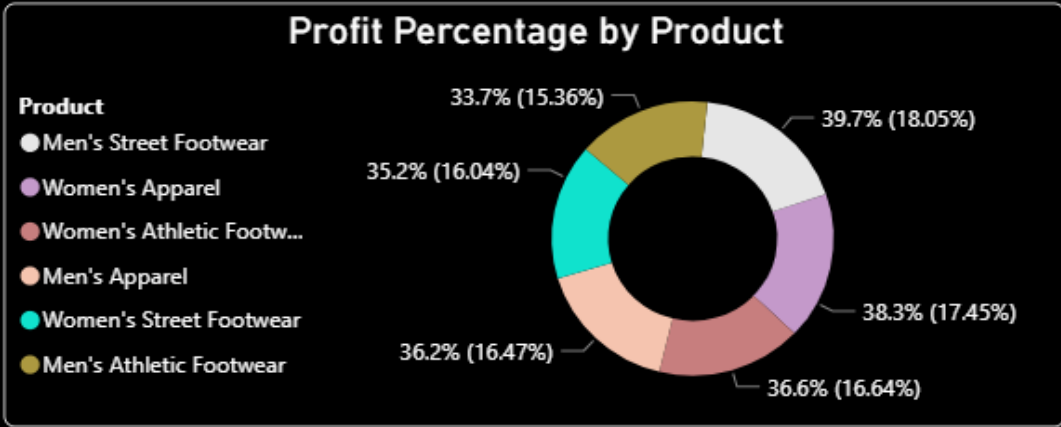- Men's Athletic Footwear
- Men's Street Footwear
- Women's Apparel
- Women's Athletic Footwear
- Women's Street Footwear

State and Region

Region ● Midwest ● Northeast ● South ● Southeast ● West

Alaska, Oregon, Illinois, Kansas, Utah, Ohio, Nevada, Indiana, Hawaii, Florida

Pacific Ocean, NORTH AMERICA, EUROPE, ASIA, Atlantic Ocean, Pacific Ocean

Microsoft Bing
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Profit Percentage by Product

Product
- ● Men's Street Footwear
- ● Women's Apparel
- ● Women's Athletic Footw...
- ● Men's Apparel
- ● Women's Street Footwear
- ● Men's Athletic Footwear

- 33.7% (15.36%)
- 39.7% (18.05%)
- 35.2% (16.04%)
- 38.3% (17.45%)
- 36.2% (16.47%)
- 36.6% (16.64%)

Adidas Data Analysis Project

Adidas, a global leader in the sportswear industry, has embarked on an innovative data analytics project aimed at leveraging the power of data to enhance business operations and customer experiences. This project involves the comprehensive analysis of various data sources, including sales transactions, customer behaviors, supply chain operations, and market trendS Profit, Products names, Order ID and Geographical Information.

KPI's

1. To find Total Sales Amount of the Products.
2. Average Sales of the product.
3. Profit.
4. Profit Percentage.
5. Region where more Products are Sold
6. Duration and Year when they are Sold more Products.

Loading Data into Power BI

Cleaning and transforming data in Power BI is a crucial step to ensure that your analysis is accurate and meaningful.

Below are general steps you might take when cleaning Adidas data in Power BI.

Connect to Data Source

Open Power BI Desktop. Click on "Get Data" and select the data source where your Adidas data is stored (e.g., Excel, CSV, Database).

Navigator window-Select the option' Transform" to transform data before loading it into Power BI

Load Data: Load the Adidas data into Power BI.

Preview Data: Once loaded, preview the data to understand its structure, and identify any issues.

Data Cleaning Process

Remember that specific steps may vary based on your data and analysis goals. Adjust these steps according to the unique characteristics of the Adidas data you are working with.

Once you select Transform Option will Redirect to Power Query Editor.

Now understand the data and select the steps accordingly.

1. Handle Missing Values: Identify and handle any missing values in the dataset.

2. You can choose to remove rows with missing values or fill them with appropriate values.

3. Remove Duplicates: Check for and remove any duplicate rows to avoid redundancy.

4. Data Types: Verify that each column has the correct data type. For example, ensure dates are recognized as dates, and numeric values are formatted correctly.

5. Rename columns to make them more understandable and user-friendly.

DAX Formula Used

Year = FORMAT('Data Sales Adidas'[Invoice Date],"YYYY")

Month = FORMAT('Data Sales Adidas'[Invoice Date],"MMMM")

Total Sales Amount = SUM('Data Sales Adidas'[Total Sales])

Sum of Units Sold = COUNTA('Data Sales Adidas'[Product])]

Total Profit = TSUM('Data Sales Adidas'[Operating Profit])

Products Type = DISTINCTCOUNT('Data Sales Adidas'[Product])

Profit Percentage =   DIVIDE('Data Sales Adidas'[Total Profit],
                    'Data Sales Adidas'[Total Sales Amount])

Average Sales = AVERAGE('Data Sales Adidas'[Total Sales])

Date = FORMAT('Data Sales Adidas'[Invoice Date],"DD")

Data Visualization

Card Visual : Click on the "Card" icon in the Visualizations pane to add a Card visual to your report.

 In the "Fields" pane, drag and drop
1. Product
2. Profit %
3. Total Sales Amount
4. Total Profit
5. Units Sold

Data Visualization

Slicer Visual : Click on the "Slicer" icon in the Visualizations pane to add a slicer visual to your report.

In the "Fields" pane, drag and drop

1.Year

2. Month

Data Visualization

Gauge Visual : Click on the "Gauge" icon in the Visualizations pane to add a slicer gauge to your report.

 In the "Gauge" pane, drag and drop

1.Average Sales

Data Visualization

Donut Chart : Click on the "Donut Chart" icon in the Visualizations pane to add a Donut chart visual to your report.

In the "Fields" pane, drag and drop

1. Profit Percentage by product

Data Visualization

Tabular Column : Click on the "Tabular Column" icon in the Visualizations pane to add a Tabular Column visual to your report.

 In the "Column" pane, drag and drop

1.Product.

Data Visualization

Stacked Bar Chart: Click on the "Stacked Bar Chart" icon in the Visualizations pane to add a X-Axis and Y-Axisi in visual to your report.

 In the " X=Axis" pane, drag and drop
1. Average Sales

 In the " Y=Axis" pane, drag and drop
1. Product

Data Visualization

Map : Click on the "Map" icon in the Visualizations pane to add a map visual to your report.

In the "Location" pane, drag and drop
1. State and Region

In the "Legend" pane, drag and drop
1. Region