

# ADIDAS SALES REPORT AND ANALYSIS



Search

VISHWAS1997@28 · UPDATED A YEAR AGO

▲

16

New Notebook

Download

Adidas\_sales\_Data

Analyzing Adidas Sales: Insights for Performance & Strategy

adidas

Data Card

Code (3)

Discussion (1)

Suggestions (0)

About Dataset

Adidas Sales Analysis

Problem Statement

The objective of this assignment is to analyze the Adidas sales database and identify key insights to help improve sales performance and optimize business strategies. By examining the sales data, we aim to understand factors influencing sales, identify trends, and uncover opportunities for growth. The analysis will be conducted using Advanced Power BI visualizations and filters to provide an interactive and insightful dashboard.

Dashboard Components

1.

Total Sales, Total Profit, Average Price per Unit, and Total Units Sold:

◦ Calculate and visualize the overall sales, profit, average price per unit, and total units sold.

2.

Profit by Retailer:

◦ Analyze the total profit generated by each retailer and identify the top-performing retailers.

Usability ⓘ

5.88

License

Database: Open Database, Cont...

Expected update frequency

Not specified

Tags

Business

Data Analytics

Data Visualization

English

Data Storytelling

# DATASET-Kaggle

The dataset, which consists of Adidas sales data, is provided on the Kaggle platform. While the data is not directly available on Kaggle, the platform provides Python code through the KaggleHub library to extract the data.

+ Code + Text

✓  
6s

▶

```
import kagglehub

# Download latest version
path = kagglehub.dataset_download("vishwas199728/adidas-sales-data")

print("Path to dataset files:", path)
```

↗

Downloading from [https://www.kaggle.com/api/v1/datasets/download/vishwas199728/adidas-sales-data?dataset\\_version\\_number=1...](https://www.kaggle.com/api/v1/datasets/download/vishwas199728/adidas-sales-data?dataset_version_number=1...)  
100%|██████████| 500k/500k [00:00<00:00, 915kB/s]Extracting files...  
Path to dataset files: /root/.cache/kagglehub/datasets/vishwas199728/adidas-sales-data/versions/1

# GOOGLE COLAB-Extraction

---

I utilized Google Colab to extract the data from the Kaggle library and successfully stored it on the local disk for further analysis.

# PROBLEM STATEMENT

---

The objective of this assignment is to analyze the Adidas sales database and identify key insights to help improve sales performance and optimize business strategies. By examining the sales data, we aim to understand factors influencing sales, identify trends, and uncover opportunities for growth. The analysis will be conducted using Advanced Power BI visualizations and filters to provide an interactive and insightful dashboard.



The background features a dark navy blue field with large, overlapping geometric shapes in light pink and medium blue. In the top-left and bottom-left corners, there are stylized bar charts with bars in cyan, pink, light blue, green, and orange.

# POWER BI

---

## DATA PREPROCESSING STEPS- TRANSFORMATION,DAX

---

- Checking of error and empties
- Duplicating the date column to split the days, months and years
- Detecting the data type and correcting the datatype accordingly
- Using the DAX measures adding new columns to Sales table
- Using DAX measures measure the important statistical measures

# DAX MEASURES

---

- Total Profit = SUM(Sales\_details[Operating Profit]).
- Complete Sales = sum(Sales\_details[Total Sales]).
- Avg price per unit = AVERAGE(Sales\_details[Price per Unit]).
- Avg Profit 2020 = CALCULATE(AVERAGE(Sales\_details[Operating Profit]),Sales\_details[Year]=2020).
- Avg Profit 2021 = CALCULATE(AVERAGE(Sales\_details[Operating Profit]),Sales\_details[Year]=2021).
- Total unit sold = SUM(Sales\_details[Units Sold]).

-----Column measures-----.

- Profits by cities = CALCULATE(SUM(Sales\_details[Operating Profit]),ALLEXCEPT(Sales\_details,Sales\_details[City])).
- Profits by Quater = CALCULATE(SUM(Sales\_details[Operating Profit]),ALLEXCEPT(Sales\_details,Sales\_details[Quater])).
- Profits by Retailer = CALCULATE(SUM(Sales\_details[Operating Profit]),ALLEXCEPT(Sales\_details,Sales\_details[Retailer])).
- Profits by states = CALCULATE(SUM(Sales\_details[Operating



# REPORTS

---

Created 3 sheets of reports

- REGION SHEET
- STATES SHEET
- CITIES SHEET

Visuals were used to analyze patterns and gain insights from the data, as they enhance comprehension compared to reading raw data in tables. Power BI offers a variety of visualizations that make data storytelling more effective. The theme across all sheets was kept consistent for a cohesive presentation.





# REPORT 1: REGION ANALYSIS

- **Cards:** Display key metrics like Total Sales and Profit for quick insights.
- **Clustered\_Bar\_Chart:** Compare metrics (e.g., Sales and Profit) across categories or retailers.
- **Donut Charts:** Show sales and profit proportions by quarter for easy distribution analysis.
- **Combo Chart:** Combine bars and lines to track Sales and Profit trends over time or regions.
- **Slicers:** Enable interactive filtering by store type or region for customized views.





# REPORT 2: STATES ANALYSIS

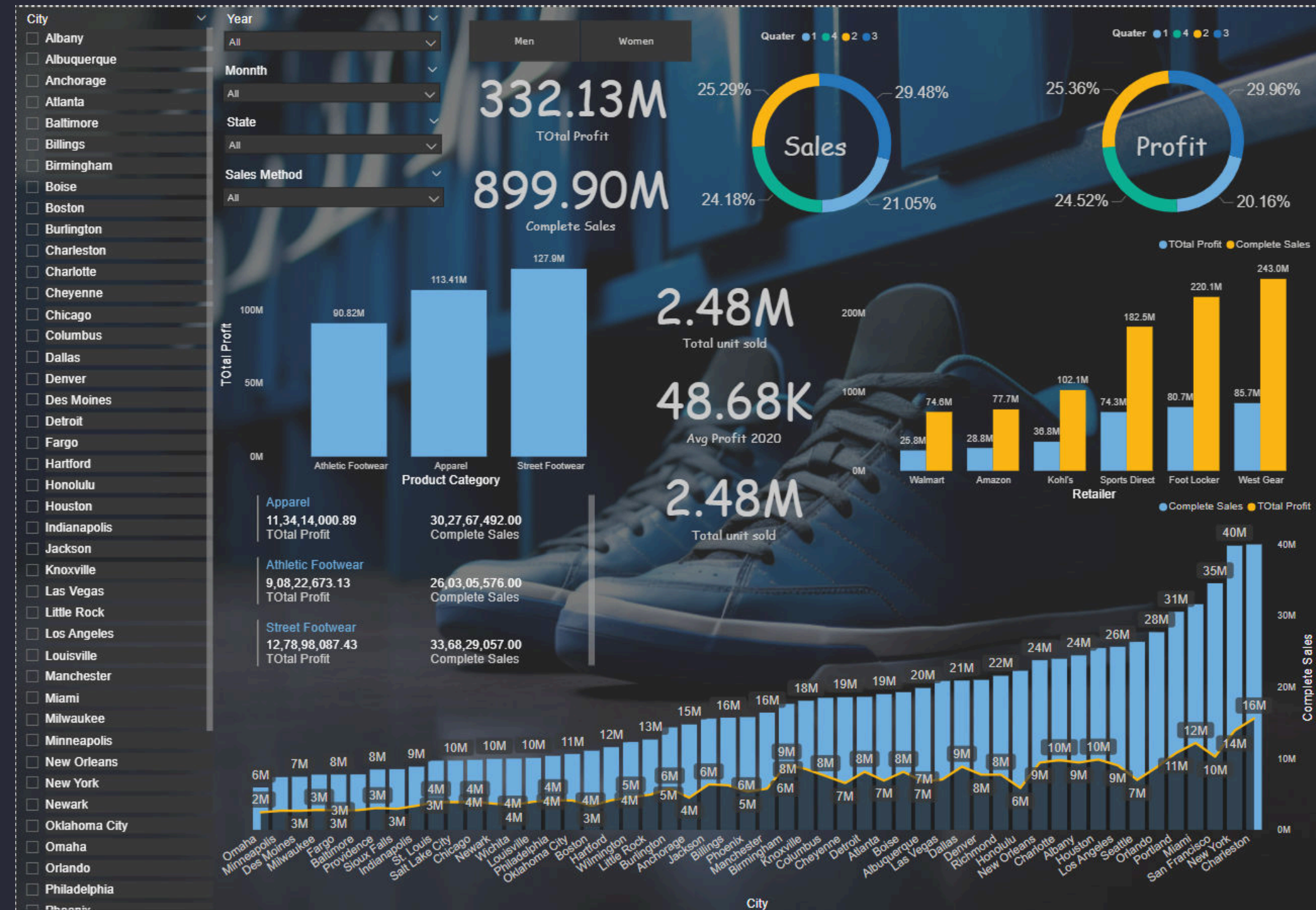
- **Cards:** Key metrics like Total Sales, Total Profit, Average Profit, Units Sold, and Price Per Unit.
- **Clustered Bar Chart:** Compare Sales and Profit across categories (e.g., Footwear) and retailers (e.g., Amazon).
- **Donut Chart:** Visualize sales distribution by gender (Men vs. Women).
- **Combo Chart:** Show Sales (bars) and Profit (line) trends by state or region.
- **Slicers:** Interactive filters for store type, year, and quarter selection.
- **Horizontal Segmented Bar Chart:** Timeline for drilling down into year and quarter data.
- **Units:** Highlight metrics like Average Price and Total Units Sold with clear visuals.





# REPORT 3: CITES ANALYSIS

- **Cards:** Summarize key metrics like Total Profit, Sales, Units Sold, and Average Profit (2020).
- **Clustered Bar Chart:** Compare Sales and Profit across categories (e.g., Footwear, Apparel) and retailers (e.g., Amazon, Walmart).
- **Donut Charts:** Show quarterly proportions of Sales and Profit with clear color coding.
- **LINES\_CLUSTRED:** Visualize Sales (bars) and Profit (line) relationships city-wise. Slicers: Interactive filters for City, Year, Month, State, and Sales Method.
- **Numeric\_with\_Descriptions:** Highlight category-specific metrics like Profit and Sales for Footwear, Apparel, etc. Horizontal
- **Bar Chart:** Compare Sales and Profit across cities with intuitive horizontal visuals.



# CONCLUSION: ADIDAS SALES DATA REPORT

---

- **Total Performance:** Total Sales reached \$899.90M, with a Total Profit of \$332.13M.
- Strong growth observed in 2021 compared to 2020.
- **Top Categories:** Street Footwear led sales and profit, followed by Apparel and Athletic Footwear.
- **Best-Performing Retailers:** West Gear achieved the highest sales and profit, with Foot Locker and Sports Direct also performing well.
- **Regional Trends:** The West Region dominated sales and profit, with New York City and Los Angeles as top-performing cities.
- **Quarterly and Demographic Insights:** Q3 and Q4 were the most profitable quarters.
- **Sales split:** 54% Men, 46% Women, showing a balanced customer base.

## Metrics Overview:

- **Average Price per Unit:** \$45.22. Total Units Sold: 2.48M.



THANK  
you