**Adidas Sales Performance Dashboard – Power BI**

This project presents an end-to-end Power BI dashboard built to analyze and visualize the sales performance of Adidas. It was designed to empower decision-makers with actionable insights to support growth, pricing strategies, and regional planning in the competitive athletic apparel industry.

📌 Project Overview The goal was to transform raw sales data into a dynamic dashboard using Microsoft Power BI. The dashboard helps business stakeholders monitor key sales and profitability metrics to guide strategic actions.

🎯 Business Requirements Understand sales dynamics and performance drivers

Identify high- and low-performing geographical regions

Analyze product-level sales to support inventory and marketing

Optimize pricing and margin strategies using data

Deliver actionable insights to improve revenue and profitability

📈 Key KPIs Total Sales – Track overall sales trends

Profitability Analysis – Profit across regions, products, and retailers

Sales Volume – Units sold over time

Pricing Strategy – Average unit price & effectiveness

Margin Analysis – Profitability per unit sold

📊 Dashboard Visuals Visualization Type Metric Tracked Area Chart Total Sales by Month Filled Map Total Sales by State Donut Chart Total Sales by Region Bar Chart Total Sales by Product Bar Chart Total Sales by Retailer

🛠️ Tools & Technologies Power BI Desktop

Power Query (data cleaning & shaping)

DAX (for KPIs, calculations, time intelligence)

Power BI Service (for publishing and sharing)

📌 Learnings & Outcomes Real-world data modeling and dashboard design

Hands-on use of DAX for dynamic KPIs

UX and storytelling via visual interactions

Best practices in visual layout and slicer usage