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DATA SPECIFICATION

- **File Type:** Flat File (Excel)
- **No of Rows:** 9649
- **No of Fields:** 13
- **Connection Type:** Flat File
- **No of Tables:** 01



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DATA MODEL

➤ Table Used: 01

Data Sales Adidas
City
Invoice Date
Σ Operating Margin
Σ Operating Profit
Σ Price per Unit
Product
Region
Retailer
Σ Retailer ID
Sales Method
State
Σ Total Sales
Σ Units Sold



KEY VARIABLES

There are some key metrics that we will be using in the dashboard are as follows

- Total Sales
- Operating Profit
- Units Sold
- Operating Margin





ADIDAS SALES ANALYSIS

PROBLEM STATEMENT

KPI's (Key Point Indicators)

1.Total Sales Analysis:

Understand the overall sales performance of Adidas over time.

2.Profitability Analysis:

Evaluate the total profit generated by Adidas across different dimensions.

3.Sales Volume Analysis:

Examine the total units sold to gain insights into product demand.

4.Pricing Strategy:

Determine the average price per unit to assess the pricing strategy.

5.Margin Analysis:

Evaluate the average margin to understand the overall profitability of sales.

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ADIDAS SALES ANALYSIS

PROBLEM STATEMENT

Charts Requirements

1.Total Sales by Month (Area Chart):

Visualize the monthly distribution of total sales to identify peak periods.

2.Total Sales by State (Filled Map):

Geographically represent total sales across different states using a filled map.

3.Total Sales by Region (Donut Chart):

Use a donut chart to represent the contribution of different regions to total sales.

4.Total Sales by Product (Bar Chart):

Analyze the sales distribution among various Adidas products using a bar chart.

5.Total Sales by Retailer (Bar Chart):

Visualize the contribution of different retailers to total sales using a bar chart.

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NEED

Through this Power BI-driven analysis, Adidas aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.

- ❖ Enhanced understanding of sales dynamics and performance drivers.
- ❖ Identification of geographical areas with high and low sales potential.
- ❖ Insights into product performance, aiding in inventory and marketing decisions.
- ❖ Informed pricing and margin strategies for improved profitability.
- ❖ Actionable recommendations for optimizing sales and profit across various dimensions.

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ADIDAS SALES ANALYSIS

KPI's

Total Sales	Total Profit	Total Units Sold	Average Price per Unit	Average Margin
\$899.9M	\$332.1M	2.5M	\$45.2	42.3%

1.Total Sales:

Adidas has achieved a substantial total sales figure of **\$899.9 million**, indicating a strong market presence and consumer demand for its products.

2.Total Profit:

The project showcases a commendable total profit of **\$332.1 million**, reflecting effective cost management and revenue generation strategies.

3.Total Units Sold:

With a sales volume of **2.5 million** units, Adidas demonstrates robust product demand and successful market penetration.

4.Average Price Per Unit:

The average price per unit is **\$45.2**, suggesting a strategic pricing approach that balances affordability and value for consumers.

5.Average Margin:

The average margin of **42.3%** highlights Adidas' ability to maintain a healthy balance between cost control and profitability.

Total Sales by Month

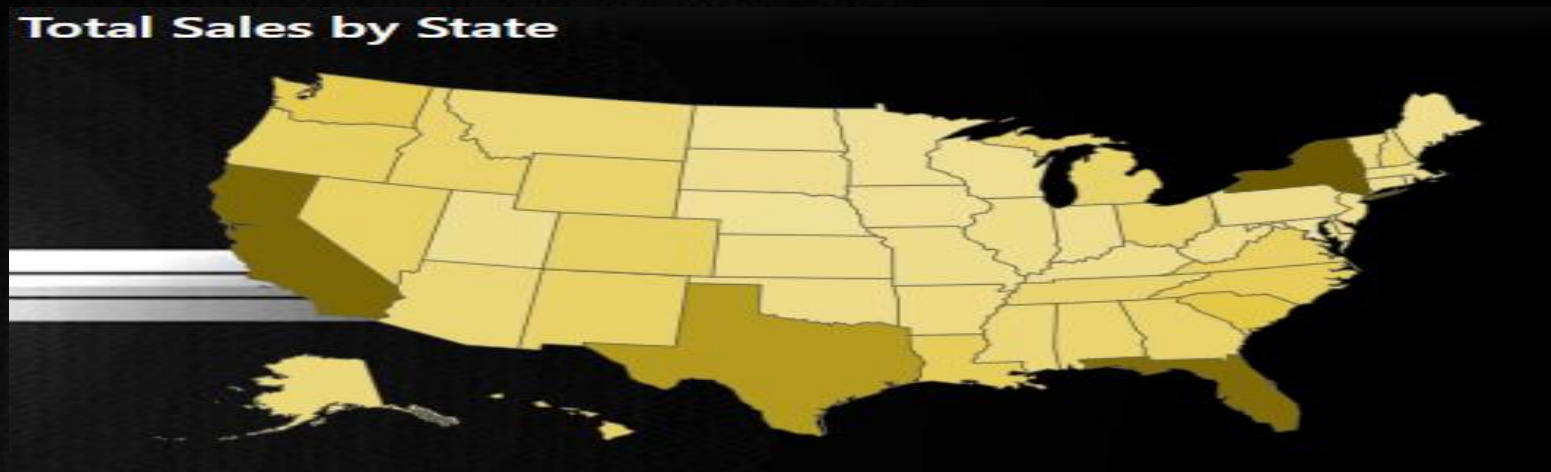


- ❖ The analysis reveals a notable trend of maximum sales occurring in the months of **July and August**, reaching impressive figures of **\$95 million and \$92 million**, respectively.

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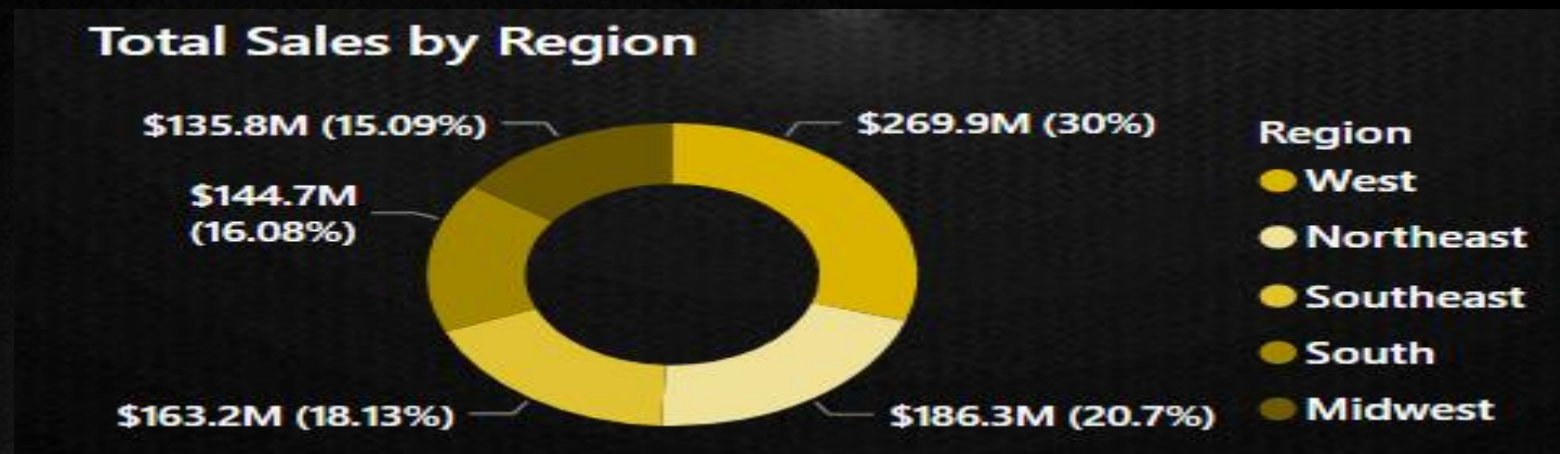
- ❖ This could include increased demand for sports and athletic apparel during the warmer months, potentially driven by outdoor activities, sports events, or seasonal fashion trends.

Total Sales by State



- ❖ The analysis reveals distinct regional variations in sales performance, with **New York leading with \$64.2 million, followed closely by California at \$60.1 million, Florida at \$59.2 million, and Texas at \$46.3 million.** Understanding these regional disparities is essential for targeted market strategies.
- ❖ The highest sales in New York may be attributed to the urban influence, high population density, and strong consumer purchasing power. This insight suggests that Adidas products resonate particularly well in urban environments, warranting a focused marketing approach for metropolitan areas.

Total Sales by Region



- ❖ The West Region emerges as the dominant contributor with a substantial sales figure of \$269.9 million, accounting for 30% of the total sales.
- ❖ The Northeast region follows closely with sales totaling \$186.3 million, contributing 21% to the overall sales.
- ❖ The Southeast region, with sales totaling \$163.2 million, makes a substantial contribution of 18.13% to the overall sales.

Total Sales by Product

Total Sales by Product

Men's Street F...	\$208.8M
Women's App...	\$179.0M
Men's Athletic ...	\$153.7M
Women's Stre...	\$128.0M
Men's Apparel	\$123.7M
Women's Athl...	\$106.6M



- ❖ Men's Street Footwear emerges as the top-performing category with maximum sales of \$208.8 million.
- ❖ Women's Apparel follows closely with sales totaling \$179 million, showcasing a substantial market share.
- ❖ Analyzing the success of Mens Street Footwear and Womens Apparel provides valuable consumer insights. Understanding the factors driving sales in these categories can guide product development strategies, ensuring that future offerings align with consumer preferences and market trends.

Total Sales by State

Total Sales by Retailer

West Gear	\$243.0M
Foot Locker	\$220.1M
Sports Direct	\$182.5M
Kohl's	\$102.1M
Amazon	\$77.7M
Walmart	\$74.6M

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- ❖ West Gear Retailer emerges as the top-performing retailer, boasting sales of \$243 million. This retailer's dominance in sales suggests a strong market presence and consumer appeal in the western region.
- ❖ Foot Locker follows closely with sales totaling \$220 million, indicating a significant market share and consumer trust in this popular athletic and footwear retailer.
- ❖ The disparity in sales between West Gear Retailer and Foot Locker may be influenced by regional dynamics, consumer preferences, and marketing strategies.



ADIDAS SALES ANALYSIS

Dashboard

SALES ANALYSIS

Region

All

Invoice Date

01/01/2020

31/12/2021

Total Sales

\$899.9M

Total Profit

\$332.1M

Total Units Sold

2.5M

Average Price per Unit

\$45.2

Average Margin

42.3%

Total Sales by Month



Total Sales by State

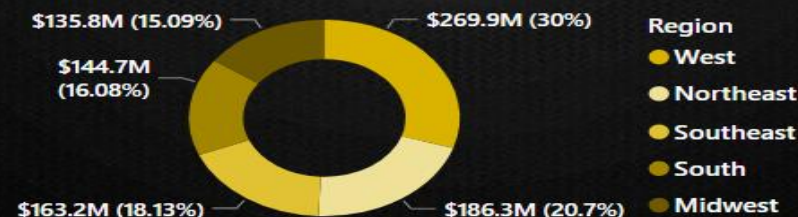


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Total Sales by Product



Total Sales by Region



Total Sales by Retailer



Filters Used

Region	Invoice Date	
All	01/01/2020	31/12/2021

1.Region:

The inclusion of a "Region" filter allows users to dynamically analyze and compare sales data across different geographical areas. Users can select specific regions of interest, such as West, Northeast, Southeast, etc., to gain insights into regional sales trends, performance variations, and market dynamics.

2.Invoice Date:

The "Invoice Date" filter enables users to focus on specific time periods or analyze sales data over different months or years. This filter is valuable for tracking seasonal patterns, identifying trends, and assessing the impact of time-related factors on sales performance. Users can select custom date ranges or predefined time intervals for detailed analysis.

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