

Executive Summary: Adidas Sales EDA Project

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Project Overview

I recently wrapped up an exciting project analyzing Adidas sales data, and the insights we uncovered are nothing short of fascinating! By diving deep into the numbers, we identified key trends, patterns, and opportunities that paint a clear picture of Adidas's sales performance. Here's a concise breakdown of what we found and what it means for the brand:

Key Highlights

Top Retailers

- **West Gear and Foot Locker** are Adidas's power players, contributing **27% and 24% of total sales**, respectively. Together, they make up over half of Adidas's revenue!
- These retailers also lead in **operating profits**, proving they're critical to Adidas's success.

Regional Insights

- The **West region** is Adidas's top market, accounting for **30% of sales**, followed by the **Northeast at 21%**.
- This suggests that urban, densely populated areas are hotspots for Adidas products.

Product Trends

- **Men's Street Footwear** is the star performer, generating **23% of total sales**. It's closely followed by **Women's Apparel** and **Men's Athletic Footwear**.
- Together, these three categories make up **60% of total sales**, highlighting what customers love most.

Seasonal Patterns

- **Summer and Winter** are the peak seasons, contributing **29% and 24% of sales**, respectively.
- These spikes likely tie into recreational activities, holidays, and back-to-school shopping.

Sales Channels

- **Online sales** dominate with **37% of total sales**, followed by **Outlet (33%)** and **In-store (30%)** channels.
- The strong online performance underscores the growing importance of digital platforms for Adidas.

Year-over-Year Growth

- Sales in **2021 significantly outperformed 2020**, likely driven by post-pandemic recovery and increased consumer spending.

Data Cleaning and Preparation

To ensure the analysis was rock-solid, we cleaned and prepped the data meticulously:

- Addressed **missing values** in critical columns like price and units sold.
- Engineered new features like **Season** and **Profit Percentage** for deeper insights.
- Fixed inconsistencies in product names and formatting to improve accuracy.

Opportunities and Recommendations

Expand High-Performing Channels

- **Double down on online sales** by enhancing digital marketing and e-commerce capabilities.
- Consider investing in user-friendly platforms and personalized shopping experiences.

Capitalize on Seasonal Trends

- Launch **targeted promotions** during **Summer and Winter** to maximize revenue during peak seasons.
- Align product launches and marketing campaigns with seasonal demand.

Focus on Regional Growth

- Strengthen supply chains and marketing efforts in the **West and Northeast** to sustain growth.
- Explore untapped potential in lower-performing regions like the **Midwest** through localized strategies.

Refine Product Strategy

- **Prioritize high-performing categories** like Men's Street Footwear while innovating in slower-moving segments.
- Use customer feedback and market research to identify emerging trends and preferences.