

Adidas Sales Insights

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Introduction:

In the dynamic world of retail, understanding sales performance and consumer behavior is paramount for success. As a retailer of Adidas products, maximizing sales revenue, identifying key trends, and optimizing marketing strategies are essential for staying competitive in the market.

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Key Questions:

1. What are the current sales trends for Adidas products across different regions?
2. Which products are driving the highest revenue and demand?
3. How effective are various sales methods in reaching target consumers?
4. What are the Top Retailers for Adidas Product?

Dataset

Dataset obtained from Kaggle: [Adidas Sales Dataset \(kaggle.com\)](https://www.kaggle.com/datasets/adidas/adidas-sales-dataset)

Key Data Points Included:

1. Retailer: Identifies businesses selling Adidas products directly to consumers.
2. Retailer ID: Unique identifier for each retailer in the dataset.
3. Invoice Date: Records the date of each sales transaction.
4. Region, State, City: Geographical details of sales activity.
5. Product: Classification of Adidas products.
6. Price per Unit: Cost associated with each product.
7. Units Sold: Quantity of products sold in each transaction.
8. Total Sales: Revenue generated from sales transactions.
9. Operating Profit: Profit earned by retailers from business operations.
10. Sales Method: Channels used for selling Adidas products.

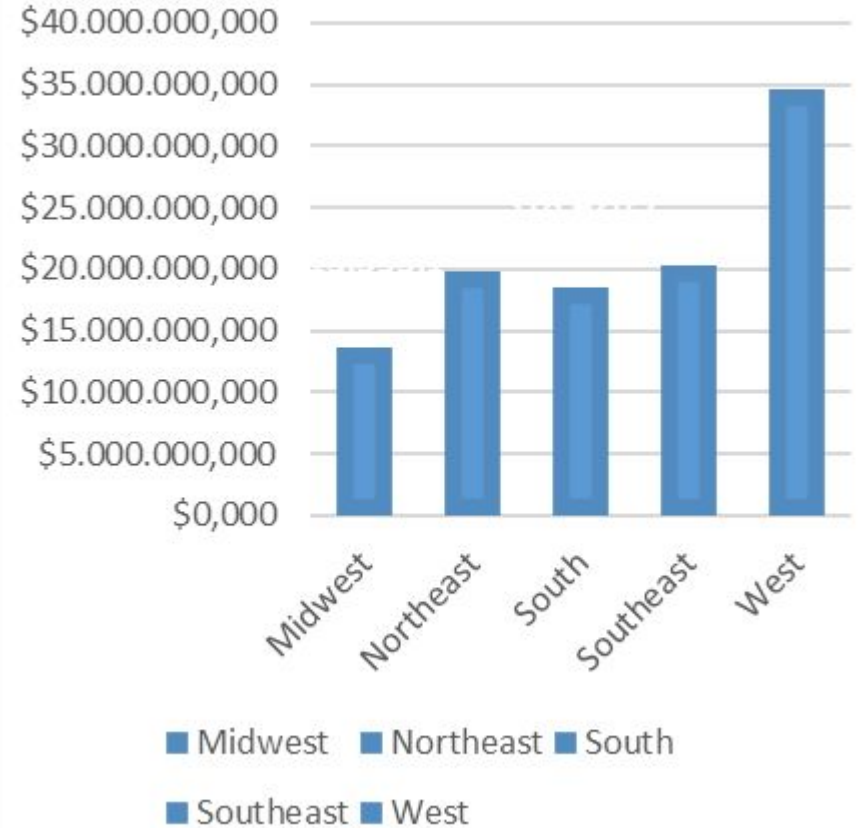


The dataset used is a clean dataset and does not have null values so in this case go directly to the Explore current Adidas sales trends across using Excel's PivotTable feature.

- Analyzing Adidas Sales Across Regions and Product Categories:

1. West region leads overall sales at \$269,943,182.
2. Men's Apparel: West tops with \$35,694,003.
3. Men's Athletic Footwear: West dominates with \$50,006,339.
4. Men's Street Footwear: West leads with \$55,014,613.
5. Women's Apparel: West leads at \$52,191,046.
6. Women's Athletic Footwear: West sales reach \$34,517,070.
7. Women's Street Footwear: West leads with \$42,520,111.

PRODUCT TRENDS ACROSS REGIONS



- Products Driving Revenue and Demand

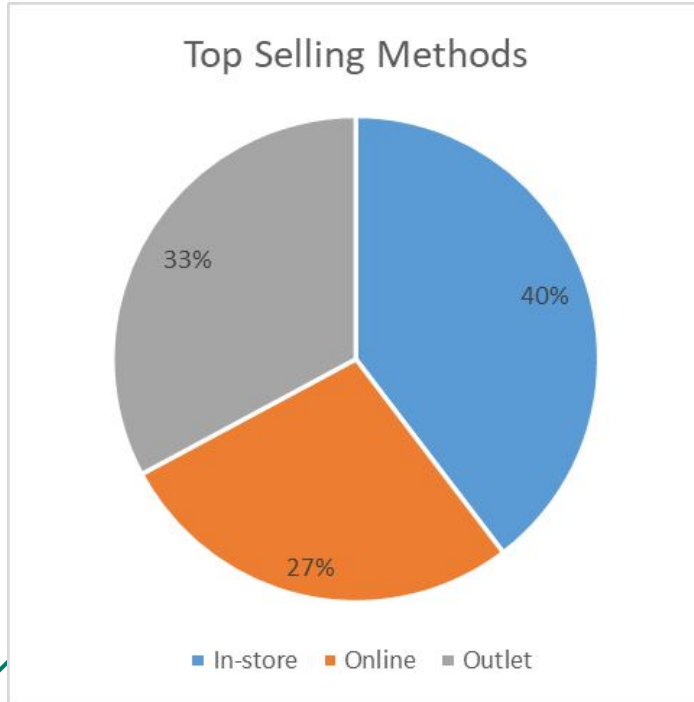
Men's Street Footwear

With a total of 593,320 units sold and a revenue of \$208,826,244, Men's Street Footwear emerges as the top performer in both revenue and demand categories. Its strong sales indicate a high demand among consumers for this product category.

SUM OF TOTAL SALES



- Analysis of Sales Methods Effectiveness



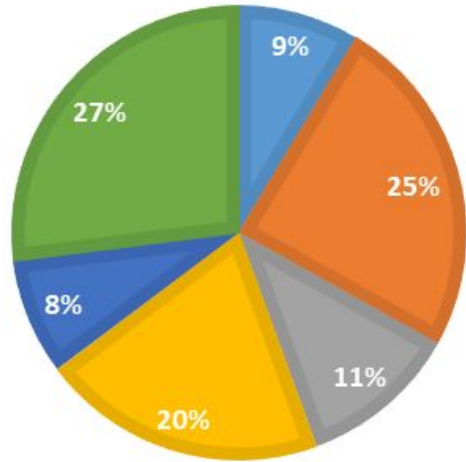
1. Outlet Dominance in Early Months:
From January to March, outlet sales lead, suggesting effective promotional strategies or pricing policies during this period.

2. In-store Supremacy During Later Months:
From April to December, in-store sales consistently dominate, highlighting the strength of physical retail presence, especially during holiday seasons.

3. Steady Growth of Online Sales:
Online sales demonstrate consistent growth throughout the year, contributing significantly to overall revenue.

● Retail Performance Analysis

TOP RETAILERS



■ Amazon ■ Foot Locker ■ Kohl's
■ Sports Direct ■ Walmart ■ West Gear

Retail Leaders:

West Gear emerges as the top performer with \$242,964,333 in sales, followed closely by Foot Locker.

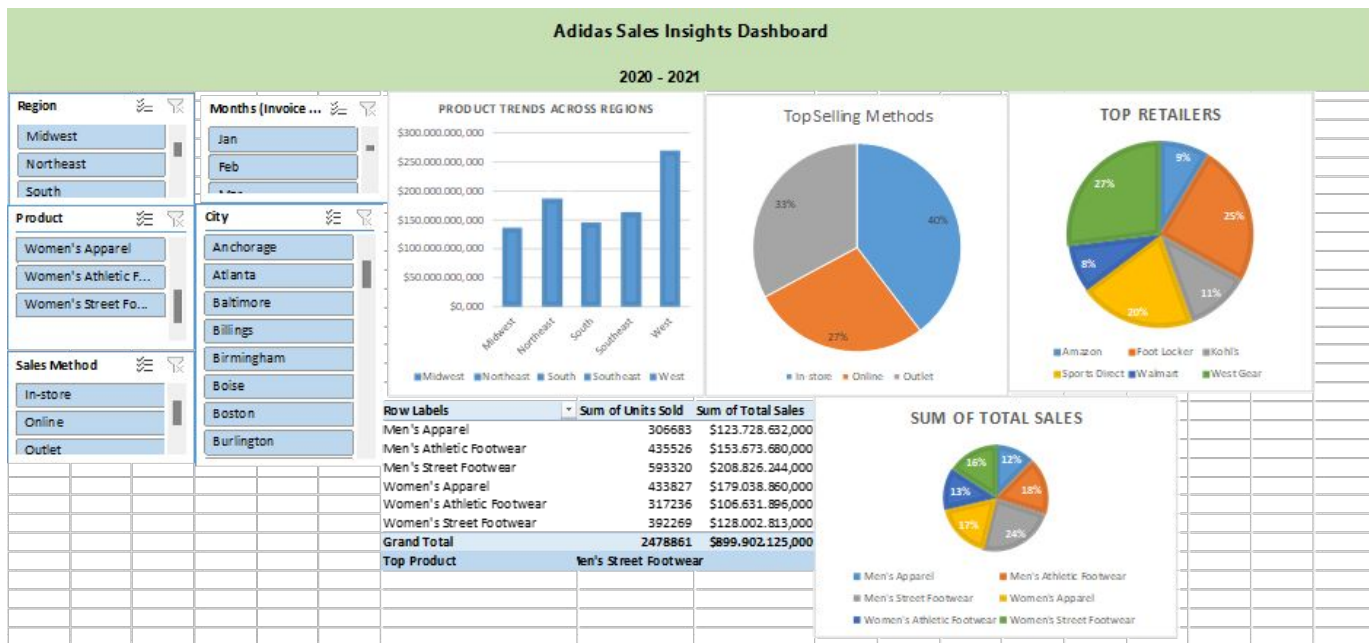
Market Potential:

Kohl's and Sports Direct demonstrate substantial sales, suggesting opportunities for market penetration.

Strategic Impact:

Success with West Gear underscores the importance of strategic partnerships for sales growth and brand visibility.

Dashboard view



Click Here (<https://bit.ly/3JcDGz6>) to Dive Deeper into the Dashboard Results.