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Project Overview

Objective

The primary objective of this project was to analyze the sales performance of Adidas products across various retailers, regions, and sales channels. The goal was to uncover key trends and identify opportunities for improvement in sales strategies and decision-making.

Context

This analysis utilized a dataset containing comprehensive sales data from Adidas. The dataset included key metrics such as Retailer, Retailer ID, Invoice Date, Region, State, City, Product, Price per Unit, Unit Sold, Total Sales, Operating Profit, Operating Margin, and Sales Method. The data spanned the period from March 18, 2020, to October 26, 2021, providing a robust foundation for in-depth analysis.

Duration

The project was conducted over a period of two weeks, allowing for thorough data cleaning, analysis, and visualization.

Role

As the data analyst for this project, my responsibilities included:

- Cleaning and preparing the data
- Performing exploratory data analysis (EDA)
- Creating clear data visualizations
- Drawing insights and making practical recommendations

Tools and Methodologies

Using Power Query, I cleaned the data and created visualizations and reports in Power BI. The analysis involved exploring data patterns, analyzing trends, and evaluating financial performance.

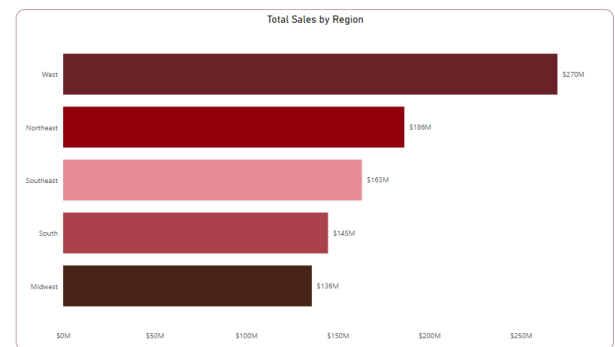
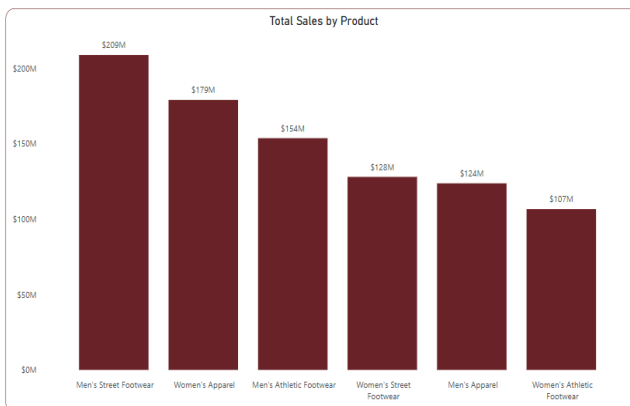
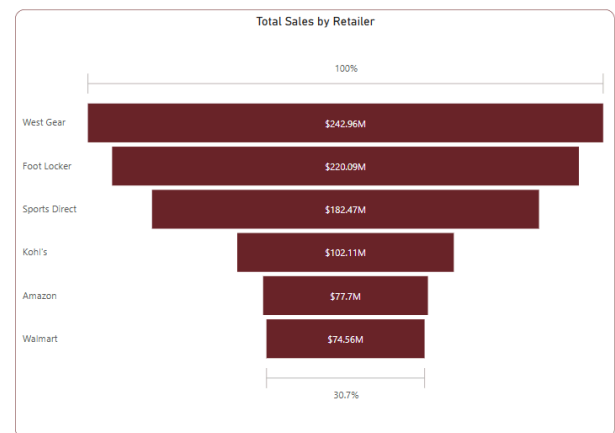
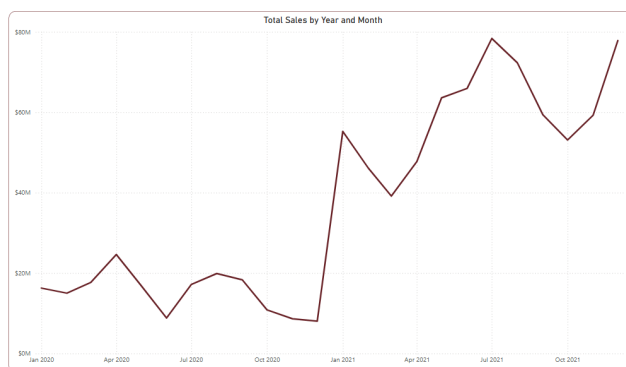
Approach and Processes

Data Cleaning and Preprocessing

The initial step involved cleaning and preparing Adidas's sales dataset, ensuring accuracy, consistency, and readiness for analysis.

Exploratory Data Analysis (EDA)

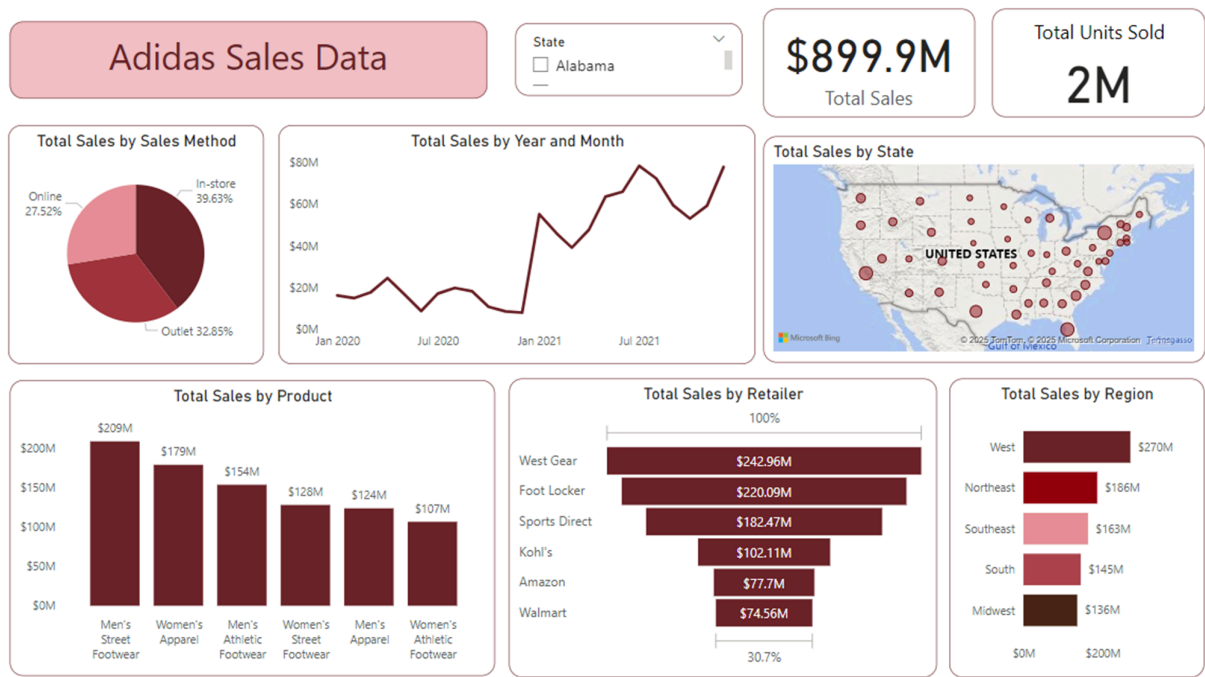
Through EDA, I uncovered patterns, trends, and insights within the dataset, including peak shopping periods, sales distribution across retailers, regional sales performance, and top-selling products.



Data Visualization and Reporting

To effectively present the analysis results, I developed a comprehensive interactive dashboard using Power BI. This dynamic visualization tool enables stakeholders to explore sales data through multiple dimensions, offering detailed insights into performance metrics across regions, retailers, and product categories. The dashboard features intuitive charts and graphs that highlight crucial KPIs, including total sales revenue, units sold, profit margins, and sales trends over time. Users can easily filter and drill down

into specific data points, making it an invaluable tool for data-driven decision making.



Challenges and Solutions

One of the main challenges encountered in this dataset was the presence of duplicate records that could skew the analysis. However, I was able to remove these duplicates and ensure data accuracy.

Key Findings

- In-Store Sales Dominance:** In-store sales generated the highest revenue throughout the analysis period, followed closely by outlet sales. This underscores the critical importance of a strong physical retail presence for Adidas.
- Top-Selling Product Category:** Men's street footwear emerged as the leading product category, indicating a robust demand within the Adidas product line.
- Top-Performing Retailer:** West Gear consistently ranked as the top-performing retailer, showcasing effective sales strategies and customer engagement.
- Regional Sales Leadership:** The West region recorded the highest sales volume, highlighting its significance for Adidas' overall sales performance.

Strategic Marketing Recommendations

1. **Enhance In-Store Experience:** Invest in improving the in-store shopping experience to capitalize on the strong revenue generation from physical retail locations. This could include better store layouts and enhanced staff training.
2. **Targeted Product Promotions:** Increase marketing efforts and product development initiatives focused on men's street footwear to leverage strong demand. Consider expanding the range of styles, colors, and collaborations within this segment.
3. **Retailer Best Practices:** Conduct a thorough analysis to understand the factors contributing to West Gear's success. Identify best practices that other retailers can implement to improve sales performance.
4. **Digital Sales Enhancement:** While in-store sales are currently the highest, explore strategies to enhance online sales channels. This could involve improving website usability, offering personalized recommendations, and expanding online marketing efforts.
5. **Regional Marketing Focus:** Allocate additional marketing resources to the West region to maximize its already significant contribution to overall sales.

Next Steps

Expand Analysis: Conduct further segmentation analysis to identify emerging customer trends.

Optimize Campaigns: Continuously monitor and optimize social media campaigns to maintain high ROI.

Explore New Channels: Investigate the potential of new marketing channels to diversify outreach efforts.

Conclusion

In conclusion, this project has provided invaluable insights into Adidas' sales performance, highlighting the critical importance of in-store sales, the strong demand for men's street footwear, and the significant contributions from top-performing retailers and regions. By implementing strategic marketing recommendations and focusing on enhancing both physical and online sales channels, Adidas is well-positioned to capitalize on these findings. Continuous analysis and optimization will be essential to sustaining growth and driving further success in the competitive market landscape.