

## **Data Analytics Beginners Capstone Project**

**Capstone Project Brief:** Adidas Sales Data Analysis

### **Background:**

Adidas operates across multiple retail partners including Foot Locker, Walmart, and Sports Direct, selling products through various channels such as in-store and online. While sales data is being collected, it has not yet been fully leveraged to uncover actionable insights that can guide strategic decisions.

### **Problem Statement**

Despite consistent sales across multiple retailers and regions, Adidas faces challenges in:

- Identifying which product categories and retailers drive the most revenue and profit.
- Understanding how customer behavior varies across channels (in-store vs. online) and locations.
- Recognizing underperforming categories or markets that require corrective strategies.
- Optimizing marketing campaigns, pricing, and inventory allocation based on reliable data.

### **Objectives**

The analysis aims to:

1. Measure overall sales and profitability performance during the period.
2. Identify top-performing and underperforming product categories, regions, and sales channels.

3. Compare sales contributions of major retail partners (Foot Locker, Walmart, Sports Direct).
4. Assess the effectiveness of different sales methods (in-store vs. outlet vs. online).
5. Provide actionable recommendations to optimize future sales campaigns and promotions.

## **Key Business Questions**

1. Which Adidas product categories (e.g., footwear, apparel, accessories) generate the highest sales revenue?
2. What regions or store locations consistently deliver the strongest sales performance?
3. How do sales trends vary across different time periods (monthly, quarterly, seasonally)?
4. Who are the top performing retailers?
5. What sales method contributed more to revenue generation?
6. Are there specific products that show strong growth potential or declining demand?
7. How do Adidas sales compare to projected targets or benchmarks in different markets?
8. What are the top-performing product lines across regions?

## **Recommendations**

Make recommendations advising Adidas on the following

- Product Strategy

- Channel Optimization
- Regional Focus
- Demand Forecasting
- Retailer and Partner Management

**Here is the link to the dataset:**

[https://docs.google.com/spreadsheets/d/1g7KJp8zNcRXuYfrV1ScNAbkM7n6fX0hR/edit?usp=drive\\_link&ouid=105468129478881448084&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1g7KJp8zNcRXuYfrV1ScNAbkM7n6fX0hR/edit?usp=drive_link&ouid=105468129478881448084&rtpof=true&sd=true)

## **Deliverables**

- Project Presentation Slides (link)
- Excel Dashboard (link)
- Word Document for recommendations to Adidas(link)

## **Timeline**

**Submission** - 28th of November, 2025

**Group Presentation** - 30th of November, 2025

**Note:** Submission of individual assignments of group members also counts towards the group marks.