

# Adidas Sales Report for Year 2020 2021

By – Fardeen Ahmed Khan  
Power BI Report



# Contents of the Report




- Data Prior and Post Transformation.
- Yearly Sales Analysis of Revenue and Profit.
- Analyzing Different Verticals of Adidas and its Impact on Revenue.
- Ranking of Different Product Line on Quarterly Basis
- Comparison of Revenue from Male and Female Product Line.
- Region Analysis For Better Understanding of Revenue Channel.
- Different Sales Method and its Impact on Sale of Products.
- Retailers Analysis in Contrast of Revenue Pulled by them

# Types of Chart Utilized



- Line Chart
- Bar Chart
- Column Chart
- Pie Chart
- Cards
- Ribbon Chart
- Waterfall Chart
- Region Map

If You Look closely the Huge Mistake here is the Calculation of Total Sales it is Inflated by 1 extra 0 in every cell and same with Operating Profit and We have to combine Region, State, City in a new column to reduce data redundancy and make a normalized data table of Region with Hierarchy in it and we need some calculated column as well. We will also create a date table for Time Intelligence Function and disable auto date feature of Power Bi.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1			<b>Adidas Sales Database</b>											
2														
3														
4														
5		<b>Retailer</b>	<b>Retailer ID</b>	<b>Invoice Date</b>	<b>Region</b>	<b>State</b>	<b>City</b>	<b>Product</b>	<b>Price per Unit</b>	<b>Units Sold</b>	<b>Total Sales</b>	<b>Operating Profit</b>	<b>Operating Margin</b>	<b>Sales Method</b>
6		Foot Locker	1185732	01-01-2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,200	\$6,00,000	\$3,00,000	50%	In-store
7		Foot Locker	1185732	02-01-2020	Northeast	New York	New York	Men's Athletic Fo	\$50.00	1,000	\$5,00,000	\$1,50,000	30%	In-store
8		Foot Locker	1185732	03-01-2020	Northeast	New York	New York	Women's Street I	\$40.00	1,000	\$4,00,000	\$1,40,000	35%	In-store
9		Foot Locker	1185732	04-01-2020	Northeast	New York	New York	Women's Athletic	\$45.00	850	\$3,82,500	\$1,33,875	35%	In-store
10		Foot Locker	1185732	05-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$5,40,000	\$1,62,000	30%	In-store
11		Foot Locker	1185732	06-01-2020	Northeast	New York	New York	Women's Appare	\$50.00	1,000	\$5,00,000	\$1,25,000	25%	In-store
12		Foot Locker	1185732	07-01-2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,250	\$6,25,000	\$3,12,500	50%	In-store
13		Foot Locker	1185732	08-01-2020	Northeast	New York	New York	Men's Athletic Fo	\$50.00	900	\$4,50,000	\$1,35,000	30%	Outlet
14		Foot Locker	1185732	21-01-2020	Northeast	New York	New York	Women's Street I	\$40.00	950	\$3,80,000	\$1,33,000	35%	Outlet
15		Foot Locker	1185732	22-01-2020	Northeast	New York	New York	Women's Athletic	\$45.00	825	\$3,71,250	\$1,29,938	35%	Outlet
16		Foot Locker	1185732	23-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$5,40,000	\$1,62,000	30%	Outlet
17		Foot Locker	1185732	24-01-2020	Northeast	New York	New York	Women's Appare	\$50.00	1,000	\$5,00,000	\$1,25,000	25%	Outlet
18		Foot Locker	1185732	25-01-2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,220	\$6,10,000	\$3,05,000	50%	Outlet
19		Foot Locker	1185732	26-01-2020	Northeast	New York	New York	Men's Athletic Fo	\$50.00	925	\$4,62,500	\$1,38,750	30%	Outlet
20		Foot Locker	1185732	27-01-2020	Northeast	New York	New York	Women's Street I	\$40.00	950	\$3,80,000	\$1,33,000	35%	Outlet
21		Foot Locker	1185732	28-01-2020	Northeast	New York	New York	Women's Athletic	\$45.00	800	\$3,60,000	\$1,26,000	35%	Outlet
22		Foot Locker	1185732	29-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$5,10,000	\$1,53,000	30%	Outlet
23		Foot Locker	1185732	30-01-2020	Northeast	New York	New York	Women's Appare	\$50.00	950	\$4,75,000	\$1,18,750	25%	Outlet
24		Foot Locker	1185732	31-01-2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,200	\$6,00,000	\$3,00,000	50%	Outlet
25		Foot Locker	1185732	01-02-2020	Northeast	New York	New York	Men's Athletic Fo	\$50.00	900	\$4,50,000	\$1,35,000	30%	Outlet
26		Foot Locker	1185732	02-02-2020	Northeast	New York	New York	Women's Street I	\$40.00	900	\$3,60,000	\$1,26,000	35%	Outlet
27		Foot Locker	1185732	03-02-2020	Northeast	New York	New York	Women's Athletic	\$45.00	825	\$3,71,250	\$1,29,938	35%	Outlet
28		Foot Locker	1185732	04-02-2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$4,95,000	\$1,48,500	30%	Outlet
29		Foot Locker	1185732	05-02-2020	Northeast	New York	New York	Women's Appare	\$50.00	950	\$4,75,000	\$1,18,750	25%	Outlet

## Transformed Data with Calculated Columns and Corrected Formats of Data

= Table.RenameColumns("#Changed Type",{{"Total Cost", "Total Cost of Good"}})						
	ⒶⒸ Retailer	Invoice Date	ⒶⒸ Address	ⒶⒸ Product	ⒶⒸ Target Gender	\$ Price per Unit
1	Foot Locker	01-01-2020	New York, New York, Northeast	Men's Street Footwear	Male	50.00
2	Foot Locker	02-01-2020	New York, New York, Northeast	Men's Athletic Footwear	Male	50.00
3	Foot Locker	03-01-2020	New York, New York, Northeast	Women's Street Footwear	Female	40.00
4	Foot Locker	04-01-2020	New York, New York, Northeast	Women's Athletic Footwear	Female	45.00
5	Foot Locker	05-01-2020	New York, New York, Northeast	Men's Apparel	Male	60.00
6	Foot Locker	06-01-2020	New York, New York, Northeast	Women's Apparel	Female	50.00
7	Foot Locker	07-01-2020	New York, New York, Northeast	Men's Street Footwear	Male	50.00
8	Foot Locker	08-01-2020	New York, New York, Northeast	Men's Athletic Footwear	Male	50.00
9	Foot Locker	21-01-2020	New York, New York, Northeast	Women's Street Footwear	Female	40.00
10	Foot Locker	22-01-2020	New York, New York, Northeast	Women's Athletic Footwear	Female	45.00
11	Foot Locker	23-01-2020	New York, New York, Northeast	Men's Apparel	Male	60.00
12	Foot Locker	24-01-2020	New York, New York, Northeast	Women's Apparel	Female	50.00
13	Foot Locker	25-01-2020	New York, New York, Northeast	Men's Street Footwear	Male	50.00
14	Foot Locker	26-01-2020	New York, New York, Northeast	Men's Athletic Footwear	Male	50.00
15	Foot Locker	27-01-2020	New York, New York, Northeast	Women's Street Footwear	Female	40.00
16	Foot Locker	28-01-2020	New York, New York, Northeast	Women's Athletic Footwear	Female	45.00
17	Foot Locker	29-01-2020	New York, New York, Northeast	Men's Apparel	Male	60.00
18	Foot Locker	30-01-2020	New York, New York, Northeast	Women's Apparel	Female	50.00
19	Foot Locker	31-01-2020	New York, New York, Northeast	Men's Street Footwear	Male	50.00
20	Foot Locker	01-02-2020	New York, New York, Northeast	Men's Athletic Footwear	Male	50.00
21	Foot Locker	02-02-2020	New York, New York, Northeast	Women's Street Footwear	Female	40.00
22	Foot Locker	03-02-2020	New York, New York, Northeast	Women's Athletic Footwear	Female	45.00
23	Foot Locker	04-02-2020	New York, New York, Northeast	Men's Apparel	Male	60.00
24	Foot Locker	05-02-2020	New York, New York, Northeast	Women's Apparel	Female	50.00
25	Foot Locker	06-02-2020	New York, New York, Northeast	Men's Street Footwear	Male	60.00
26	Foot Locker	07-02-2020	New York, New York, Northeast	Men's Athletic Footwear	Male	55.00
27	Foot Locker	08-02-2020	New York, New York, Northeast	Women's Street Footwear	Female	50.00

Price per Unit	\$ Cost per Unit	Units Sold	\$ Total Sales	\$ Total Cost of Good	\$ Operating Profit
50.00	25.00	1200	60,000.00	30,000.00	30,000.00
50.00	35.00	1000	50,000.00	35,000.00	15,000.00
40.00	26.00	1000	40,000.00	26,000.00	14,000.00
45.00	29.25	850	38,250.00	24,862.50	13,387.50
60.00	42.00	900	54,000.00	37,800.00	16,200.00
50.00	37.50	1000	50,000.00	37,500.00	12,500.00
50.00	25.00	1250	62,500.00	31,250.00	31,250.00
50.00	35.00	900	45,000.00	31,500.00	13,500.00
40.00	26.00	950	38,000.00	24,700.00	13,300.00
45.00	29.25	825	37,125.00	24,131.25	12,993.75
60.00	42.00	900	54,000.00	37,800.00	16,200.00
50.00	37.50	1000	50,000.00	37,500.00	12,500.00
50.00	25.00	1220	61,000.00	30,500.00	30,500.00
50.00	35.00	925	46,250.00	32,375.00	13,875.00
40.00	26.00	950	38,000.00	24,700.00	13,300.00
45.00	29.25	800	36,000.00	23,400.00	12,600.00
60.00	42.00	850	51,000.00	35,700.00	15,300.00
50.00	37.50	950	47,500.00	35,625.00	11,875.00
50.00	25.00	1200	60,000.00	30,000.00	30,000.00
50.00	35.00	900	45,000.00	31,500.00	13,500.00
40.00	26.00	900	36,000.00	23,400.00	12,600.00
45.00	29.25	825	37,125.00	24,131.25	12,993.75
60.00	42.00	825	49,500.00	34,650.00	14,850.00
50.00	37.50	950	47,500.00	35,625.00	11,875.00
60.00	30.00	1220	73,200.00	36,600.00	36,600.00
55.00	38.50	925	50,875.00	35,612.50	15,262.50
50.00	32.50	900	45,000.00	29,250.00	15,750.00

\$ Operating Profit	1.2 Operating Margin	A <sup>B</sup> Sales Method
30,000.00	0.5	In-store
15,000.00	0.3	In-store
14,000.00	0.35	In-store
13,387.50	0.35	In-store
16,200.00	0.3	In-store
12,500.00	0.25	In-store
31,250.00	0.5	In-store
13,500.00	0.3	Outlet
13,300.00	0.35	Outlet
12,993.75	0.35	Outlet
16,200.00	0.3	Outlet
12,500.00	0.25	Outlet
30,500.00	0.5	Outlet
13,875.00	0.3	Outlet
13,300.00	0.35	Outlet
12,600.00	0.35	Outlet
15,300.00	0.3	Outlet
11,875.00	0.25	Outlet
30,000.00	0.5	Outlet
13,500.00	0.3	Outlet
12,600.00	0.35	Outlet
12,993.75	0.35	Outlet
14,850.00	0.3	Outlet
11,875.00	0.25	Outlet
36,600.00	0.5	Outlet
15,262.50	0.3	Outlet
15,750.00	0.35	Outlet

## PROPERTIES

Name

FACT\_Sales\_Adidas

All Properties

## APPLIED STEPS

Source

Added Custom



Reordered Columns

Added Custom1



Reordered Columns1

Removed Columns

Added Custom2



Reordered Columns2

Renamed Columns

Removed Columns1

Added Custom3



Reordered Columns3

Changed Type

✕ Renamed Columns1



# Normalized Region Table with we will create a Relation from fact Table with **Address**

✓

fx

= Table.AddColumn("#Reordered Columns", "Address", each Text.Combine({[City], [State], [Region]}, ", "), type text)

	City	State	Region	Address
1	Billings	Montana	Midwest	Billings, Montana, Midwest
2	Chicago	Illinois	Midwest	Chicago, Illinois, Midwest
3	St. Louis	Missouri	Midwest	St. Louis, Missouri, Midwest
4	Omaha	Nebraska	Midwest	Omaha, Nebraska, Midwest
5	Columbus	Ohio	Midwest	Columbus, Ohio, Midwest
6	Wichita	Kansas	Midwest	Wichita, Kansas, Midwest
7	Milwaukee	Wisconsin	Midwest	Milwaukee, Wisconsin, Midwest
8	Detroit	Michigan	Midwest	Detroit, Michigan, Midwest
9	Sioux Falls	South Dakota	Midwest	Sioux Falls, South Dakota, Midwest
10	Fargo	North Dakota	Midwest	Fargo, North Dakota, Midwest
11	Indianapolis	Indiana	Midwest	Indianapolis, Indiana, Midwest
12	Des Moines	Iowa	Midwest	Des Moines, Iowa, Midwest
13	Minneapolis	Minnesota	Midwest	Minneapolis, Minnesota, Midwest
14	Charleston	West Virginia	Northeast	Charleston, West Virginia, Northeast
15	Philadelphia	Pennsylvania	Northeast	Philadelphia, Pennsylvania, Northeast
16	Boston	Massachusetts	Northeast	Boston, Massachusetts, Northeast
17	Hartford	Connecticut	Northeast	Hartford, Connecticut, Northeast
18	Newark	New Jersey	Northeast	Newark, New Jersey, Northeast
19	Wilmington	Delaware	Northeast	Wilmington, Delaware, Northeast
20	Burlington	Vermont	Northeast	Burlington, Vermont, Northeast
21	Albany	New York	Northeast	Albany, New York, Northeast
22	Manchester	New Hampshire	Northeast	Manchester, New Hampshire, Northeast
23	Baltimore	Maryland	Northeast	Baltimore, Maryland, Northeast
24	Portland	Maine	Northeast	Portland, Maine, Northeast
25	Providence	Rhode Island	Northeast	Providence, Rhode Island, Northeast
26	New York	New York	Northeast	New York, New York, Northeast
27	New Orleans	Louisiana	South	New Orleans, Louisiana, South
28	Knoxville	Tennessee	South	Knoxville, Tennessee, South

Query Settings

PROPERTIES

Name

DIM\_Region

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Removed Other Columns

Grouped Rows

Removed Columns

Sorted Rows

Reordered Columns

✕ Inserted Merged Column



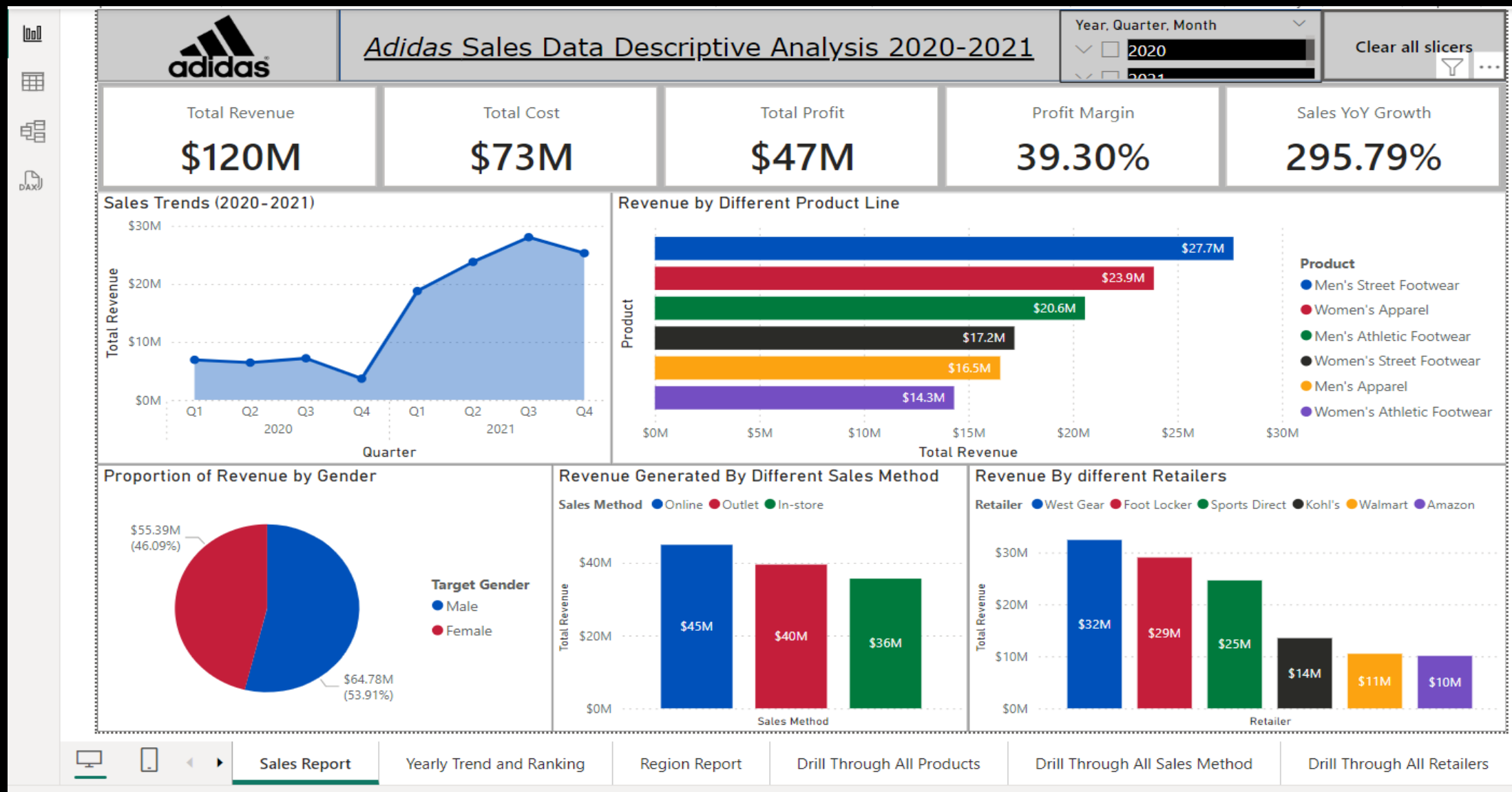
I created a Calculated Date table as well with CALENDARAUTO() Function and All Related Calculated Column so that I can mark this as a Date Table and work with Time Intelligence Functions

1 Date = CALENDARAUTO()

Date	Year	Month Number	Month	Day of the Week	Weekday	Week Number	Quarter
01 January 2020	2020	1	January	Wednesday	4	Week 1	Q1
02 January 2020	2020	1	January	Thursday	5	Week 1	Q1
03 January 2020	2020	1	January	Friday	6	Week 1	Q1
04 January 2020	2020	1	January	Saturday	7	Week 1	Q1
05 January 2020	2020	1	January	Sunday	1	Week 2	Q1
06 January 2020	2020	1	January	Monday	2	Week 2	Q1
07 January 2020	2020	1	January	Tuesday	3	Week 2	Q1
08 January 2020	2020	1	January	Wednesday	4	Week 2	Q1
09 January 2020	2020	1	January	Thursday	5	Week 2	Q1
10 January 2020	2020	1	January	Friday	6	Week 2	Q1
11 January 2020	2020	1	January	Saturday	7	Week 2	Q1
12 January 2020	2020	1	January	Sunday	1	Week 3	Q1
13 January 2020	2020	1	January	Monday	2	Week 3	Q1
14 January 2020	2020	1	January	Tuesday	3	Week 3	Q1
15 January 2020	2020	1	January	Wednesday	4	Week 3	Q1
16 January 2020	2020	1	January	Thursday	5	Week 3	Q1
17 January 2020	2020	1	January	Friday	6	Week 3	Q1
18 January 2020	2020	1	January	Saturday	7	Week 3	Q1
19 January 2020	2020	1	January	Sunday	1	Week 4	Q1
20 January 2020	2020	1	January	Monday	2	Week 4	Q1
21 January 2020	2020	1	January	Tuesday	3	Week 4	Q1
22 January 2020	2020	1	January	Wednesday	4	Week 4	Q1
23 January 2020	2020	1	January	Thursday	5	Week 4	Q1
24 January 2020	2020	1	January	Friday	6	Week 4	Q1
25 January 2020	2020	1	January	Saturday	7	Week 4	Q1
26 January 2020	2020	1	January	Sunday	1	Week 5	Q1
27 January 2020	2020	1	January	Monday	2	Week 5	Q1
28 January 2020	2020	1	January	Tuesday	3	Week 5	Q1

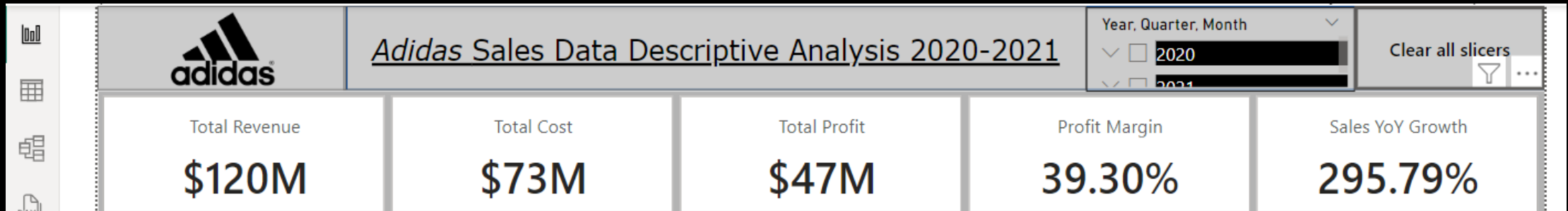
Table: Date (731 rows)

# Sales Report Page



# KPI Cards For Quick Info and Summary Details

## Holding Slicers and Button for Clearing Filter of Slicers

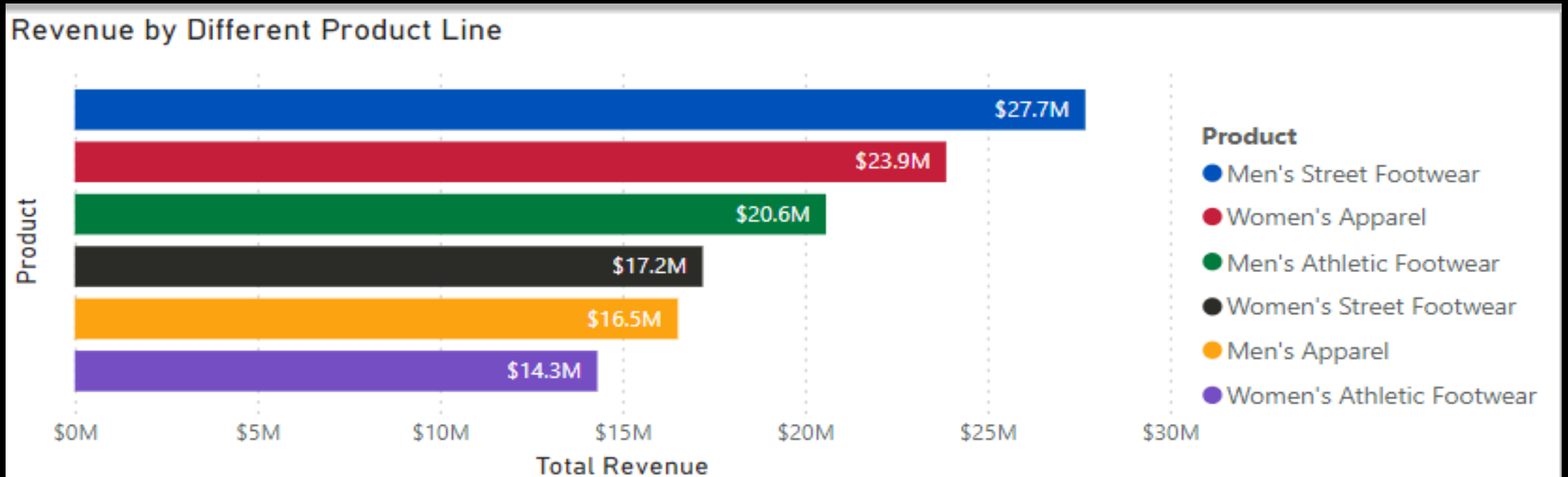


Line Chart Depicting Sales from Q1 2020 to Q2 2021  
Showing an Impactful Sales Improvement in 2021 as Compared to  
2020 Revenue



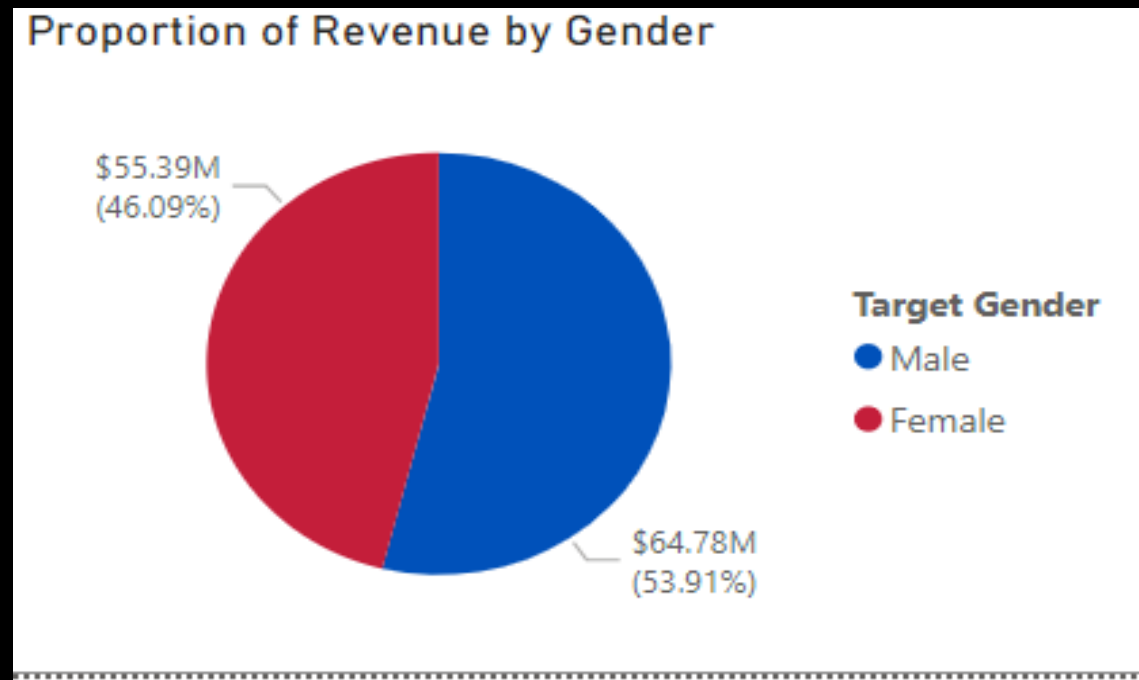
# Revenue Comparison From Different Product Line

We Can Observe that Men's Street Footwear Top the List followed BY Women's Apparel While Women's Athletic Footwear is at the Bottom



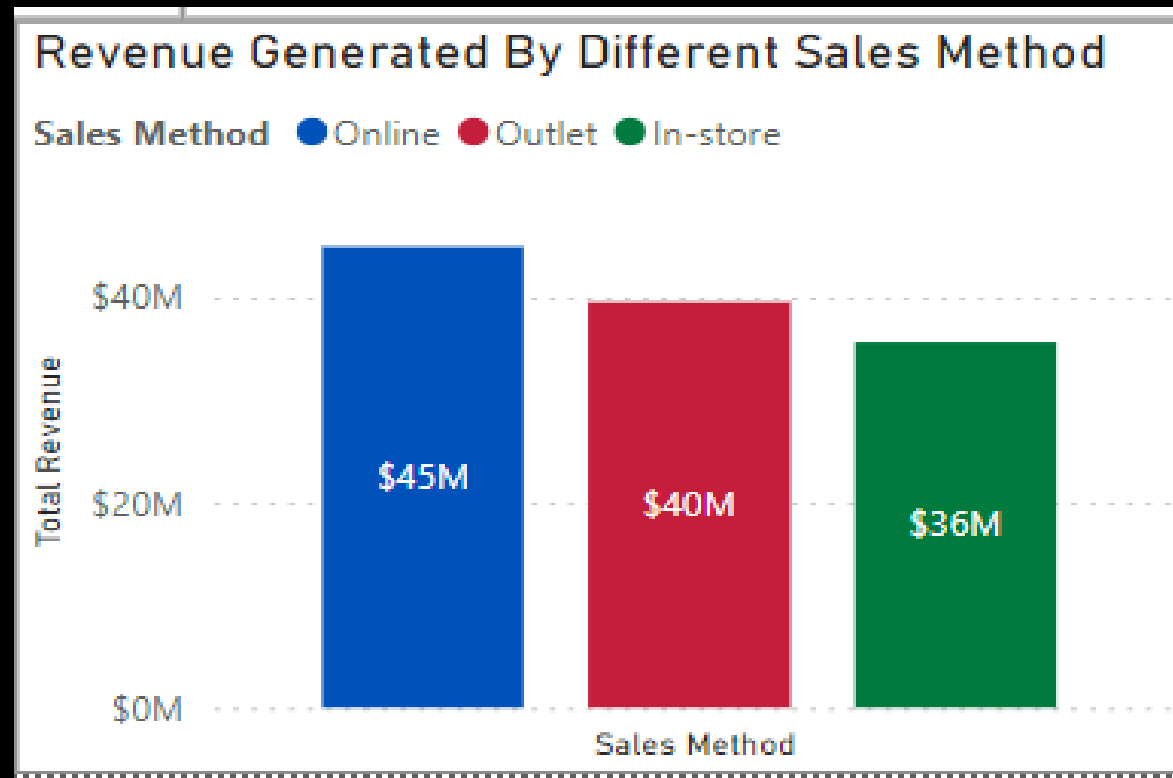
# Revenue Proportion in Contrast of **Male** and **Female** Product Line

While Men are Leading in Revenue Contribution But the Difference is not Huge



# Different **Sales Method** And Impact on **Revenue**

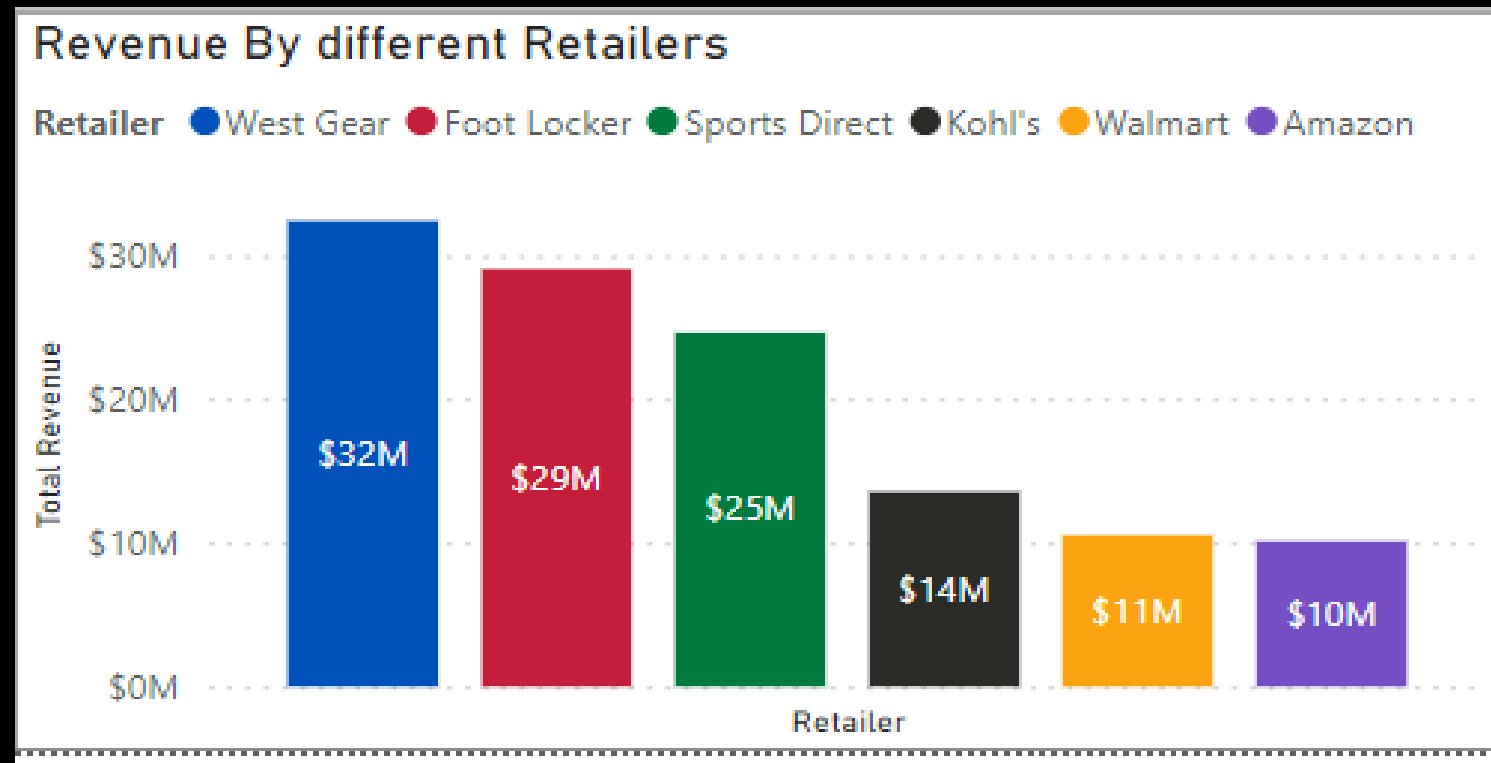
We Can See that the Best Method of Sale Proven for the Company is Online followed by Outlet and then In-Store



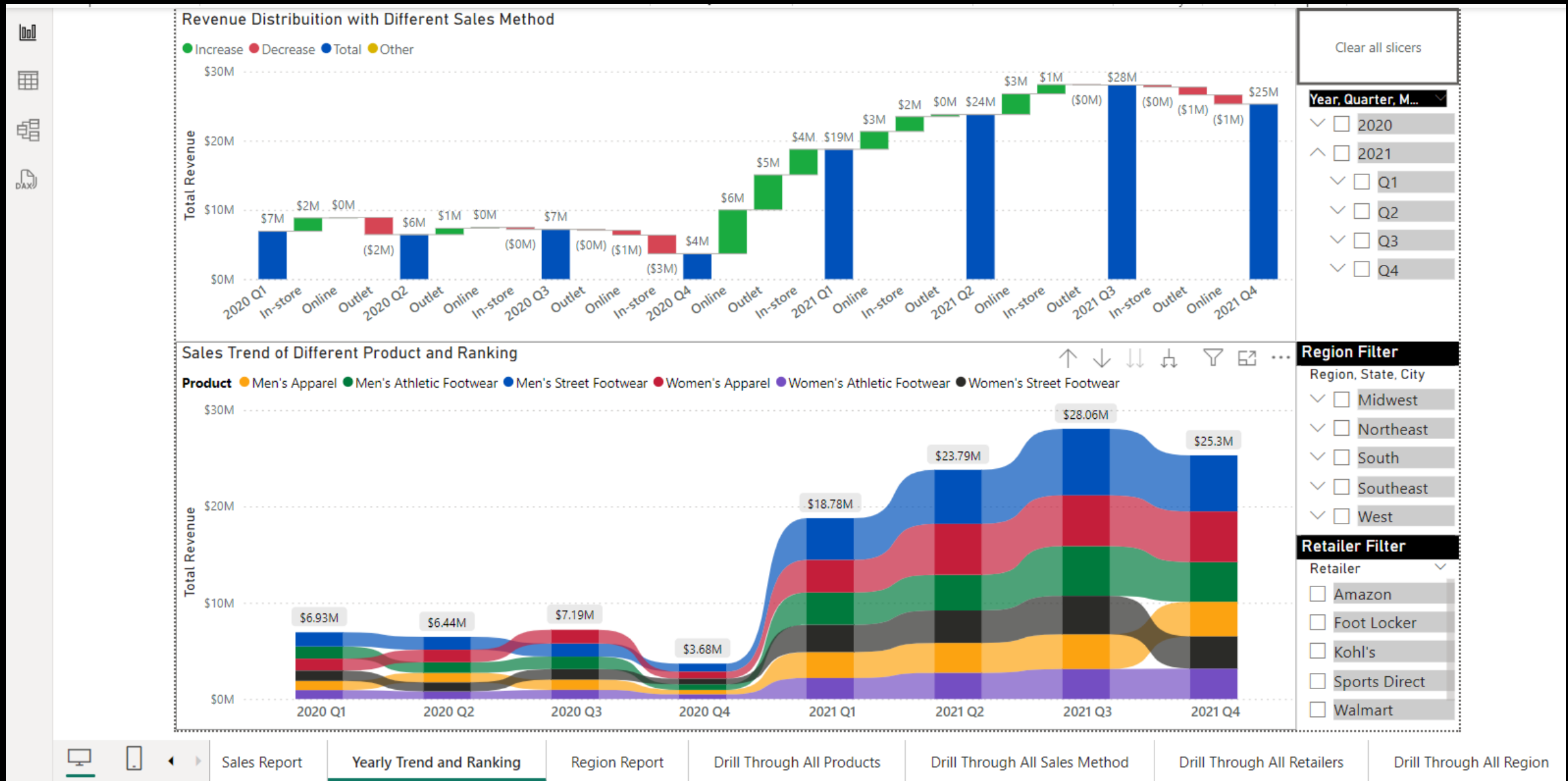


# Comparison of **Retailers** in term of Revenue

We Can See that West Gear is the Best Performer in all Retailers While Amazon is the Least Revenue generator.

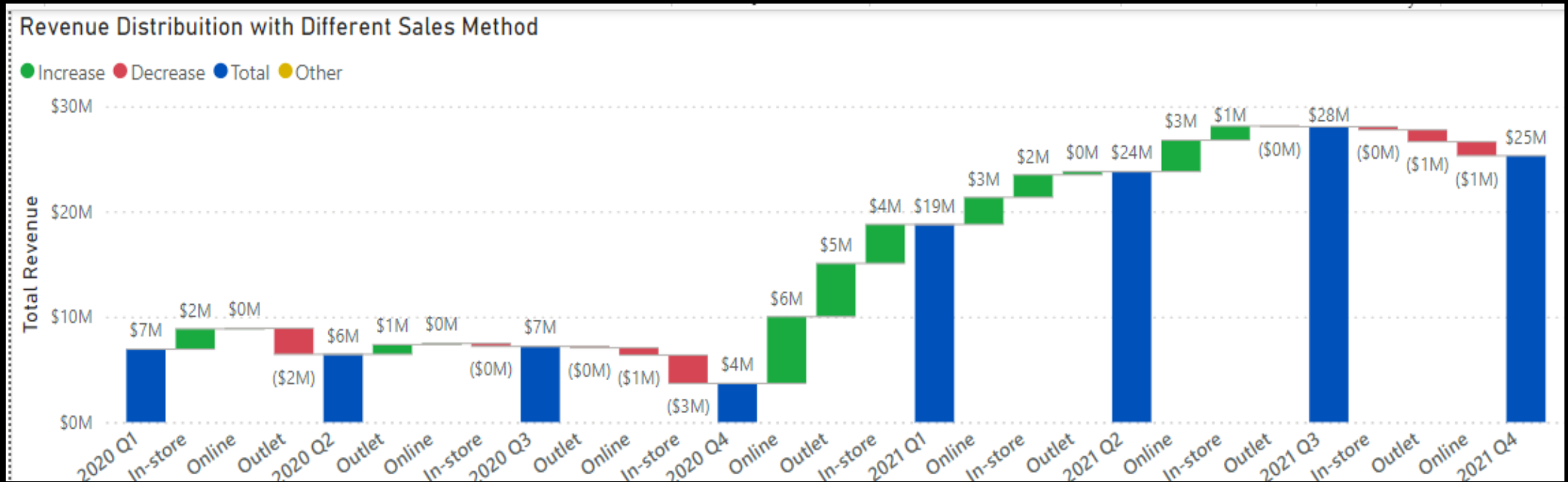


# Yearly Ranking and Bifurcation of Revenue



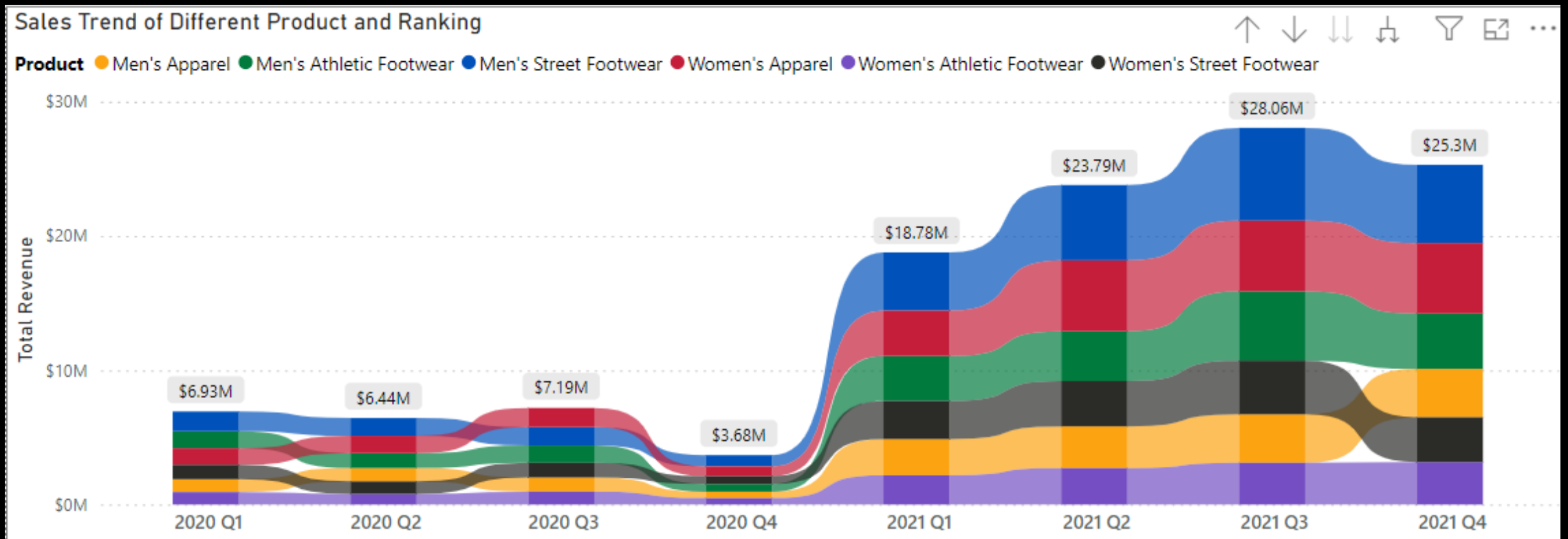
# Bifurcation of Revenue Yearly and Quarterly

We can see how Revenue is Fluctuating Quarterly with Breakdown of Sales Method and Colour Indicating Whether they are more from the Previous Quarter or Less

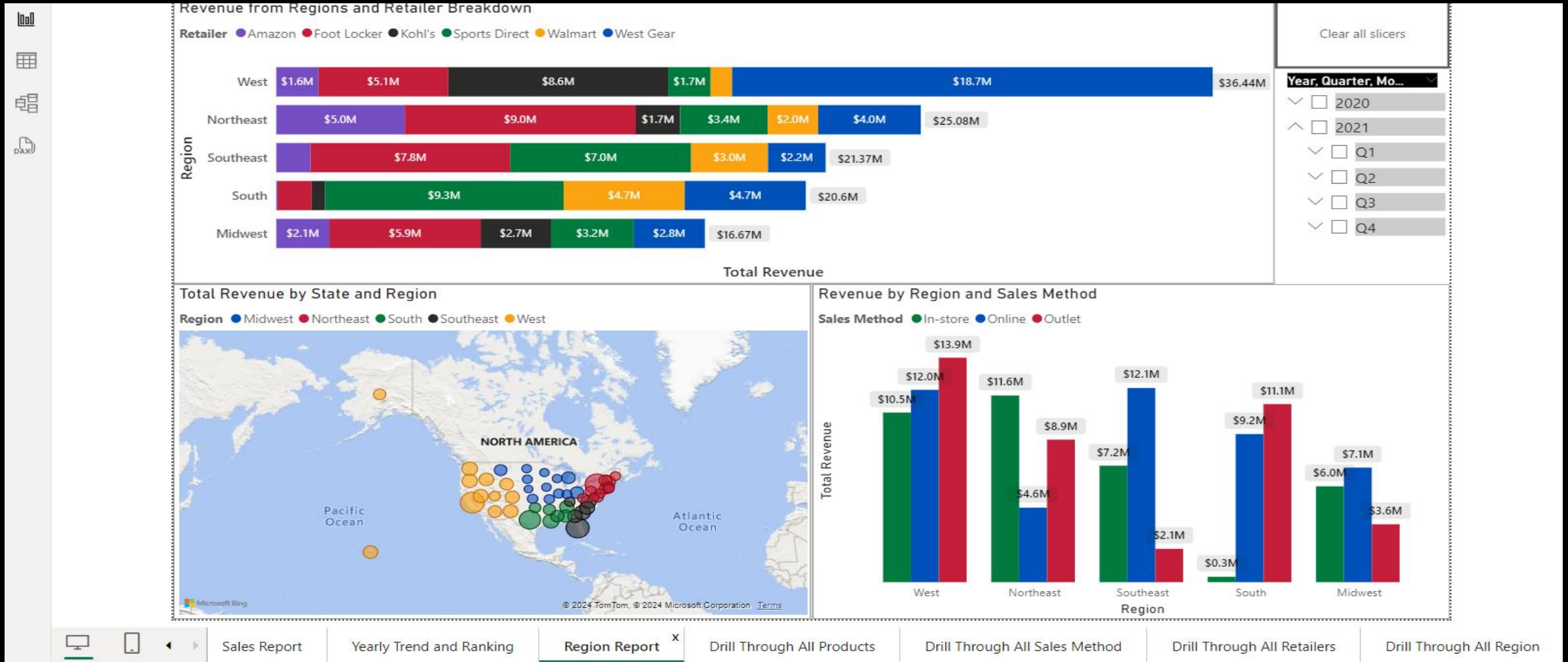


# Yearly & Quarter Ranking of Product Line

We Can See the Men's Street Footwear Keep the Top position Holding for almost every year while Women's Athletic Footwear showing Consistency as well at the Bottom of the Ranking in every Year and Quarter.

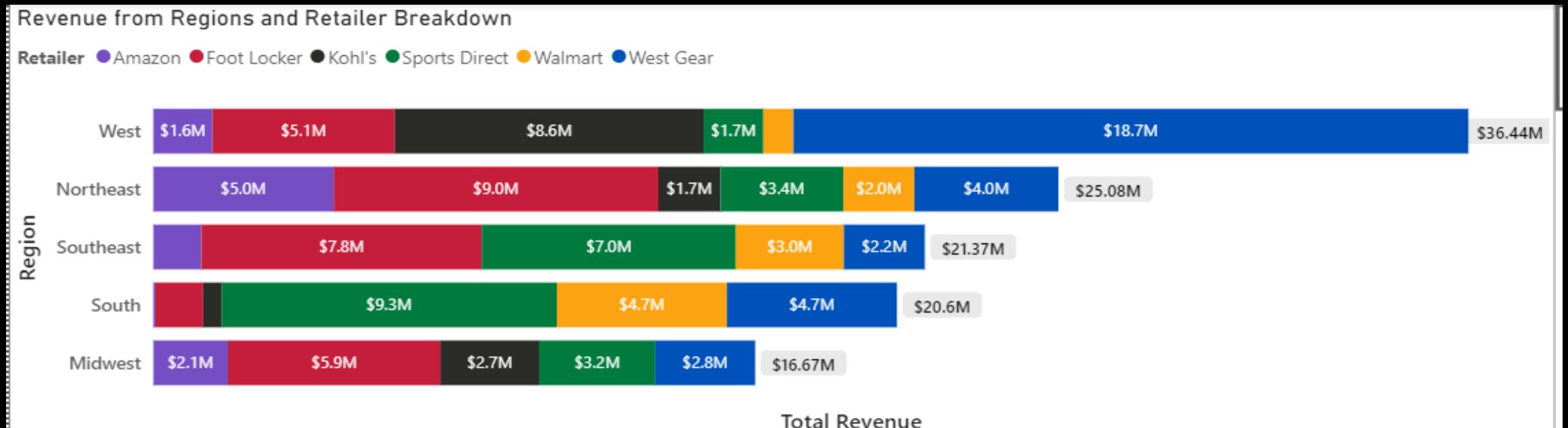


# Revenue from Different Regions and States US



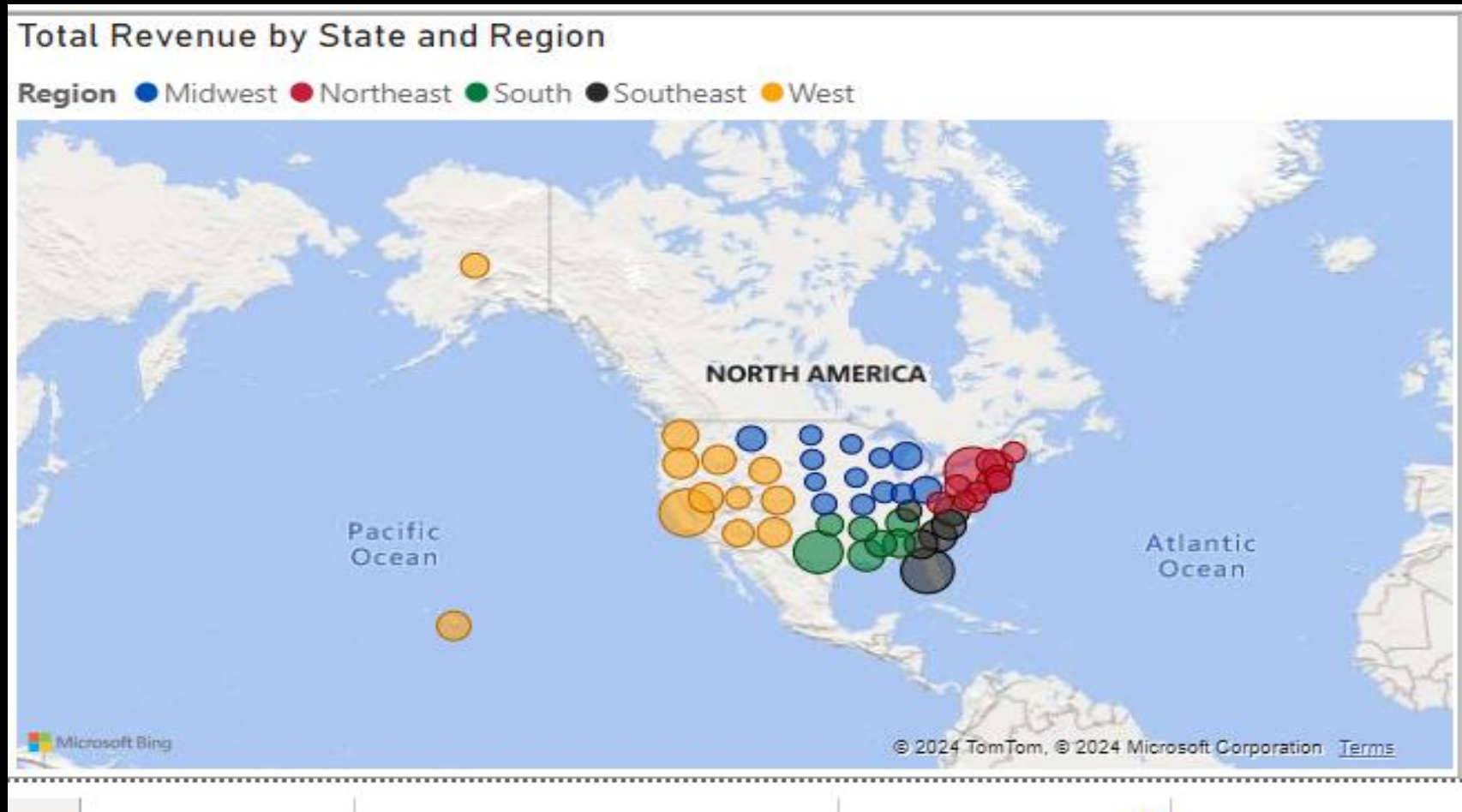
# Revenue from Different Regions and Different Retailers Contribution from that Region

We can See West is the Highest Revenue Source as of Region and West Gear is the Best performer in That Region



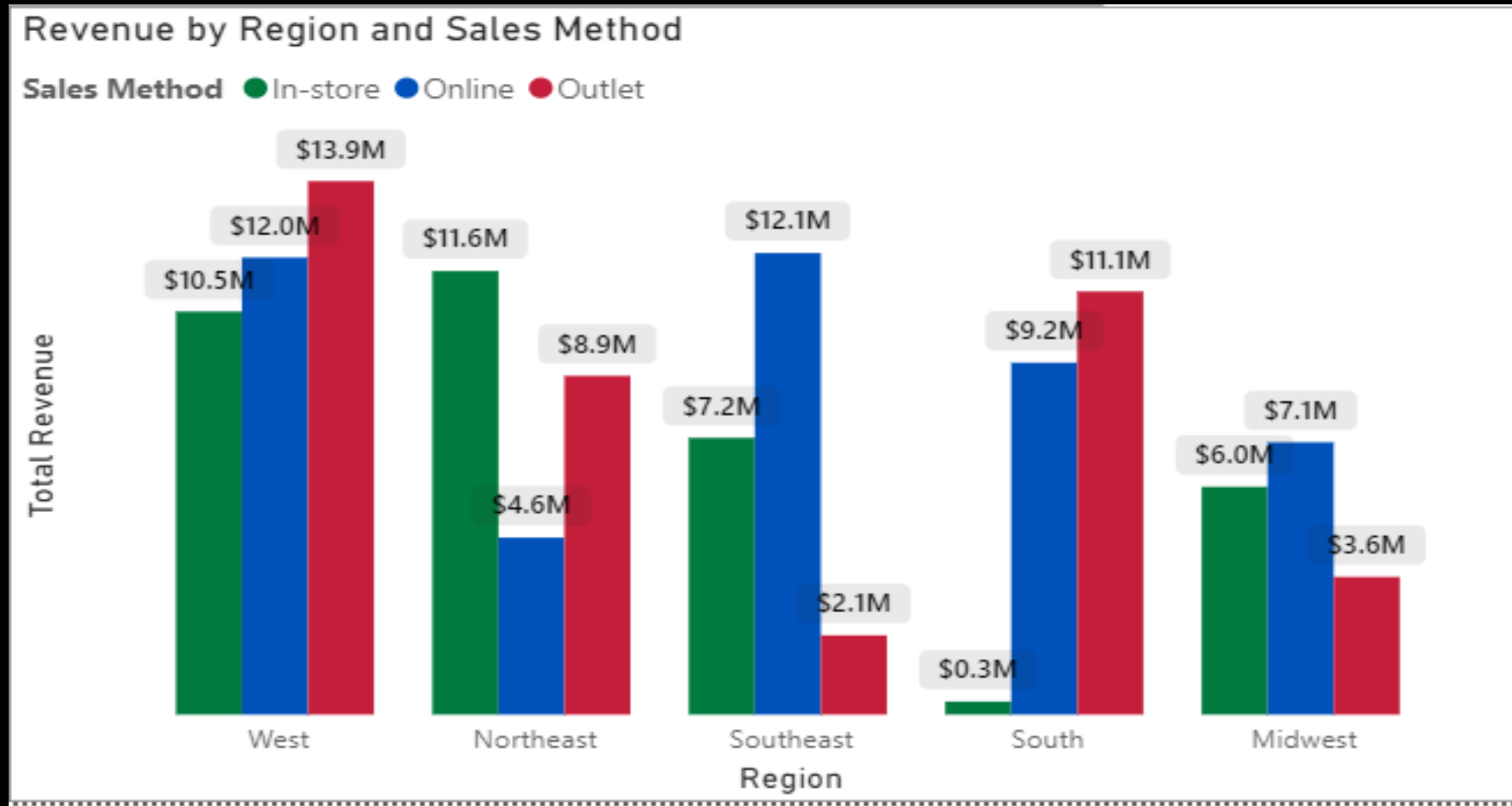
# Revenue from Different Regions and States US

Larger the size means more Revenue and Different color represent different Region of US





# Revenue from Different Regions And Which Sales Method is Suiting Best for Revenue in that Region



# Conclusion

- Sales Trends is Rising and Showing Growth of 295% from Previous Year Comparison
- Men's Street Footwear And Women's Apparel are Best Product Line
- Online Sales Method will keep Rising
- West Gear and Foot Locker were the best Retailers
- West and Northeast are the Top Region in Revenue Generation and In-Store is what is More Prefeed Here.