

Adidas Sales Performance Dashboard



I used the **VLOOKUP** function in Excel

`=VLOOKUP([@Product],Table3[#All],2,0)`

After classifying the products, I created a **PivotTable** with

- **Rows:** Gender (Men, Woman)
- **Values:** Total Sales

The PivotTable results showed an equal distribution:

- **Men: 50%**
- **Woman: 50%**

This provided a clear summary of sales distribution by product category.

Using a **PivotTable** in Excel, I summarized the data to show total sales by **State**.

- **Rows:** State
- **Values:** Total Sales

Sales by Product Category



Sales by Product Category:

Row Labels	Count of Total Sales
Men	651
Woman	651
Grand Total	1302

Sales by State



sales by state

Row Labels	Sum of Total Sales
Colorado	\$8,640,000
Florida	\$8,640,000
Minnesota	\$8,640,000
Nevada	\$12,960,000
New York	\$12,960,000
Texas	\$12,960,000
Washington	\$8,640,000
Grand Total	\$ 73,440,000



- Rows: and City
- Values: Sum of Units Sold

Break down the data further by **City**, using **Sum of Units Sold** to see which cities contributed the most to overall performance.

City Performance



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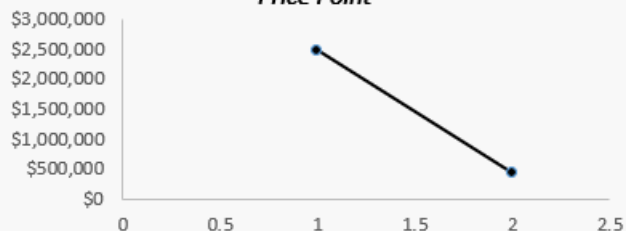
City Performance

Row Labels	Sum of Units Sold
Denver	\$41,378
Houston	\$90,322
Las Vegas	\$51,831
Miami	\$73,135
Minneapolis	\$20,838
New York	\$111,954
Philadelphia	\$3,057
San Francisco	\$23,223
Seattle	\$46,611
Grand Total	\$ 462,349

Price and Volume Summary

- Included **Sum of Price per Unit** to assess pricing performance alongside units sold.
- **Sum of Price per Unit: \$65,920.00**

Price Point

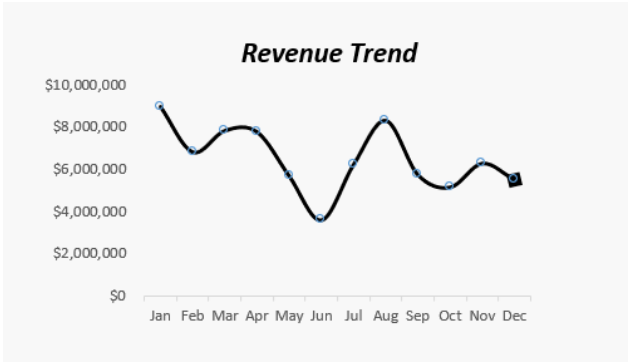


Sum of Units Sold	Sum of Price per Unit
\$462,349.00	\$65,920.00



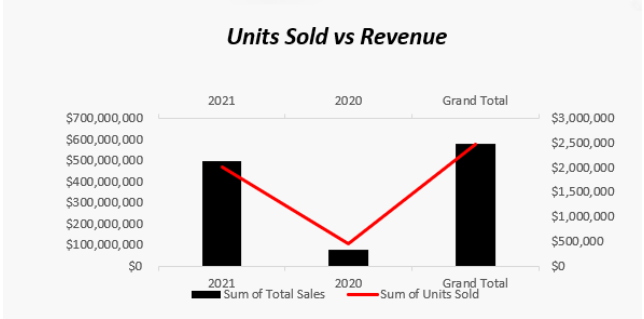
Revenue Trend

I created a **PivotTable** using **Months** as the row labels and **Total Sales** as the values. This setup displayed the revenue trend over time, making it easy to track monthly sales performance and identify periods of growth or decline.



Revenue Trend	
Row Labels	Sum of Total Sales
Jan	\$9,000,000
Feb	\$6,840,000
Mar	\$7,860,000
Apr	\$7,800,000
May	\$5,700,000
Jun	\$3,600,000
Jul	\$6,240,000
Aug	\$8,340,000
Sep	\$5,760,000
Oct	\$5,160,000
Nov	\$6,300,000
Dec	\$5,520,000
Grand Total	\$ 78,120,000.00

I created a **PivotTable** using **Invoice Date** as the row labels and added **Total Sales** and **Units Sold** as the values. This allowed me to track revenue trends over time and compare sales performance alongside the number of units sold for each period.



Row Labels	Sum of Total Sales	Sum of Units Sold
2020	\$78,120,000	\$462,349
Grand Total	\$ 78,120,000	\$ 462,349



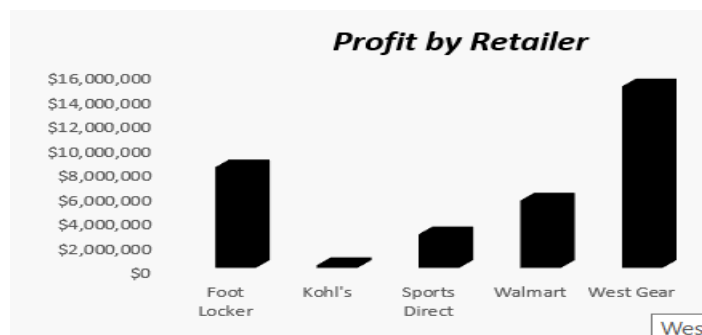
I created a **PivotTable** using **Months** as the row labels and **Operating Profit** as the values. This allowed me to analyze monthly performance and observe changes in operating profit over time.



Monthly Comparison	
Row Labels	m of Operating Pro
Jan	\$3,748,200
Feb	\$2,767,200
Mar	\$3,006,000
Apr	\$3,399,600
May	\$2,275,200
Jun	\$1,165,200
Jul	\$2,275,200
Aug	\$3,560,400
Sep	\$2,509,200
Oct	\$2,185,200
Nov	\$2,432,400
Dec	\$2,215,800
Grand Total	\$31,539,600

Operating Profit by Retailer

I created a **PivotTable** using **Retailer** as the row labels and **Operating Profit** as the values. This setup allowed me to compare the operating profit across different retailers and identify the top-performing partners.



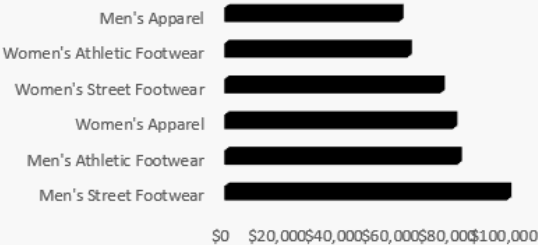
Profit by Retailer	
Row Labels	Sum of Operating Profit
Foot Locker	\$8,227,800
Kohl's	\$222,600
Sports Direct	\$2,746,800
Walmart	\$5,503,200
West Gear	\$14,839,200
Grand Total	\$31,539,600



Units Sold by Product

I created a **PivotTable** using **Product** as the row labels and **Units Sold** as the values. This allowed me to analyze sales volume for each product and identify the top-performing items.

Top Performing Products



Row Labels	Sum of Units Sold
Men's Street Foot	\$99,186
Men's Athletic Fo	\$81,760
Women's Apparel	\$80,208
Women's Street F	\$75,791
Women's Athletic	\$64,177
Men's Apparel	\$61,227
Grand Total	\$ 462,349

