

Analysis Report: Adidas Dashboard Insights

Adidas Dashboard Insights – 2025

Ganesh Kota

Data Science & Analytics

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Introduction:

This report presents a detailed analysis of Adidas shoe data visualizations created using Power BI. The data was collected via ethical web scraping and includes stock levels, pricing, gender preferences, sizes, and regional availability across 12 days. The insights aim to uncover trends and patterns in Adidas' inventory and sales strategies.

Data Overview:

- **Source:** Adidas Germany website (<https://www.adidas.de/>).
- **Dataset:** Contains approximately 3400 unique shoe models with daily updates.
- **Key Attributes:**
 - **Price:** Shoe prices in EUR.
 - **Availability:** Stock availability (0–15).
 - **Sizes:** Metrics for Europe, US, and UK sizes.
 - **Gender:** Categories include Unisex, Women, Men, and Kids.
 - **Regions:** Germany, US, UK, Belgium.

Dashboard Analysis:

The analysis is divided into three dashboards, each focusing on specific aspects of the data.

Dashboard 1: Regional Pricing, Category Trends, and Gender Preferences

Key Insights:

1. Pricing Trends by Region:

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- The USA has the highest average price per shoe (€119.12), followed by the EU (€95.92) and the UK (€63.58).
- Price variations indicate differing market strategies and customer willingness to pay.

2. Category Contributions:

- Running shoes and outdoor shoes dominate with total contributions of €5M each.
- Sneakers follow closely, highlighting their popularity across genders and occasions.

3. Gender Preferences by Occasion:

- Unisex shoes dominate categories like "All-Round" and "City," catering to a broad audience.
- Women's categories show strong preferences for "Comfort" and "Flat Casual" styles.

Recommendations:

- Optimize pricing in the EU and UK markets to boost revenue.
- Expand the range of running and outdoor shoes to capitalize on demand.

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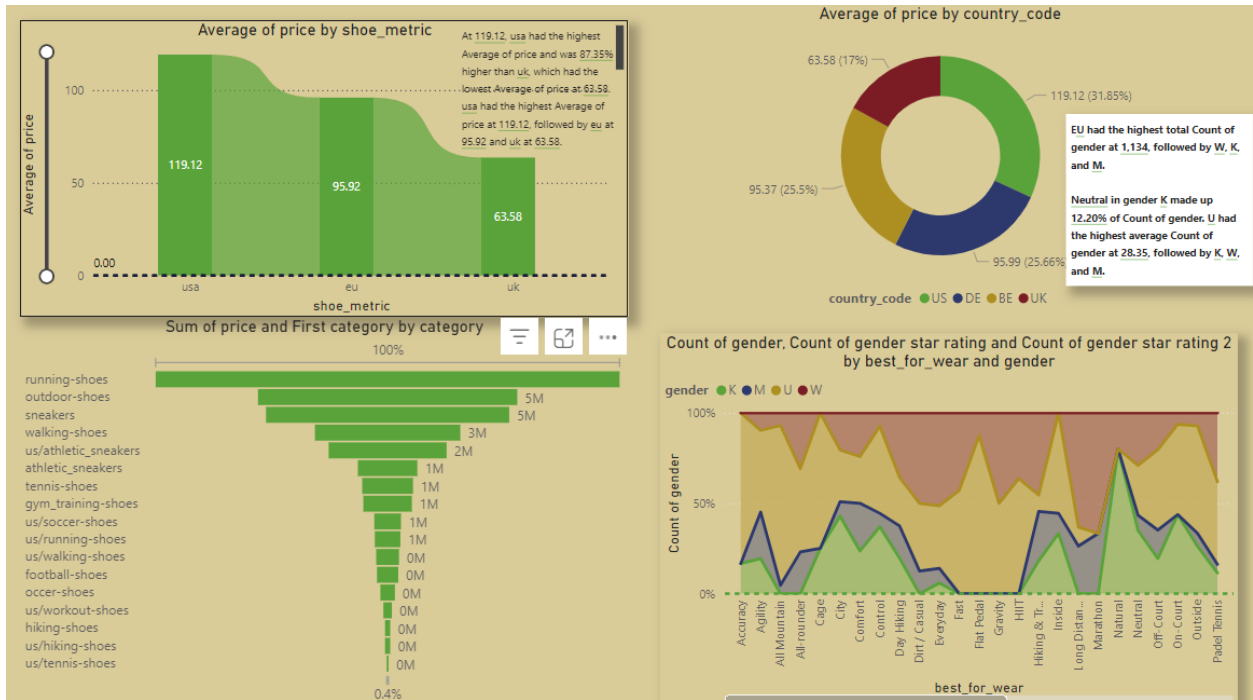


Fig 1: Pricing Analysis

Dashboard 2: Availability and Size-Based Insights

Key Insights:

1. Availability Trends:

- Stock availability fluctuates significantly, with peak values occurring in the 89,703 range.
- September shows the lowest stock levels, likely due to end-of-season sales.

2. Standard Deviation of Price by Size:

- Sizes around 40-44 show the highest price variation, indicating varying demand and supply dynamics.

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3. Treemap Analysis:

- Availability is well-distributed across sizes, but certain sizes (e.g., very small or very large) show lower stock levels.

Recommendations:

- Align restocking cycles with seasonal demand (e.g., higher stock in July/August).
- Ensure better availability of high-demand sizes (40-44).

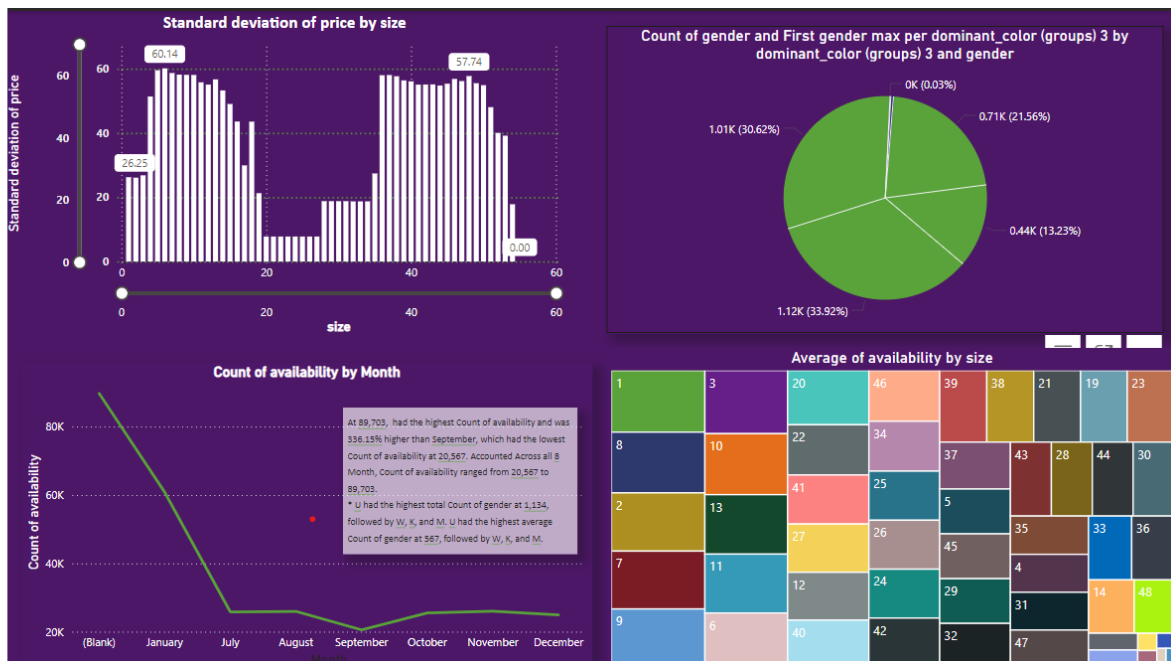


Fig 2: Availability and Size Based Analysis

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Dashboard 3: Regional Performance Analysis

Key Insights:

1. Waterfall Chart: Average Price by Country:

- The UK has the lowest average price, significantly below the USA and EU, potentially indicating a discount-driven market.

2. Geographic Map of Availability:

- Germany has the most comprehensive data coverage, with consistent stock levels.
- Availability in the UK and Belgium is relatively sparse, indicating areas for improvement.

3. Average Availability Comparison:

- Availability ranges from 5.42 (Germany) to 11.19 (UK), showing significant regional differences in inventory management.

Recommendations:

- Increase stock in Belgium and the UK to meet potential demand.
- Analyze UK pricing strategy to identify whether discounts are boosting sales or cutting into profit margins.

Conclusion:

The analysis reveals significant insights into Adidas' pricing, availability, and category trends:

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- **Pricing Strategy:** Leverage high willingness-to-pay markets like the USA while optimizing pricing in the UK and EU.
- **Stock Management:** Improve stock availability for high-demand sizes and align inventory with seasonal trends.
- **Regional Focus:** Expand inventory and marketing efforts in underperforming regions (e.g., Belgium and the UK).

These insights can help Adidas refine its market strategy, enhance customer satisfaction, and boost revenue.



Fig 3: Pricing Analysis

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Appendices

1. Data Sources:

- country_dim.csv
- shoes_dim.csv
- shoes_fact.csv

2. Power BI Dashboards:

- Regional Pricing.pbix
- Availability Insights.pbix
- Performance Analysis.pbix

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References:

Tamas Nedo. (2025). Adidas Webstore Shoe Data [Data set]. Kaggle.

<https://doi.org/10.34740/KAGGLE/DSV/10499384>