

PRESENTATION ON ADIDAS U.S. SALES PERFORMANCE ANALYSIS (2020-2021)

BY

GODSPOWER CHIBUZO IGNATIUS

NOVEMBER, 2025

SYNOPSIS

Title	Clean Data
Synopsis	KPI Overview
Introduction	Dash board
Project overview	Recommendation
Process Workflow	Conclusion
Raw Data	Q &A Session
Data Cleaning Process	

INTRODUCTION

This project analyzes Adidas' U.S. sales data to uncover revenue trends, regional and retailer performance, product profitability, and year-on-year growth. The goal is to provide actionable insights that support strategic decisions for boosting sales, optimizing inventory, and enhancing overall profitability.

PROJECT OVERVIEW



Dataset

Adidas US Sales
Datasets



Tools

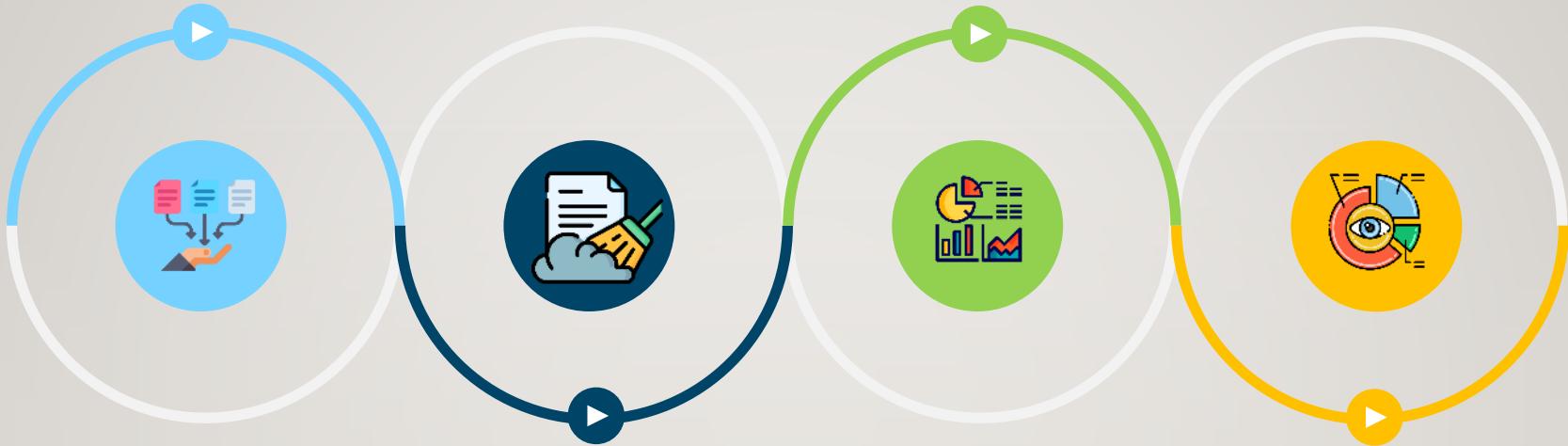
Microsoft Excel



Focus

Revenue & Profit
performance, retailer
distribution, and year-
on-year growth
insights.

PROCESS WORKFLOW



Data Collection

The Dataset was downloaded and opened via Microsoft Excel with duplicate of original file kept safely

Data Cleaning and Preparation

From the date column, Month and Year field were extracted, also the inconsistent Total Sales values was fixed using a scale factor to ensure accurate revenue calculations

Analysis

PivotTables and Excel functions were used to build key KPIs, analyze revenue performance, compare regions and retailers, evaluate product profitability, etc

Visualization

Interactive Excel dashboards with slicers, KPIs, and charts were created to clearly communicate insights and support decision-making.

Raw Dataset												
Retailer	Retailer ID	Invoice Date	Region	State	City	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
Foot Locker	1185732	01/01/2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,200	\$600,000	\$300,000	50%	In-store
Foot Locker	1185732	02/01/2020	Northeast	New York	New York	Men's Athletic Fc	\$50.00	1,000	\$500,000	\$150,000	30%	In-store
Foot Locker	1185732	03/01/2020	Northeast	New York	New York	Women's Street	\$40.00	1,000	\$400,000	\$140,000	35%	In-store
Foot Locker	1185732	04/01/2020	Northeast	New York	New York	Women's Athleti	\$45.00	850	\$382,500	\$133,875	35%	In-store
Foot Locker	1185732	05/01/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	In-store
Foot Locker	1185732	06/01/2020	Northeast	New York	New York	Women's Appare	\$50.00	1,000	\$500,000	\$125,000	25%	In-store
Foot Locker	1185732	07/01/2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,250	\$625,000	\$312,500	50%	In-store
Foot Locker	1185732	08/01/2020	Northeast	New York	New York	Men's Athletic Fc	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	21/01/2020	Northeast	New York	New York	Women's Street	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	22/01/2020	Northeast	New York	New York	Women's Athleti	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	23/01/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	Outlet
Foot Locker	1185732	24/01/2020	Northeast	New York	New York	Women's Appare	\$50.00	1,000	\$500,000	\$125,000	25%	Outlet
Foot Locker	1185732	25/01/2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,220	\$610,000	\$305,000	50%	Outlet
Foot Locker	1185732	26/01/2020	Northeast	New York	New York	Men's Athletic Fc	\$50.00	925	\$462,500	\$138,750	30%	Outlet
Foot Locker	1185732	27/01/2020	Northeast	New York	New York	Women's Street	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	28/01/2020	Northeast	New York	New York	Women's Athleti	\$45.00	800	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	29/01/2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$510,000	\$153,000	30%	Outlet
Foot Locker	1185732	30/01/2020	Northeast	New York	New York	Women's Appare	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	31/01/2020	Northeast	New York	New York	Men's Street Foo	\$50.00	1,200	\$600,000	\$300,000	50%	Outlet
Foot Locker	1185732	01/02/2020	Northeast	New York	New York	Men's Athletic Fc	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	02/02/2020	Northeast	New York	New York	Women's Street	\$40.00	900	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	03/02/2020	Northeast	New York	New York	Women's Athleti	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	04/02/2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$495,000	\$148,500	30%	Outlet
Foot Locker	1185732	05/02/2020	Northeast	New York	New York	Women's Appare	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	06/02/2020	Northeast	New York	New York	Men's Street Foo	\$60.00	1,220	\$732,000	\$366,000	50%	Outlet
Foot Locker	1185732	07/02/2020	Northeast	New York	New York	Men's Athletic Fc	\$55.00	925	\$508,750	\$152,625	30%	Outlet
Foot Locker	1185732	08/02/2020	Northeast	New York	New York	Women's Street	\$50.00	900	\$450,000	\$157,500	35%	Outlet
Foot Locker	1185732	09/02/2020	Northeast	New York	New York	Women's Athleti	\$50.00	850	\$425,000	\$148,750	35%	Outlet
Foot Locker	1185732	10/02/2020	Northeast	New York	New York	Men's Apparel	\$60.00	875	\$525,000	\$157,500	30%	Outlet
Foot Locker	1185732	03/03/2020	Northeast	New York	New York	Women's Appare	\$65.00	1,000	\$650,000	\$162,500	25%	Outlet
Foot Locker	1185732	04/03/2020	Northeast	New York	New York	Men's Street Foo	\$60.00	1,250	\$750,000	\$375,000	50%	Outlet

DATA CLEANING PROCESSES

1. Checked for and removed duplicates
2. **Created Derived Fields:** Generated, Year, and True Total Sales (Revenue) columns to support trend, revenue, and YoY analysis.
3. **Handled Scaling Inconsistencies:** Introduced a Scale Factor (10 vs 1) to correct mismatched Total Sales and computed accurate revenue using Price × Units Sold × Scale Factor.
4. **Checked and Validated Data Quality:** Reviewed key fields for missing values, incorrect dates, zero units sold, and inconsistencies in numerical entries.
5. **Standardized Retailer and Location Fields:** Cleaned text formatting and ensured consistency across Retailer, Region, State, and City for accurate filtering and slicer performance.

CLEAN DATASET

Retailer	Retailer ID	Invoice Date	Year	Region	State	City	Product	Price per Unit	Units Sold	Unit Total Sale	Scale Factor	Total Units Sold	Revenue	Operating Profit	Operating Margin	Sales Method
Foot Locker	1185732	01/01/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$50	1200	\$60,000	10	12,000	\$600,000	\$300,000	50%	In-store
Foot Locker	1185732	02/01/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$50	1000	\$50,000	10	10,000	\$500,000	\$150,000	30%	In-store
Foot Locker	1185732	03/01/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$40	1000	\$40,000	10	10,000	\$400,000	\$140,000	35%	In-store
Foot Locker	1185732	04/01/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$45	850	\$38,250	10	8,500	\$382,500	\$133,875	35%	In-store
Foot Locker	1185732	05/01/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	900	\$54,000	10	9,000	\$540,000	\$162,000	30%	In-store
Foot Locker	1185732	06/01/2020	2020	Northeast	New York	New York	Women's Apparel	\$50	1000	\$50,000	10	10,000	\$500,000	\$125,000	25%	In-store
Foot Locker	1185732	07/01/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$50	1250	\$62,500	10	12,500	\$625,000	\$312,500	50%	In-store
Foot Locker	1185732	08/01/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$50	900	\$45,000	10	9,000	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	21/01/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$40	950	\$38,000	10	9,500	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	22/01/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$45	825	\$37,125	10	8,250	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	23/01/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	900	\$54,000	10	9,000	\$540,000	\$162,000	30%	Outlet
Foot Locker	1185732	24/01/2020	2020	Northeast	New York	New York	Women's Apparel	\$50	1000	\$50,000	10	10,000	\$500,000	\$125,000	25%	Outlet
Foot Locker	1185732	25/01/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$50	1220	\$61,000	10	12,200	\$610,000	\$305,000	50%	Outlet
Foot Locker	1185732	26/01/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$50	925	\$46,250	10	9,250	\$462,500	\$138,750	30%	Outlet
Foot Locker	1185732	27/01/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$40	950	\$38,000	10	9,500	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	28/01/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$45	800	\$36,000	10	8,000	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	29/01/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	850	\$51,000	10	8,500	\$510,000	\$153,000	30%	Outlet
Foot Locker	1185732	30/01/2020	2020	Northeast	New York	New York	Women's Apparel	\$50	950	\$47,500	10	9,500	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	31/01/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$50	1200	\$60,000	10	12,000	\$600,000	\$300,000	50%	Outlet
Foot Locker	1185732	01/02/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$50	900	\$45,000	10	9,000	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	02/02/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$40	900	\$36,000	10	9,000	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	03/02/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$45	825	\$37,125	10	8,250	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	04/02/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	825	\$49,500	10	8,250	\$495,000	\$148,500	30%	Outlet
Foot Locker	1185732	05/02/2020	2020	Northeast	New York	New York	Women's Apparel	\$50	950	\$47,500	10	9,500	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	06/02/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$60	1220	\$73,200	10	12,200	\$732,000	\$366,000	50%	Outlet
Foot Locker	1185732	07/02/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$55	925	\$50,875	10	9,250	\$508,750	\$152,625	30%	Outlet
Foot Locker	1185732	08/02/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$50	900	\$45,000	10	9,000	\$450,000	\$157,500	35%	Outlet
Foot Locker	1185732	09/02/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$50	850	\$42,500	10	8,500	\$425,000	\$148,750	35%	Outlet
Foot Locker	1185732	10/02/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	875	\$52,500	10	8,750	\$525,000	\$157,500	30%	Outlet
Foot Locker	1185732	03/03/2020	2020	Northeast	New York	New York	Women's Apparel	\$65	1000	\$65,000	10	10,000	\$650,000	\$162,500	25%	Outlet
Foot Locker	1185732	04/03/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$60	1250	\$75,000	10	12,500	\$750,000	\$375,000	50%	Outlet
Foot Locker	1185732	05/03/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$55	1000	\$55,000	10	10,000	\$550,000	\$165,000	30%	Outlet
Foot Locker	1185732	06/03/2020	2020	Northeast	New York	New York	Women's Street Footwear	\$50	925	\$46,250	10	9,250	\$462,500	\$161,875	35%	Outlet
Foot Locker	1185732	07/03/2020	2020	Northeast	New York	New York	Women's Athletic Footwear	\$50	900	\$45,000	10	9,000	\$450,000	\$157,500	35%	Outlet
Foot Locker	1185732	08/03/2020	2020	Northeast	New York	New York	Men's Apparel	\$60	900	\$54,000	10	9,000	\$540,000	\$162,000	30%	Outlet
Foot Locker	1185732	09/03/2020	2020	Northeast	New York	New York	Women's Apparel	\$65	1050	\$68,250	10	10,500	\$682,500	\$170,625	25%	Outlet
Foot Locker	1185732	10/03/2020	2020	Northeast	New York	New York	Men's Street Footwear	\$60	1275	\$76,500	10	12,750	\$765,000	\$382,500	50%	Outlet
Foot Locker	1185732	11/03/2020	2020	Northeast	New York	New York	Men's Athletic Footwear	\$55	1025	\$56,375	10	10,250	\$563,750	\$169,125	30%	Outlet

KEY PERFORMANCE INSIGHTS

9,648

Total Transactions

17,888,211

Total Qty Sold

\$899,902,125

Total Revenue

\$332,134,761

Total Operating Profit

42.30%

Average Operating Margin

\$45.22

Average Price per unit

1,854

Average Units sold per Transaction



9,648 total transactions was recorded



The average operating margin
Was recorded at 42.3%



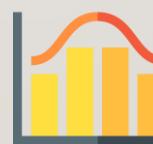
17,888,211 individual units was sold



Average price from all recorded
transactions came up to \$45.22



\$899,902,125 was gotten in revenue
From all sales made

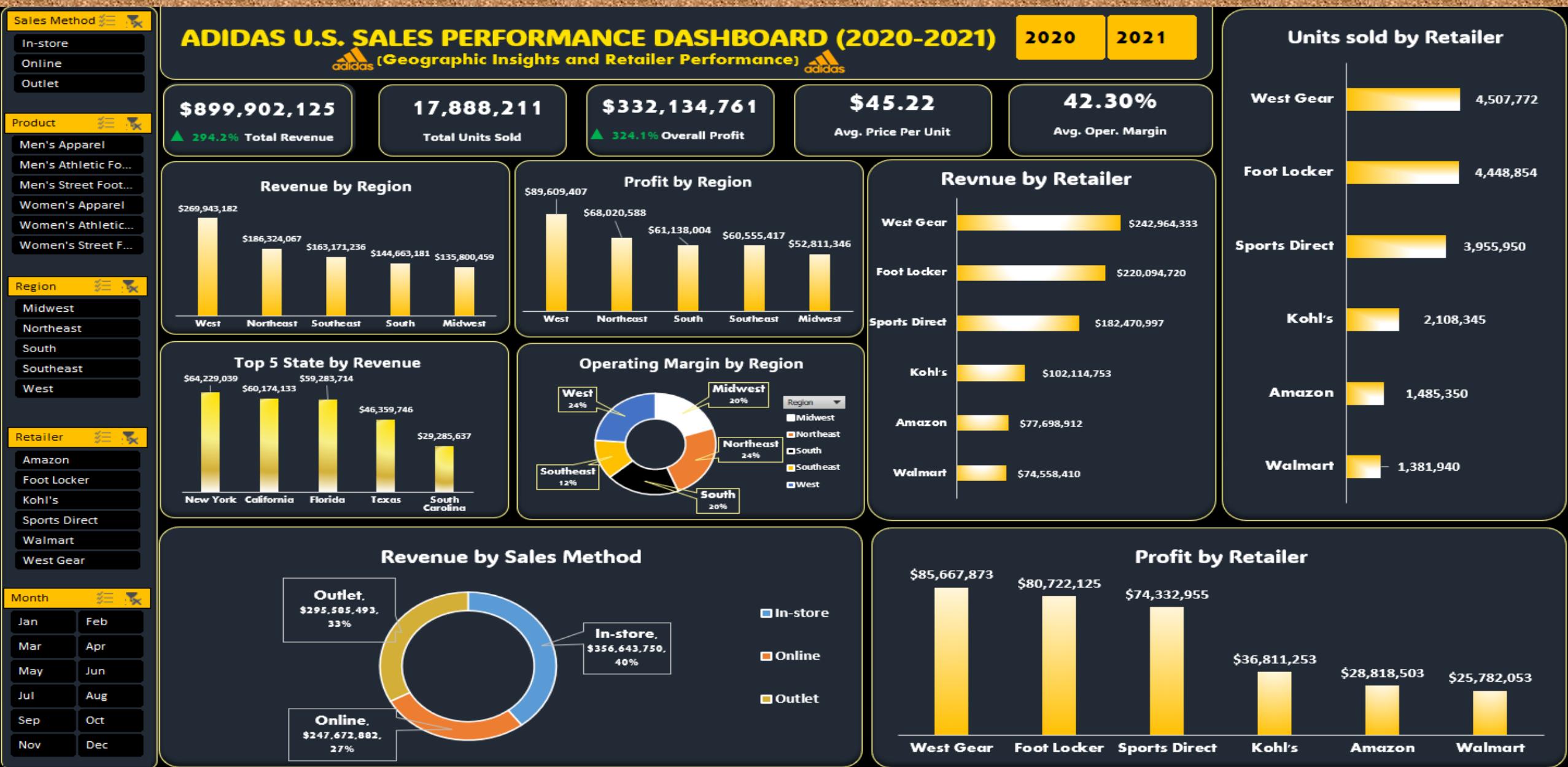


Average units sold per transaction
was 1,854 units

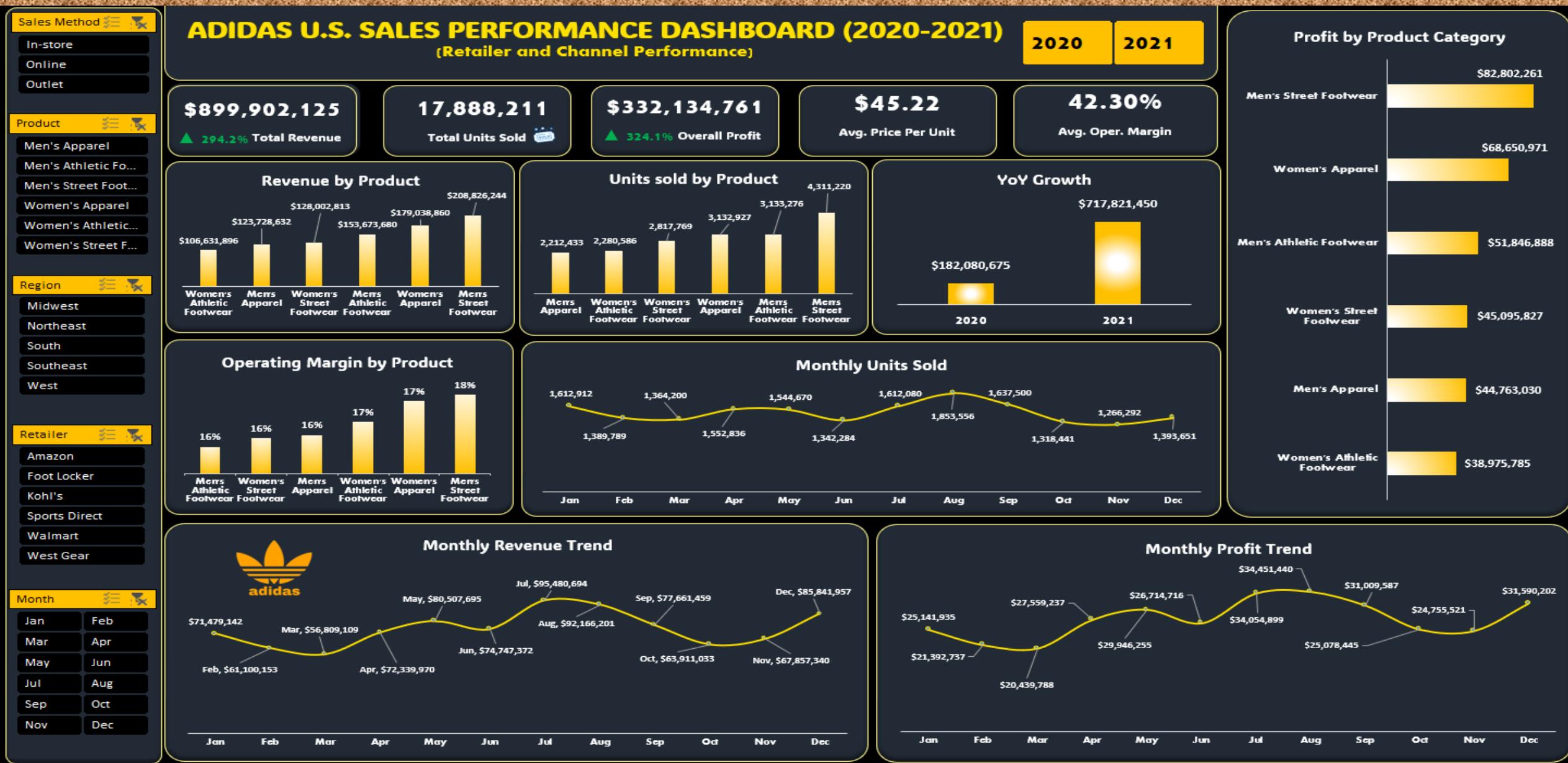


\$332,134,761 was made as total operating
profit.

DATA VISUALIZATION



DATA VISUALIZATION



RECOMMENDATIONS

- 1. Invest in West & Northeast Regions:** Highest revenue and margins; allocate more marketing, inventory, and retailer support here.
- 2. Strengthen Top Retailer Partnerships:** West Gear, Foot Locker, and Sports Direct drive the most profit; expand collaborations and exclusive releases.
- 3. Scale Men's Street Footwear:** Top performer in revenue, profit, and units—boost production, marketing, and shelf space.
- 4. Expand Online Sales Strategy:** High-margin channel; improve digital marketing, UX, and offer online-only product drops.
- 5. Stabilize Low-Month Performance:** Use targeted promos and product launches in weak months (Feb, Apr, Oct) to smooth revenue dips.

LIMITATIONS

- I. Scaling Inconsistency Across Rows:** The mixed use of scaled ($\times 10$) and unscaled sales figures required additional correction before accurate revenue analysis could be performed.
- 2. Zero or Missing Units Sold:** Rows with “0” units sold affected calculations like Total Sales, KPI accuracy, and introduced division errors in metrics such as operating margin.
- 3. Limited Time Range (Only 2021–2022):** The short timespan restricted deeper trend analysis and made YoY comparisons less robust than datasets with multi-year history.

CONCLUSION

This analysis provides clear insight into the revenue drivers, regional performance patterns, and product categories shaping overall business growth. Strong opportunities exist in the West and Northeast regions, top-performing retailers, and the highly profitable Men's Street Footwear category. By optimizing regional investments, strengthening key retail and online strategies, and addressing seasonal sales volatility, the business is positioned to accelerate growth, improve margins, and sustain long-term profitability.

**THANK YOU FOR
YOUR TIME**