



Ministry of Communications  
and Information Technology



جامعة مصر للمعلوماتية  
EGYPT UNIVERSITY  
OF INFORMATICS

# ADIDAS SALES ANALYSIS

PRESENTED BY HAGAR MOUSA



# ABOUT MY DATA :

**01 .COLUMNS**

**14**

**02.ROWS**


**9652**

**03.LINK**

<https://www.kaggle.com/datasets/heemalichaudhari/adidas-sales-dataset/data>



# Introduction

- **An Adidas sales dataset is a collection of data that includes information on the sales of Adidas products.**
  - **This type of dataset may include details such as the number of units sold, the total sales revenue, the location of the sales, the type of product sold, and any other relevant information.**
- 




# COLUMNS

Retailer , Retailer ID , Invoice Date , Day Name ,  
Region , State, City , Product , Price per Unit ,  
Units Sold , Total Sales , Operating Profit ,  
Operating Margin , Sales Method.



# MY DATA:

<div>  <b>Adidas Sales Database</b> </div>													
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	1/1/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$600,000	\$300,000	50%	In-store	
Foot Locker	1185732	2/1/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	1,000	\$500,000	\$150,000	30%	In-store	
Foot Locker	1185732	3/1/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	1,000	\$400,000	\$140,000	35%	In-store	
Foot Locker	1185732	4/1/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	850	\$382,500	\$133,875	35%	In-store	
Foot Locker	1185732	5/1/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	In-store	
Foot Locker	1185732	6/1/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	In-store	
Foot Locker	1185732	7/1/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,250	\$625,000	\$312,500	50%	In-store	
Foot Locker	1185732	8/1/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$450,000	\$135,000	30%	Outlet	
Foot Locker	1185732	21/1/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$380,000	\$133,000	35%	Outlet	
Foot Locker	1185732	22/1/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$371,250	\$129,938	35%	Outlet	
Foot Locker	1185732	23/1/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	Outlet	
Foot Locker	1185732	24/1/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	Outlet	
Foot Locker	1185732	25/1/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,220	\$610,000	\$305,000	50%	Outlet	
Foot Locker	1185732	26/1/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	925	\$462,500	\$138,750	30%	Outlet	
Foot Locker	1185732	27/1/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$380,000	\$133,000	35%	Outlet	
Foot Locker	1185732	28/1/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	800	\$360,000	\$126,000	35%	Outlet	
Foot Locker	1185732	29/1/2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$510,000	\$153,000	30%	Outlet	
Foot Locker	1185732	30/1/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet	
Foot Locker	1185732	31/1/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$600,000	\$300,000	50%	Outlet	
Foot Locker	1185732	1/2/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$450,000	\$135,000	30%	Outlet	
Foot Locker	1185732	2/2/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	900	\$360,000	\$126,000	35%	Outlet	
Foot Locker	1185732	3/2/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$371,250	\$129,938	35%	Outlet	
Foot Locker	1185732	4/2/2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$495,000	\$148,500	30%	Outlet	
Foot Locker	1185732	5/2/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet	
Foot Locker	1185732	6/2/2020	Northeast	New York	New York	Men's Street Footwear	\$60.00	1,220	\$732,000	\$366,000	50%	Outlet	
Foot Locker	1185732	7/2/2020	Northeast	New York	New York	Men's Athletic Footwear	\$55.00	925	\$508,750	\$152,625	30%	Outlet	
Foot Locker	1185732	8/2/2020	Northeast	New York	New York	Women's Street Footwear	\$50.00	900	\$450,000	\$157,500	35%	Outlet	
Foot Locker	1185732	9/2/2020	Northeast	New York	New York	Women's Athletic Footwear	\$50.00	850	\$425,000	\$148,750	35%	Outlet	
Foot Locker	1185732	10/2/2020	Northeast	New York	New York	Men's Apparel	\$60.00	875	\$525,000	\$157,500	30%	Outlet	
Foot Locker	1185732	3/3/2020	Northeast	New York	New York	Women's Apparel	\$65.00	1,000	\$650,000	\$162,500	25%	Outlet	
Foot Locker	1185732	4/3/2020	Northeast	New York	New York	Men's Street Footwear	\$60.00	1,250	\$750,000	\$375,000	50%	Outlet	
Foot Locker	1185732	5/3/2020	Northeast	New York	New York	Men's Athletic Footwear	\$55.00	1,000	\$550,000	\$165,000	30%	Outlet	

# Questions:

**01** Which Year Did Units Sold More ?

**02** Which Day Name Has A Higher Average Of Total Sales ?

**03** Which Product Has Maximum Total Sales ?

**04** Which Retailer And Region Have The Most Units Sold ?

**05** Which Product Has More Operating Margin ?

**06** Which Product Has The Highest Operating Profit ?

**07** Which Retailer Has More Products ?

**08** Which Sales Method Will Bring Us More Operating Profit?

**09** Which Year And Months Have Best Total Sales ?

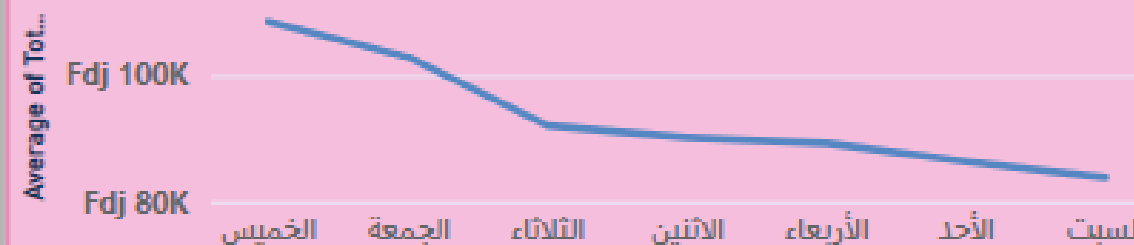
# MY DASHBOARD:



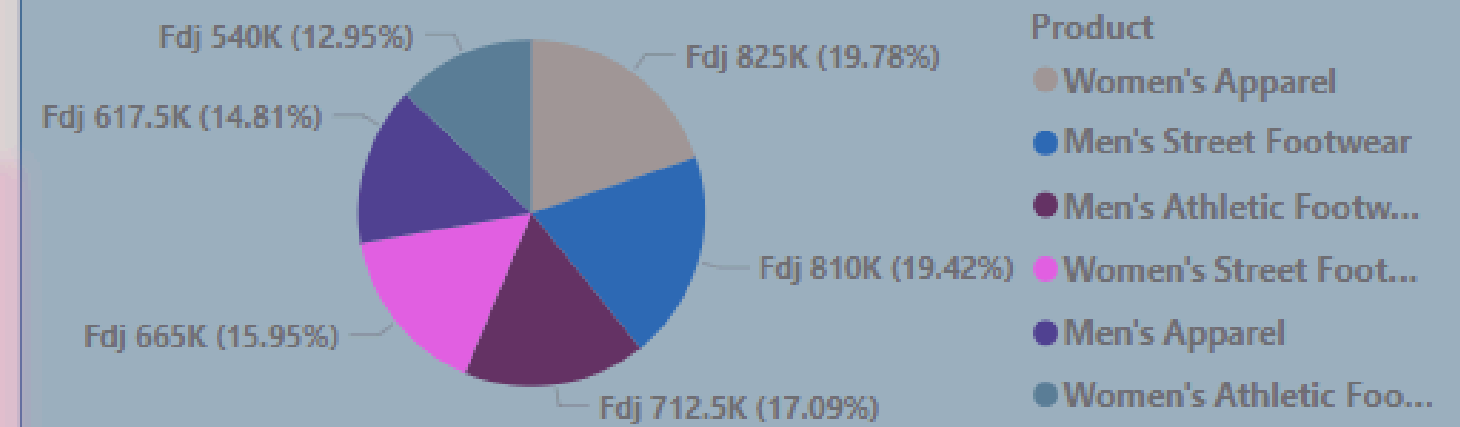
## ADIDAS SALES ANALYSIS

Year	Count of Units Sold
2020	1302
2021	8346
<b>Total</b>	<b>9648</b>

Average of Total Sales by Day Name

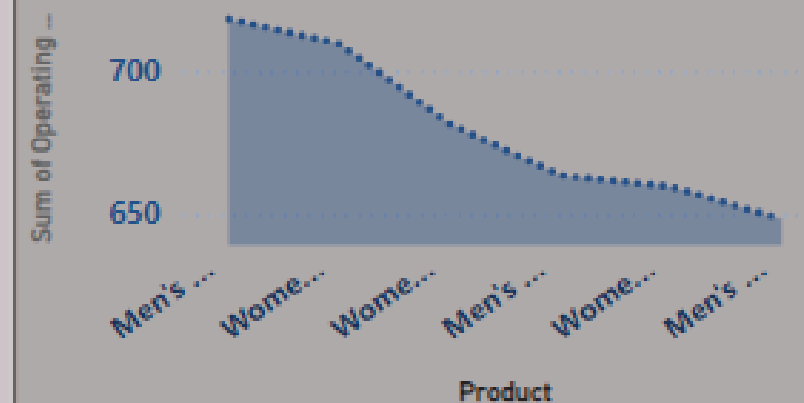


Max of Total Sales by Product

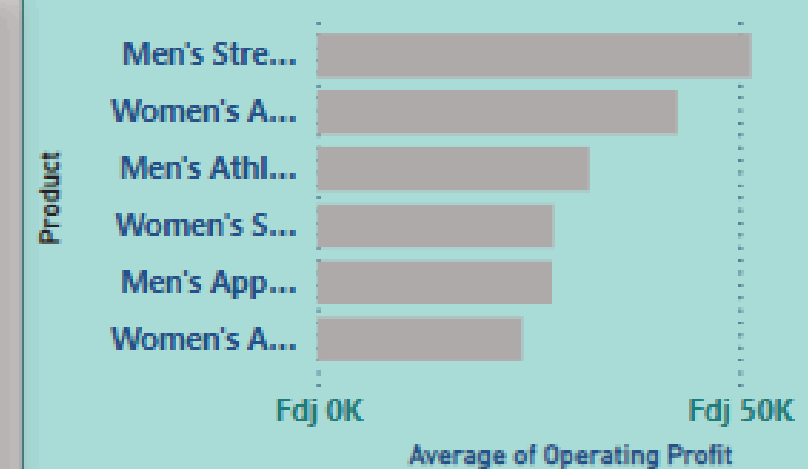


Region	Amazon	Foot Locker	Kohl's	Sports Direct	Walmart	West Gear	Total
Midwest	136	840	244	286		366	1872
Northeast	541	835	170	462	66	302	2376
South	12	144	66	732	366	408	1728
Southeast	134	422		427	150	91	1224
West	126	396	550	125	44	1207	2448
<b>Total</b>	<b>949</b>	<b>2637</b>	<b>1030</b>	<b>2032</b>	<b>626</b>	<b>2374</b>	<b>9648</b>

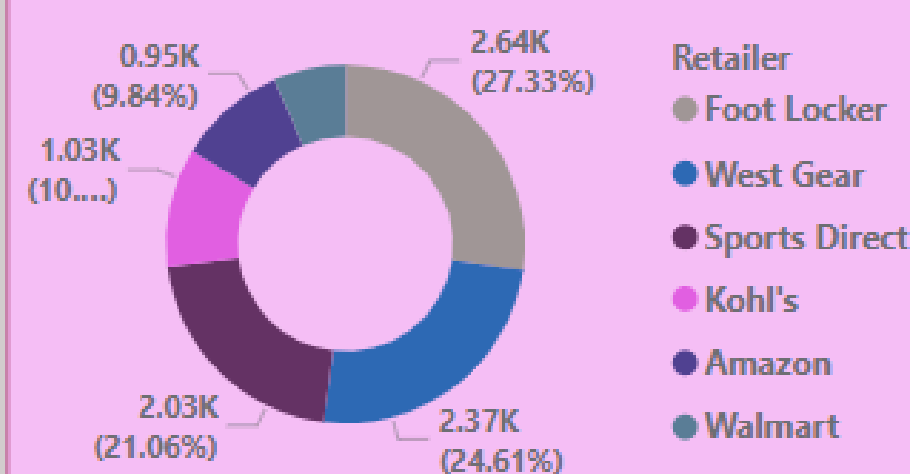
Sum of Operating Margin by Product



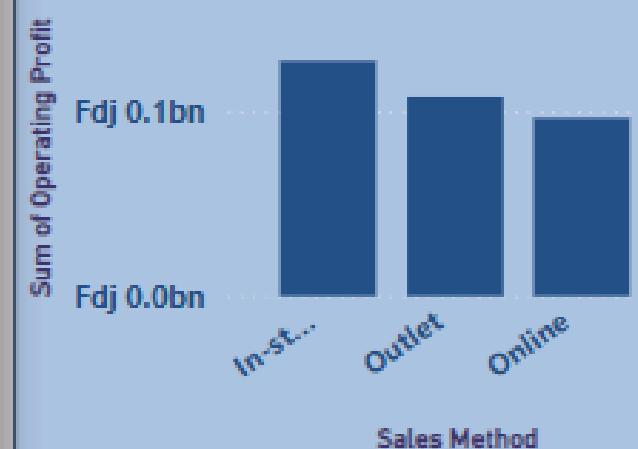
Average of Operating Profit by Product



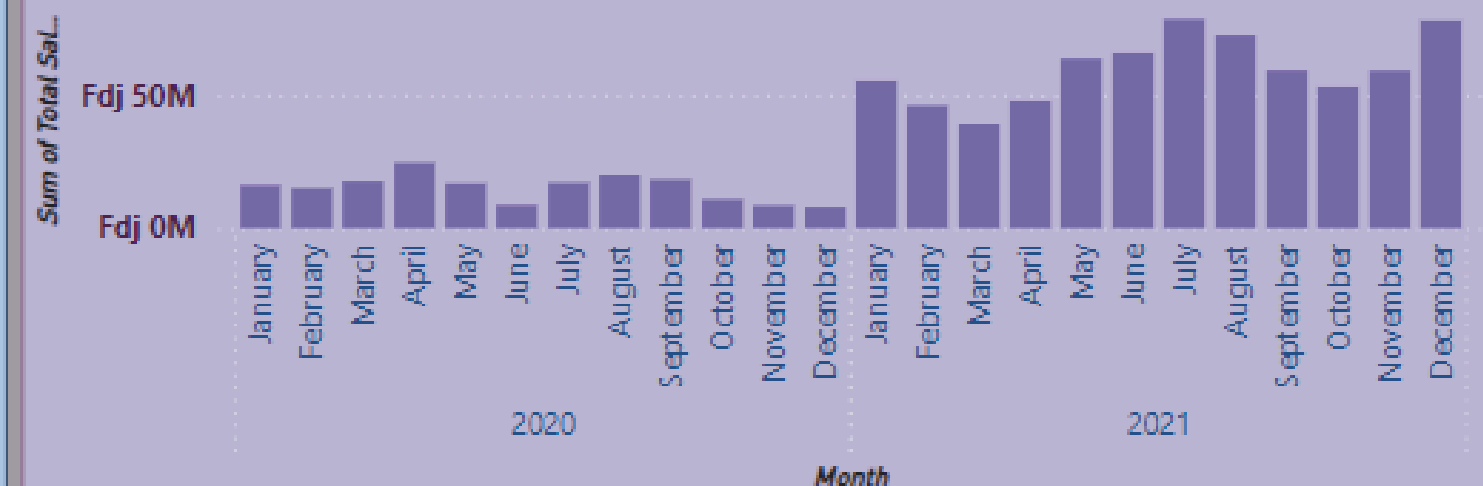
Count of Product by Retailer



Sum of Operating Profit by Sales Method



Sum of Total Sales by Year and Month







**Thank  
You Very  
Much!**