**SALES DATA ANALYSIS REPORT**

**Executive Summary**

This report presents a comprehensive analysis of sales data for Adidas company with the goal of deriving actionable insights to inform strategic business decisions. The analysis covers various aspects, including sales trends, the best sales method, sales by region and retailer analysis.

**Data Import and Cleaning**

Data Import

The analysis began with the import of a sample Adidas sales dataset into Excel. The dataset includes information on Retailer, Retailer ID, Invoice Date, Region, State, City, Product, Price per Unit, Units Sold, Total Sales, Operating Profit, Operating Margin, and Sales Method.

Data Cleaning

Upon inspection, the data was cleansed to handle missing values, ensuring a reliable foundation for subsequent analysis. Total Revenue was calculated using the formula `=SUM(D2:D100 \* C2:C100)`.

**Data Analysis**

Basic Metrics

- \*\*Total Revenue:\*\* $XXX,XXX

- \*\*Average Order Value:\*\* $XXX.XX

Monthly Sales Analysis

A PivotTable was created to summarize sales by retailer, the best sales method, sales by region, and sales by period, and a corresponding PivotChart visualizes trends over the analysed period.

**Data Visualization**

PivotCharts

Multiple PivotCharts were employed to visually represent data, providing a clear understanding of sales trends and patterns. Formatting was applied to Total Sales cells to convert them to the $ currency.

**Business Insights**

Top-Selling Products

A dedicated live dashboard was created to visualize the top-selling products based on sales volume. This information can guide inventory management and marketing strategies.

**Presentation**

Dashboard

A user-friendly dashboard was created, consolidating key metrics, charts, and insights. Slicers were incorporated to facilitate interactive data exploration.

**Documentation**

A detailed report documenting the data cleaning, analysis, and visualization steps was prepared. Screenshots of the dashboard and key findings were included for reference.

**Bonus Enhancements**

Advanced Analysis

- \*\*Forecasting:\*\* Regression analysis was employed to predict future sales trends.

**Conclusion**

This Sales Data Analysis project not only provides valuable insights into past performance but also lays the groundwork for informed decision-making. The combination of thorough data analysis, visualization, and automation showcases a comprehensive skill set in data analytics and Excel proficiency.