DATAMIND(YOUR_DATAANALYST) DATA ANALYSIS CAPSTONE PROJECT

The Business Brief: Adidas Sales Data Analysis

Introduction to Adidas and Project Overview

About Adidas: Adidas is a global sportswear and accessories company known for its innovative products and strong brand presence in the athletic and fashion industries. The company's offerings range from footwear and apparel to sports equipment and accessories, catering to various customer needs and preferences.

Project Overview: This project involves analyzing a dataset containing sales information for Adidas products. The dataset includes detailed information on retailers, sales transactions, product details, and sales methods across different regions. The goal of this project is to leverage data analysis to uncover insights that can help Adidas optimize its sales strategies, improve profitability, and enhance customer satisfaction.

Adidas aims to enhance its sales performance by utilizing data analysis to:

- Identify patterns and trends in sales performance across different regions, states, and cities.
- Understand the impact of various sales methods on overall sales and profitability.
- Analyze product performance to identify top-selling and underperforming items.
- Optimize pricing strategies based on sales data and market trends.
- Develop targeted marketing strategies to increase sales and customer loyalty.

Project Brief

As a data analyst, you are tasked with analyzing the provided dataset to help Adidas achieve the above objectives. Your analysis should be thorough and provide actionable insights. Use Excel to conduct this analysis. The project should be completed within one week.

Key Questions to Answer

Sales Performance Analysis:

1. What are the total sales and operating profit across different regions, states, and cities?
2. Which regions, states, and cities have the highest and lowest sales performance?
3. How do the total sales and operating profit vary by retailer and sales method?

Product Performance Analysis:

1. Which products have the highest and lowest sales volumes and operating profits?
2. How do the prices and units sold of different products impact total sales and operating profit?
3. Are there any seasonal trends in product sales (e.g., certain products selling more in specific months)?

Sales Method Analysis:

1. What is the impact of different sales methods on total sales and operating profit?
2. How does the operating margin vary by sales method?

Customer Behavior Insights:

1. Are there any noticeable patterns in customer preferences based on the products purchased or regions visited?
2. How can we segment the customer base to tailor marketing strategies and promotions effectively?

Time-Based Analysis:

1. How do sales and operating profits vary across different days of the week, months, and years?
2. Are there any noticeable trends or patterns in sales performance over time?

Geographical Analysis:

1. Which regions generate the highest sales & operating profits across different regions, states, & cities?
2. Are there any regional trends or patterns that should be taken into consideration for marketing or sales strategies?
3. How do sales performance and profit margins vary across different states and cities?

Retailer Performance Analysis:

1. Which retailers have the highest and lowest sales volumes and operating profits?
2. How do different retailers' performances vary by product, region, and sales method?

Deliverables

1. **Cleaned Dataset:**
   o Ensure the dataset is free of errors, duplicates, and missing values.
2. **Dashboard/Report:**
   o Create an interactive dashboard in Excel summarizing the key insights.
3. **Detailed Report:**
   o Provide a comprehensive report answering the key questions outlined above.
4. **Presentation Slides:**
   o Prepare presentation slides summarizing key insights and recommendations, Highlighting areas for improvement and potential growth opportunities.