# Adidas Sales Dashboard

## Description

The Adidas Sales Dashboard provides an overview of the company's sales performance, allowing stakeholders to easily track and analyze key metrics. The dashboard helps in visualizing sales trends, regional performance, and product-wise analysis.

## Features

- \*\*Total Sales\*\*: Shows the overall sales figure for the given period.  
- \*\*Operating Profit\*\*: Displays the total operating profit achieved.  
- \*\*Units Sold\*\*: Provides the sum of units sold across all products.  
- \*\*Average Price per Unit\*\*: Calculates the average price per unit sold, giving insight into pricing efficiency.

## Visualizations

1. \*\*Area Chart\*\*: Visualizes total sales by month, highlighting monthly trends and seasonality in sales performance.  
2. \*\*Map\*\*: Displays sales by state, providing a geographic overview of performance and identifying regions with higher or lower sales.  
3. \*\*Bar Chart - Total Sales by Product\*\*: Shows sales performance across different products, helping in identifying top and bottom performers.  
4. \*\*Bar Chart - Total Sales by Retailer\*\*: Illustrates sales figures by retailer, providing insight into retailer contributions to total sales.  
5. \*\*Donut Chart - Total Sales by Region\*\*: Displays the sales distribution across regions, offering a snapshot of regional performance.

## Slicers

- \*\*Region Slicer\*\*: Allows users to filter the dashboard based on specific regions.  
- \*\*Invoice Date Slicer\*\*: Enables users to filter the data based on invoice dates, providing flexibility in time-based analysis.

## Data Source

The dataset used includes sales records from Adidas, covering product details, sales regions, units sold, and other relevant information. The data enables analysis of sales trends across different time periods, products, and locations.

## Requirements

- Power BI Desktop (Version May 2024 or later recommended)  
- No additional dependencies

## Usage Instructions

1. \*\*Opening the File\*\*: Download and open the Power BI dashboard file using Power BI Desktop.  
2. \*\*Interacting with the Dashboard\*\*:  
 - Use the region and invoice date slicers to filter the data according to your needs.  
 - Hover over the map and charts for detailed tooltips and additional information.  
3. \*\*Customization\*\*: You can customize filters and visualizations to explore specific sales dimensions or metrics.

## Insights

- The area chart reveals monthly sales trends, showing peak periods and potential off-seasons.  
- The map helps in understanding the geographic distribution of sales, highlighting key markets.  
- The bar charts provide insights into the top-performing products and retailers.  
- The donut chart offers an easy overview of regional contributions to overall sales.

## Future Enhancements

- Adding a time filter to allow users to view data for specific years or quarters.  
- Including more KPIs like Customer Satisfaction or Profit Margin by Region.