

Adidas Sales Performance Analysis (2020–2022)

Introduction

This report presents a comprehensive sales performance analysis of Adidas between 2020 and 2022 using Microsoft Excel. The goal of the analysis is to convert raw sales data into actionable insights through an interactive dashboard that supports data-driven business decisions.

Problem Statement

Adidas operates across multiple regions, product categories, retailers, and sales channels. Without a centralized analytical view, it becomes difficult to identify top-performing areas, monitor profitability trends, and make informed strategic decisions.

Project Objectives

- Analyze overall revenue and operating profit trends.
- Identify high-performing products and regions.
- Evaluate sales distribution across channels and retailers.
- Provide a clear, visual dashboard for executive-level insights.

Dashboard Overview



Key Findings & Insights

- Men's footwear categories generate the highest revenue and operating profit.
- The West region is the strongest contributor to total sales.
- In-store sales dominate overall revenue, while online sales show strong growth potential.
- Sales peak mid-year, indicating seasonal purchasing behavior.

Conclusion

The analysis highlights Adidas' strongest revenue drivers and regional performance while uncovering opportunities for channel optimization and seasonal planning. The Excel dashboard successfully simplifies complex data into a decision-ready format.

Recommendations

- Increase investment in high-performing men's footwear categories.
- Strengthen market presence in the West while scaling underperforming regions.
- Expand online sales strategies to capture digital demand.
- Leverage seasonal trends for targeted marketing campaigns.

Tools & References

Tools Used: Microsoft Excel (Pivot Tables, Charts, Dashboard Design).

Data Source: Simulated Adidas sales dataset used for analytical demonstration.