

# MODULE-1: Sales Report

## a) Total Sales by State Map

- **What it shows:** A U.S. map where each state is color-coded based on the total sales generated in that state.
  - **Why it matters:** This helps identify where Adidas products are selling the most. For example, if California shows high sales, it could be due to population density, marketing efforts, or retail presence.
  - **Business use:** Enables regional targeting, optimized distribution, and inventory planning in high-demand areas.
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## b) Total Sales by Retailer

- **What it shows:** A comparison (in bar chart or table form) of how much each retailer contributed to total Adidas sales.
  - **Why it matters:** Reveals which retailers (e.g., Foot Locker, Adidas Online, Amazon) are performing best.
  - **Business use:** Helps focus partnerships, renegotiate deals with top-performing retailers, or improve support to underperforming ones.
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## c) Operating Profit Over Months

- **What it shows:** Monthly trend of Adidas' operating profit throughout the year.
  - **Why it matters:** Shows patterns like profit spikes during holiday seasons (e.g., Black Friday), or dips during off-seasons.
  - **Business use:** Useful for budgeting, sales forecasting, and planning promotional events to boost profits in low-performing months.
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## d) Operating Profit by Sales Method

- **What it shows:** A breakdown of operating profit from different sales methods—like online sales, retail stores, or wholesale.
- **Why it matters:** Some methods may generate more revenue but less profit due to high costs (e.g., store rent).
- **Business use:** Helps identify the most profitable channels and optimize the sales strategy accordingly.



## MODULE-2: Retailer Performance

### a) Total Units Sold by Retailer

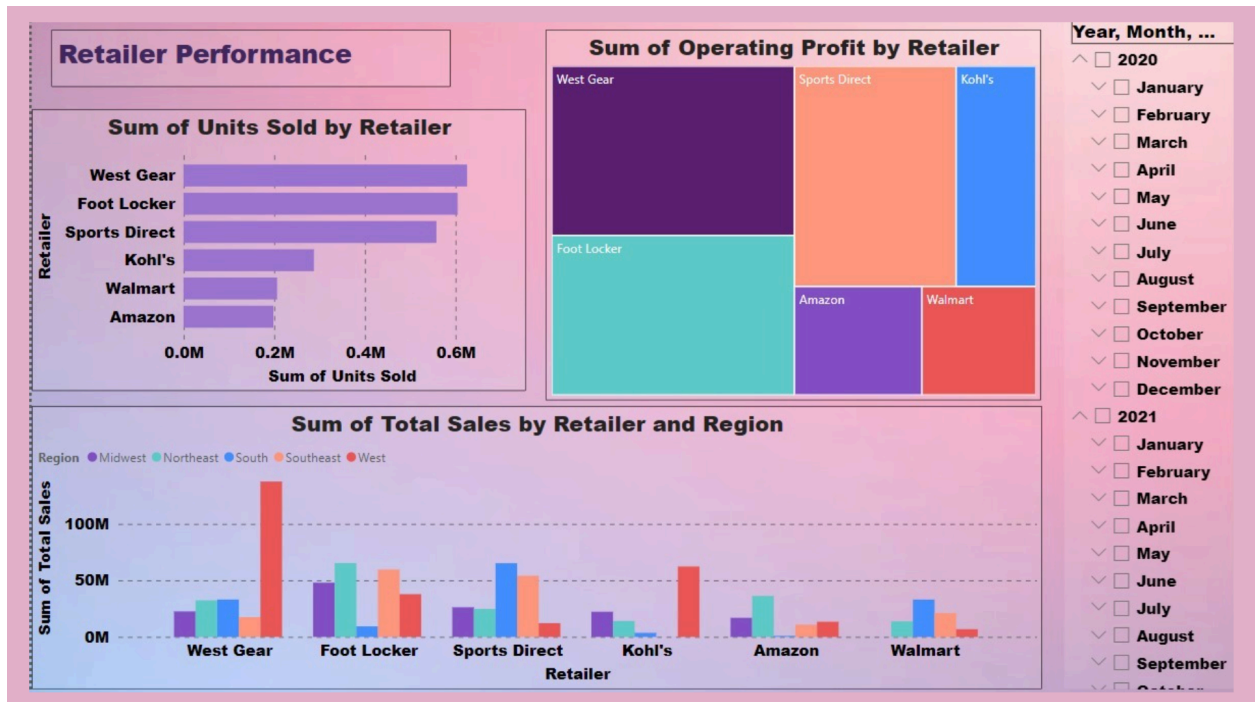
- **What it shows:** A bar chart comparing the number of units sold by each retailer.
  - **Why it matters:** This reveals which retailers are selling the most Adidas products, helping identify top-performing sales partners.
  - **Business use:** Allows Adidas to focus resources and promotions on high-volume retailers and evaluate the effectiveness of others.
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### b) Operating Profit by Retailer Over Time

- **What it shows:** A line chart tracking the trend of operating profit for each retailer over time.
  - **Why it matters:** This helps evaluate the consistency and profitability of each retailer, rather than just looking at sales volume.
  - **Business use:** Aids in identifying long-term reliable partners, detecting seasonal performance, and planning retailer-specific improvements.
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### c) Total Sales by Retailer and Region

- **What it shows:** A heat map displaying the total sales of each retailer, broken down by region.
- **Why it matters:** Combines retailer and regional performance to understand which retailers are dominant in specific areas.
- **Business use:** Supports regional strategy development, resource allocation, and optimization of retailer presence in strong or weak regions.



## MODULE-3: Product Performance

### a) Count of Products Sold Per Year

- **What it shows:** A bar chart showing how many units of each product were sold annually.
- **Why it matters:** Reveals changes in product demand over time and helps identify popular or declining products.
- **Business use:** Informs product lifecycle decisions, inventory planning, and marketing strategies.

### b) Operating Profit Over Months by Product

- **What it shows:** A line chart tracking monthly operating profit for each product.
- **Why it matters:** Highlights which products consistently generate profit and uncovers seasonal profit trends.

- **Business use:** Helps prioritize profitable products and align promotions with high-profit periods.
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### c) Total Sales Distribution by Product

- **What it shows:** A pie chart breaking down total sales among different products.
  - **Why it matters:** Clarifies the percentage contribution of each product to total revenue.
  - **Business use:** Focuses attention on high-contributing products and helps evaluate product portfolio performance.
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### d) Sum of Price and Units Sold by Product

- **What it shows:** A dual-axis or combination chart comparing unit prices and units sold for each product.
- **Why it matters:** Shows how pricing affects sales volume—e.g., whether lower-priced products sell more or if premium products bring higher total revenue.
- **Business use:** Guides pricing strategies and promotional decisions to optimize both revenue and volume.

