

ADIDAS SALES ANALYSIS

By Mamatha Koutam

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Abstract:

- ▶ This presentation provides an in-depth analysis of Adidas' sales trends and drivers, exploring key factors influencing revenue growth and market share.

Business Requirements:

- ▶ Through this Power bi driven analysis, Adidas aims to empower it's decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.
- ▶ Enhanced understanding of sales dynamics and performance drivers.
- ▶ Identification of geographical areas with high and low sales potential.
- ▶ Insights into product performance, aiding in inventory and marketing decisions.
- ▶ Informed pricing and margin strategies for improved profitability.
- ▶ Actionable recommendations for optimizing sales and profit across various dimensions.

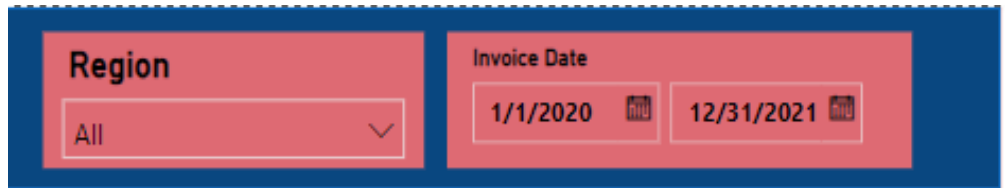
IMPORT DATA TO POWER BI DESKTOP

- ▶ On the Home tab, click on the "Get Data" button.
- ▶ Navigate to the file location and select the file you want to import Adidas dataset.
- ▶ Click "Load" to import the data into Power BI. Alternatively, click "Transform Data" if you need to make adjustments before loading.
- ▶ If you selected "Transform Data," use the Power Query Editor to clean and prepare the data (e.g., remove null values, change data types).
- ▶ Click "Close & Apply" in the Power Query Editor to save changes and return to Power BI Desktop.

Total Sales	Operating Profit	Units Sold	Price per Unit	Operating Margin
\$900M	\$332M	2M	\$45	42%

KPI's(Key Point Indicator):

1. **Total Sale Analysis:** Understand the overall sales performance of adidas over time.
2. **Profitability Analysis:** Evaluate the total profit generated by Adidas across different dimensions.
3. **Sales Volume Analysis:** Examine the total units sold to gain insights into product demand.
4. **Pricing Strategy:** Determine the average price per unit to assess the pricing strategy.
5. **Margin Analysis:** Evaluate the average margin to understand the overall profitability of states.



The image shows a horizontal filter bar with a dark blue background. It contains two red rectangular sections. The left section is titled 'Region' and has a dropdown menu with 'All' selected and a downward arrow. The right section is titled 'Invoice Date' and contains two date range boxes: '1/1/2020' and '12/31/2021', each with a small calendar icon to its right.

- Above add Slicer on Region and Invoice Date can interact with Dashboard(with other Visuals).

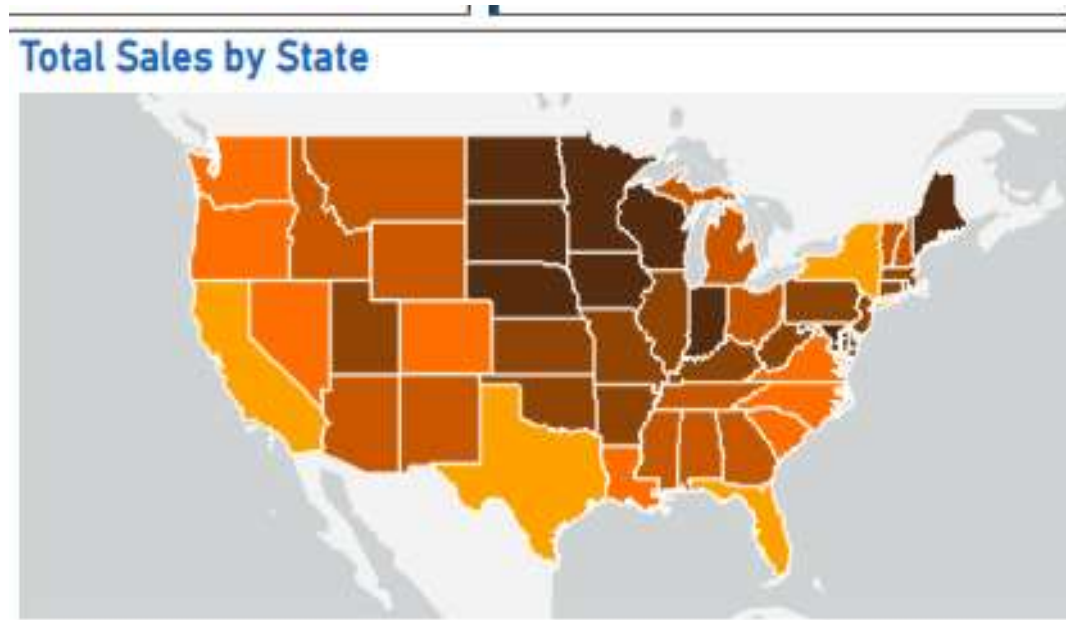
Total Sales by Month: (Area chart)

Visualize the monthly distribution of total sales to identify peak periods.



Total Sales by State: (Filled map)

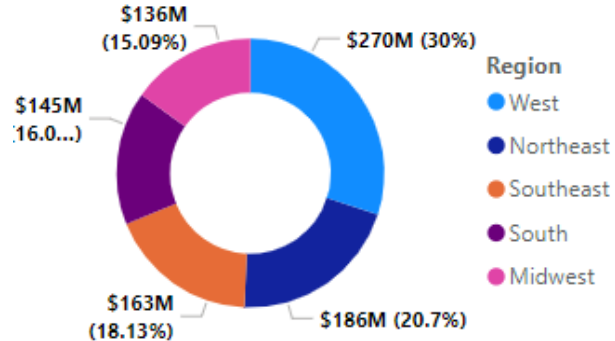
Geographically represents total sales across different states.



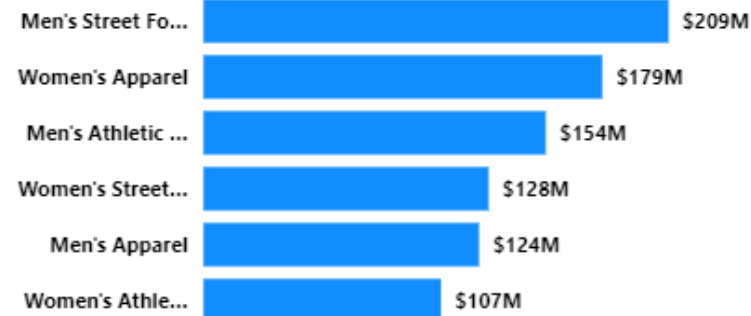
Total Sales by Region, Product and Retailer:

Understand contributions of different regions, distribution among various products and contribution of retailers to total sales.

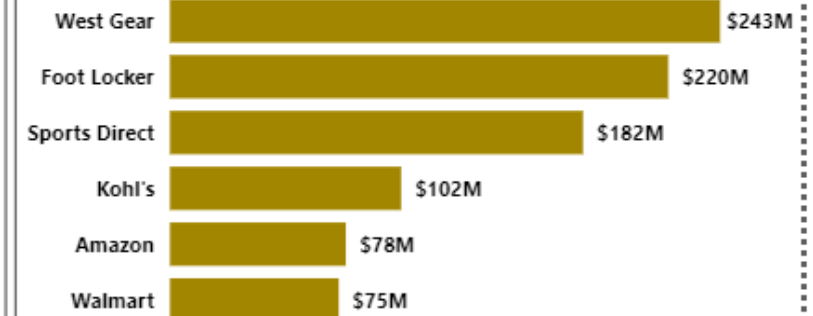
Total Sales by Region by Region



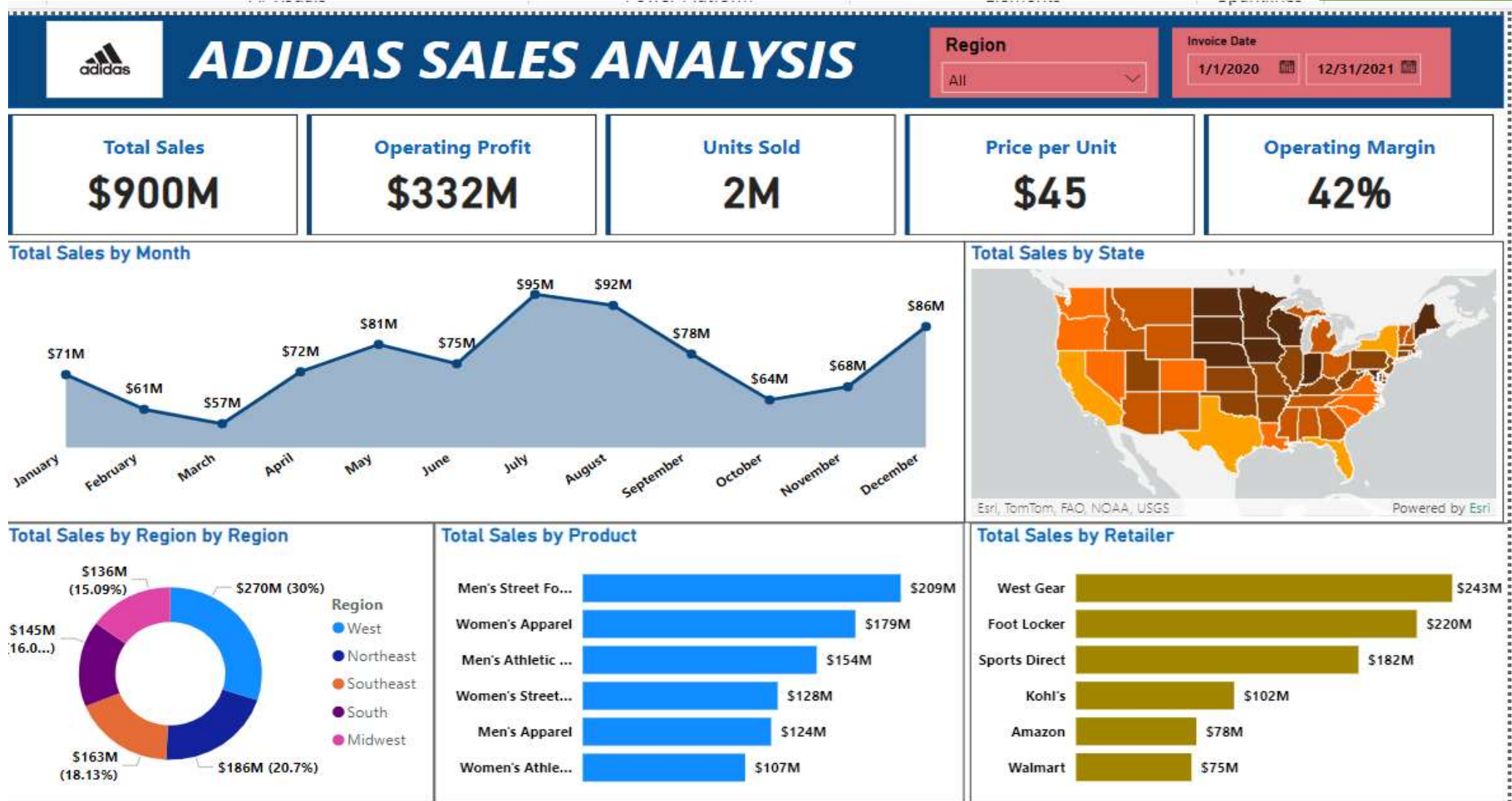
Total Sales by Product



Total Sales by Retailer



DASHBOARD OF ADIDAS SALES ANALYSIS



Conclusion:

- ▶ This analysis equips Adidas with strategic decision-making capabilities, fostering:
- ▶ Data-driven growth strategies
- ▶ Improved sales performance
- ▶ Increased profitability
- ▶ Competitive advantage.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect. The shapes are concentrated on the right side of the frame, with some extending towards the left.

Thank You

For your attention