

ADIDAS SALES ANALYSIS

BUSINESS REQUIREMENTS

Through the Power BI-driven analysis, Adidas aims to empower its 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 investment and marketing decisions
- Informed pricing and margin strategies for improving profitability
- Actionable recommendations for optimizing sales and profit across various dimensions

Problem Statement

KPI'S(Key Point Indicators)

- 1. Total Sales Analysis:**
Understanding 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 sales

Charts Requirements

- 1. Total Sales by Month (Area Chart):**
Visualize the monthly distribution of total sales to identify the peak periods
- 2. Total Sales by State (Filled Map):**
Geographically represent total sales across different states using a filled map
- 3. Total Sales by Region(Donut Chart):**
Use a donut chart to represent the contribution of different regions to total sales
- 4. Total Sales by Product(Bar Chart):**
Analyze the sales distribution among various Adidas products using a bar chart
- 5. Total Sales by Retailer(Bar Chart):**
Visualize the contribution of different retailers to total sales using a bar chart