

The background features abstract, overlapping geometric shapes in various shades of blue, creating a modern and dynamic visual effect. The shapes are primarily triangles and polygons, some of which are semi-transparent, allowing for a layered appearance. The colors range from light sky blue to deep navy blue.

Adidas US Sales Analysis Dashboard

Power BI Project Report

Your Name

Project Overview

- ▶ Purpose: Analyze Adidas sales by region, retailer, and product
- ▶ Interactive KPI-driven dashboard for stakeholders

Dataset Overview

- ▶ Retailer, Region, State, Product
- ▶ Units Sold, Sales, Operating Profit
- ▶ Price per Unit, Date

DAX Measures

- ▶ Total Sales = SUM(Sales)
- ▶ Total Profit = SUM(Operating Profit)
- ▶ Units Sold = SUM(Units Sold)
- ▶ Average Price per Unit = AVERAGE(Price per Unit)
- ▶ Operating Margin % = AVERAGE(Operating Margin)

KPI Highlights

- ▶ Total Sales: \$182M
- ▶ Operating Profit: \$63M
- ▶ Units Sold: 462K
- ▶ Average Price per Unit: \$51
- ▶ Operating Margin: 40%

Visuals & Charts

- ▶ Sales Over Time (Line Chart)
- ▶ Sales by Region (Donut Chart)
- ▶ Sales by Product (Bar Chart)
- ▶ Sales by Retailer (Bar Chart)
- ▶ Sales by State (Map Visual)

Slicers & Interactivity

- ▶ Year (2020 vs 2021)
- ▶ Region
- ▶ Product
- ▶ Retailer

Key Insights

- ▶ West region contributed 42.23% of total sales
- ▶ Apparel is the top-selling category
- ▶ Kohl's underperformed compared to other retailers
- ▶ Sales dipped in June and December

Conclusion

- ▶ Dashboard enables strategic decisions
- ▶ Helps monitor retail and product performance
- ▶ Supports region- and retailer-specific optimization