



Adidas Sales & Product Analysis

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Data-Set Overview

Adidas Sales Database										
Retailer	Retailer ID	Invoice Date	Location Key	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
Foot Locker	1185732	01/01/2020	New York-New York	Men's Street Foot	\$50.00	1,200	\$600,000	\$300,000	50%	In-store
Foot Locker	1185732	02/01/2020	New York-New York	Men's Athletic Foot	\$50.00	1,000	\$500,000	\$150,000	30%	In-store
Foot Locker	1185732	03/01/2020	New York-New York	Women's Street Foot	\$40.00	1,000	\$400,000	\$140,000	35%	In-store
Foot Locker	1185732	04/01/2020	New York-New York	Women's Athletic Foot	\$45.00	850	\$382,500	\$133,875	35%	In-store
Foot Locker	1185732	05/01/2020	New York-New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	In-store
Foot Locker	1185732	06/01/2020	New York-New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	In-store
Foot Locker	1185732	07/01/2020	New York-New York	Men's Street Foot	\$50.00	1,250	\$625,000	\$312,500	50%	In-store
Foot Locker	1185732	08/01/2020	New York-New York	Men's Athletic Foot	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	21/01/2020	New York-New York	Women's Street Foot	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	22/01/2020	New York-New York	Women's Athletic Foot	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	23/01/2020	New York-New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	Outlet
Foot Locker	1185732	24/01/2020	New York-New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	Outlet
Foot Locker	1185732	25/01/2020	New York-New York	Men's Street Foot	\$50.00	1,220	\$610,000	\$305,000	50%	Outlet
Foot Locker	1185732	26/01/2020	New York-New York	Men's Athletic Foot	\$50.00	925	\$462,500	\$138,750	30%	Outlet
Foot Locker	1185732	27/01/2020	New York-New York	Women's Street Foot	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	28/01/2020	New York-New York	Women's Athletic Foot	\$45.00	800	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	29/01/2020	New York-New York	Men's Apparel	\$60.00	850	\$510,000	\$153,000	30%	Outlet
Foot Locker	1185732	30/01/2020	New York-New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	31/01/2020	New York-New York	Men's Street Foot	\$50.00	1,200	\$600,000	\$300,000	50%	Outlet
Foot Locker	1185732	01/02/2020	New York-New York	Men's Athletic Foot	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	02/02/2020	New York-New York	Women's Street Foot	\$40.00	900	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	03/02/2020	New York-New York	Women's Athletic Foot	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	04/02/2020	New York-New York	Men's Apparel	\$60.00	825	\$495,000	\$148,500	30%	Outlet
Foot Locker	1185732	05/02/2020	New York-New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	06/02/2020	New York-New York	Men's Street Foot	\$60.00	1,220	\$732,000	\$366,000	50%	Outlet
Foot Locker	1185732	07/02/2020	New York-New York	Men's Athletic Foot	\$55.00	925	\$508,750	\$152,625	30%	Outlet

The Data set contains the Retailers information, Date of Purchase, Product, Price per unit, Unit Sold, Total Sales, Operating Profit, and also Sales Method.

This Dataset was gotten from Kaggle

[Link to Dataset](#)





Research Questions

Some of the Questions i asked myself was:

- ❖ *What is the Total Sales*
- ❖ *What is the Total Profit Made*
- ❖ *What is the Total Transaction Initiated*
- ❖ *What is the Total Unit of Product Sold*
- ❖ *In which month did Adidas make the most sales and Profit*
- ❖ *Which Product is the most Profitable*
- ❖ *Which State is the most profit*
- ❖ *Also what is the Average price for each product*
- ❖ *What is the Total sales made by each Sales method*
- ❖ *What is the Total Sales made by Each Retailer*
- ❖ *Also what is the Total Sales for each region*

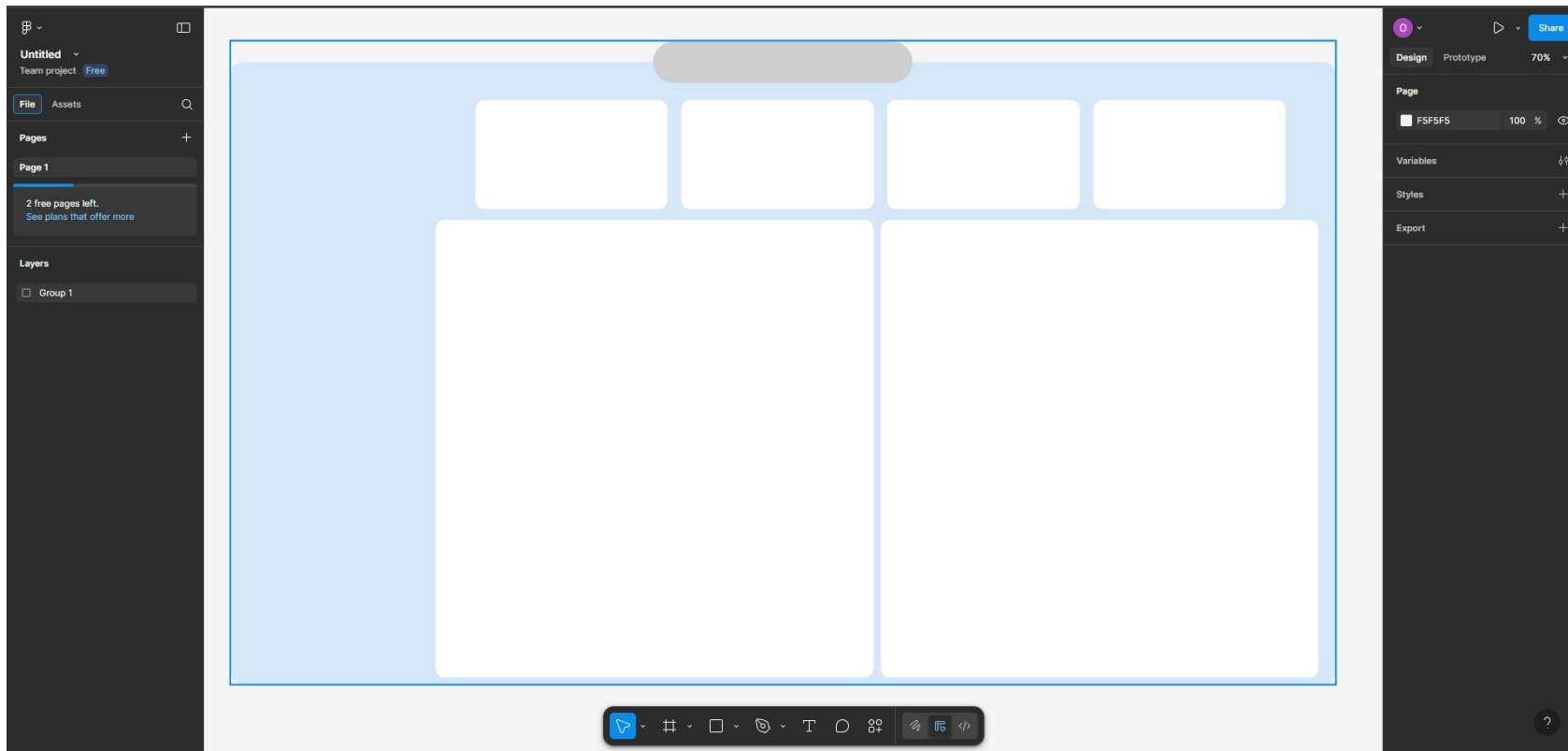
After ask myself these questions i was ready to carry out my Analysis





Data Cleaning Steps

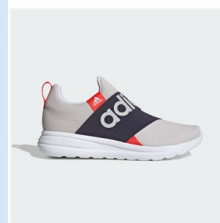
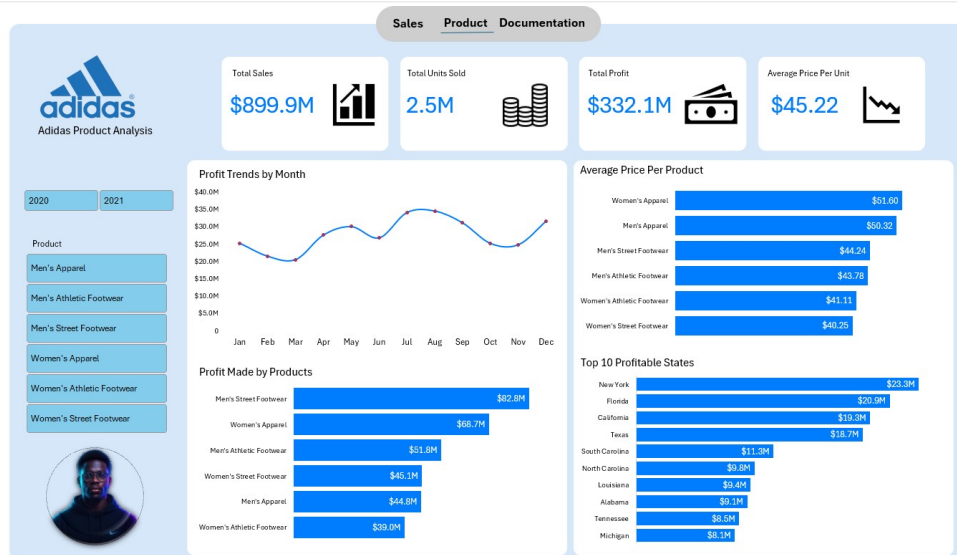
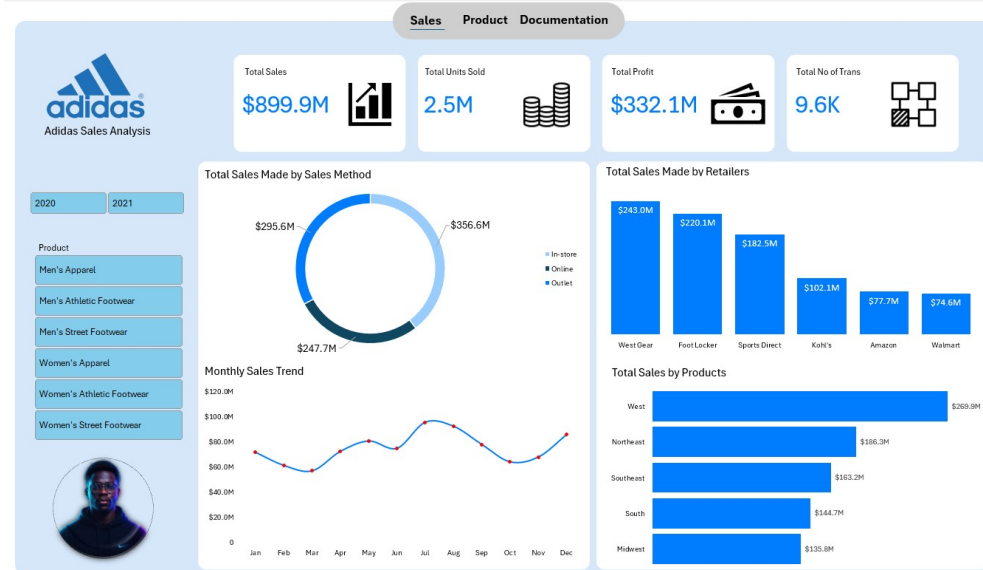
For the Data Cleaning, i used Excel Power Query editor. I went ahead to remove dormant rows. Furthermore, i went ahead to start creating pivot tables to enable me carry out a Smooth analysis. I now went ahead to figma to design my Dashboard Prototype.





Dashboard Overview

Sales Analysis



Product Analysis





Insights & Conclusion

Exploratory Data Analysis (EDA)

Total Sales: \$899.9M

Total Unit Sold: 2.5M

Total Profit Made: \$332.1M

Total Transaction Initiated: 9.6K

Average Price Per Product: \$45.22

Summary & Recommendations

Key Findings

Adidas' in-store sales remain its strongest revenue channel, but the online segment shows growth potential.

The Western U.S. is the brand's dominant market and should continue receiving targeted marketing investments.

High-margin categories like Men's Street Footwear and Women's Apparel should be prioritized for seasonal promotions.

Strategic Recommendations

Enhance Online Presence: Increase marketing spend on digital platforms to improve online conversions.

Regional Expansion: Leverage success in Western and Northeastern regions to inform store placement and supply strategies.

Product Focus: Continue optimizing inventory and promotions for high-profit items like Men's Street Footwear.

Price Strategy: Review pricing for lower-performing categories to maintain competitiveness and margin stability.





Limitations & Future Work

This is Dataset covers only 2020 and 2021, and from this analysis Adidas is making good profit. The only limitation is that i cannot tell how they are doing now in the market and also who is their biggest competitor.

In conclusion to improve this Adidas needs to provide your updated dataset to enable Analyst help in making findings, giving recommendations and also predicting the next step

Here is the link to my Dashboard





Thank You

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