

Adidas US sales and profit performance Analysis

Power BI Executive Report Summary

This Power BI report is a fully interactive analytics solution that transforms raw sales data into actionable insights for executive decision-making. It provides a clear view of performance trends, profitability drivers, and operational efficiency across products, sales methods, and cities.

Key Insights

- Sales Trends Analysis: Overall sales peaked in 2021, with Q3 identified as the strongest quarter, driven by a notable surge in July.
- Product Performance: Men's Street Footwear is the top performer, generating \$28M in sales and \$11.6M in profit, while Women's Athletic Footwear contributes the least with \$14M in sales, and \$6M in profit.
- Product Profitability: Men's Street Footwear delivers the highest margins. In contrast, reduced sale rates in Women's Athletic Footwear negatively impact overall profitability.
- Sales Method performance: In-store sales consistently outperform other methods and are the primary driver of profitability across product categories.
- Geographic Performance: Profit declines progressively from top-performing cities to lower-performing ones, largely due to reduced retailer presence and lower sales volumes.

Report Features & Interactivity

- Hierarchical drill-downs from Year → Quarter → Month for more detailed sales performance analysis.
- Tooltips to support intuitive comparison of monthly, Quarterly and yearly trends.

Dashboard Overview

- Sales trends over time
- Product-level sales and profit performance
- Profitability by product category
- Sales method performance based on average profit
- Top 5 cities by profit contribution

Technical & Deployment Overview

- Built with optimized DAX measures to support dynamic, reliable insights.
- Cleaned and modelled data in Power Query to ensure accuracy and consistency.
- Report is deployment-ready for Power BI Service- Premise gateway enabling secure access, collaboration, and continuous performance monitoring.