**BUSINESS REQUIREMENTS**

Through this 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 inventory and marketing decisions.
* Informed pricing and margin strategies for improved profitability.
* Actionable recommendations for optimizing sales and profit across various dimensions.