**PROBLEM STATEMENT**

**KPI’S** –

1. Total Sales Analysis – Understand the overall sales performance of Adidas over time.
2. Profitability Analysis – Evaluate the 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 – Visualize the monthly distribution of total sales to identify peak periods.
2. Total Sales by State – Geographically represent total sales across different states.
3. Total Sales by Region – Representing the contribution of different regions to total sales.
4. Total Sales by Product – Analyze the sales distribution among various Adidas products.
5. Total Sales by Retailer – Visualize the contribution of different retailers to total sales.