

ADIDAS SALES ANALYSIS REPORT

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.

Problem Statements

KPI's (Key Points Indicators)

1. Total Sales Analysis:
Understand the overall sales performance of Adidas over time.
2. Profitability Analysis:
Evaluate the total 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 Months (Area Chart):
Visualize the monthly distribution of total sales to identify peak periods.
2. Total Sales by State (Filled Map):
Geographically represent total sales across different regions to total sales.
3. Total Sales by Region (Donut chart):
Use a donut chart to represent the contribution among various Adidas products using a bar chart.
4. Total Sales by Product (Bar Chart):
Analyze the sales distribution among various Adidas products using a bar chart.
5. Total Sales by Retailer (Bar Chart):
Visualize the contribution of different retailers to total sales using a bar chart.

About Dataset

An Adidas sales dataset is a collection of data that includes information on the sales of Adidas products. This type of dataset may include details such as the number of units sold, the total sales revenue, the location of the sales, the type of product sold, and any other relevant information.

Adidas sales data can be useful for a variety of purposes, such as analysing sales trends, identifying successful products or marketing campaigns, and developing strategies for future sales. It can also be used to compare Adidas sales to those of competitors, or to analyse the effectiveness of different marketing or sales channels.

There are a variety of sources that could potentially provide an Adidas sales dataset, including Adidas itself, market research firms, government agencies, or other organizations that track sales data. The specific data points included in an Adidas sales dataset may vary depending on the source and the purpose for which it is being used.

Resume Description:

Analyzed Adidas sales data from 2020 to 2021, identifying trends and key metrics to support strategic decisions. Achieved insights into a \$900M sales volume, with a 42% average margin, and operating profit of \$332M. Analyzed over 2M units sold across all stores, yielding an average unit price of \$45. Leveraged Power BI to reveal high-performing regions, seasonal peaks, and top-selling product categories, directly influencing pricing and inventory strategies.

Project Insights and Recommendations (2020-2021)

1. Executive Summary

Over 2020-2021, sales increased by **294.51%**, reaching \$900M, with an operating profit of \$332M at a 42% margin. Consistent high performance in certain regions and products contrasts with underperformance in others, offering insights for strategic focus.

2. Yearly Sales Overview

2020 vs. 2021 Comparison

- Total Sales: Sales grew from \$182M in 2020 to \$718M in 2021 (+X% YoY), while the operating margin rose from 40% to 43%.
- Total Units Sold: Increased from 462k units in 2020 to 2M in 2021, though the average price per unit decreased from \$51 to \$44.

Recommendations:

1. Inventory and Pricing Strategy: Adjust inventory levels to match higher demand and analyze factors contributing to the price drop. Implement targeted pricing strategies to maintain or increase average unit price.
2. Marketing Optimization: Capitalize on the significant year-over-year growth by scaling marketing efforts during peak seasons to drive additional traffic.

3. Regional Performance Analysis

West Region

- **Total Sales:** \$270M (highest in 2020 and 2021)
- **2021 Growth:** Sales rose from \$77M in 2020 to \$193M in 2021.
- **Top Products:** Men's Street Footwear consistently outperformed, reaching \$39M in 2021, suggesting high demand.

Data-Driven Insight:

The West region's consistent top performance may be attributed to favorable market conditions, brand presence, and effective regional campaigns.

Recommendations:

1. **Expand Inventory:** Prioritize high-demand products like Men's Street Footwear in this region.
2. **Strategic Investment:** Increase store presence or pop-ups in underperforming states like California to replicate Washington's success.

South Region

- **Total Sales:** \$119M in 2021, the lowest among regions.
- **Peak Product:** Women's Apparel (\$25M) and Men's Street Footwear (\$24M) show potential but lack consistent growth.

Data-Driven Insight:

Underperformance in the South suggests limited product reach or brand engagement; peak product demand indicates possible interest with better visibility.

Recommendations:

1. **Targeted Marketing Campaigns:** Enhance regional awareness, especially for popular products, through digital and social media promotions.
2. **Localized Product Strategy:** Conduct market research to tailor product offerings and meet regional preferences effectively.

Northeast Region

- **Total Sales:** \$146M in 2021, with New York as the top-performing state.
- **Key Product:** Men's Street Footwear (\$43M), consistently leading in popularity.

Data-Driven Insight:

The Northeast's steady demand for high-end products like Men's Street Footwear aligns with urban demographics that favor premium items.

Recommendations:

1. **Expand Retail Partnerships:** Partner with high-traffic retailers like Foot Locker to maintain visibility and leverage their established customer base.
2. **Product Diversity:** Introduce exclusive or limited-edition products in Northeast stores to drive traffic and boost sales.

Midwest Region

- **Total Sales:** \$136M (2020-2021), the lowest-performing region overall.
- **Top Product:** Men's Street Footwear saw limited success, with \$2M in sales in 2020.

Data-Driven Insight:

Lower Midwest sales may indicate a mismatch between product offerings and regional demand, suggesting the need for more tailored options.

Recommendations:

1. **Market Research Initiatives:** Conduct customer surveys to identify specific preferences and optimize product assortments.
2. **Promotional Events:** Launch targeted events, possibly in partnership with local retailers, to drive awareness and trial of key products.

4. Product Performance Overview

Top Product Comparison

- **Men's Street Footwear:** Generated \$209M over two years, consistently leading in both years and across regions.
- **Women's Apparel:** Total sales reached \$179M, showing strong appeal as the second top-performing category.

Recommendations:

1. **Enhanced Promotion for Best Sellers:** Focus advertising efforts on Men's Street Footwear, particularly in high-performing regions.
2. **Cross-Promotional Bundles:** Pair Women's Apparel with other related products (e.g., accessories) to boost overall category performance.

Underperforming Products

- **Women's Athletic Footwear:** \$107M over two years, the lowest sales in both 2020 and 2021.

Data-Driven Insight:

Consistently low sales suggest limited market appeal or visibility for Women's Athletic Footwear.

Recommendations:

1. **Product Redesign:** Conduct focus groups to gather feedback on potential redesigns or rebranding.
2. **Targeted Marketing:** Create dedicated campaigns to improve visibility for Women's Athletic Footwear, potentially increasing appeal and market share.

5. Retailer Performance

Top Retailers

- **West Gear:** Generated \$243M, leading in the West region and among top retailers.
- **Foot Locker:** Achieved \$220M, especially strong in Northeast markets.

Data-Driven Insight:

Both West Gear and Foot Locker benefit from a strong customer base and effective brand alignment with top-selling products.

Recommendations:

1. **Retailer Collaboration:** Leverage West Gear and Foot Locker's networks for joint marketing events and new product launches.
2. **Expansion in Key Regions:** Consider expanding store locations or promotional events in regions where these retailers already perform well.

Underperforming Retailers

- **Walmart:** \$75M in sales, the lowest overall and consistently underperforming in all regions.

Recommendations:

1. **Store Optimization:** Conduct a strategic review of Walmart's store layout and product placement for better alignment with customer needs.
2. **Localized Discounts:** Offer region-specific promotions at Walmart to boost sales in key categories like Men's Street Footwear and Women's Apparel.

6. Monthly Sales Patterns

Peak Month Comparison

- **2020 Peaks:** April (\$24M) and August (\$20M)
- **2021 Peaks:** June (\$78M), August (\$72M), and December (\$77M)

Data-Driven Insight:

Seasonal trends indicate strong Q2 and Q4 sales growth, suggesting consistent demand during early summer and holiday periods.

Recommendations:

1. **Seasonal Campaigns:** Focus marketing efforts around peak months to maximize seasonal demand.
2. **Stock Replenishment:** Ensure adequate inventory levels leading into Q2 and Q4, anticipating high turnover during these periods.

7. Conclusion and Strategic Recommendations

The data underscores high-performing regions (West) and products (Men's Street Footwear), suggesting they should remain primary investment areas. However, addressing the South and Midwest's underperformance through regional marketing and tailored product offerings could balance overall growth. Prioritizing partnerships with top retailers like West Gear and Foot Locker, while optimizing Walmart's approach, will support profitability across all regions.