**Overview**

This Power BI dashboard provides a comprehensive analysis of **Adidas sales performance**, including key metrics, product trends, regional performance, and retailer-wise breakdown. It serves as an insightful visualization for stakeholders to understand the sales dynamics and identify growth opportunities.

**Key Metrics Displayed:**

* **Total Sales**: $900M
* **Units Sold**: 2M
* **Average Price per Unit**: $45
* **Operating Profit**: $332M

**Visuals Included:**

**1. Total Sales by Month**

A line chart showing monthly sales trends across the year to monitor seasonality and performance fluctuations.

**2. Sales by Region**

A donut chart showing region-wise contribution to total sales, helping identify top-performing regions.

**3. Sales by Product Category**

A horizontal bar chart highlighting product-wise revenue distribution, including:

* Men’s & Women’s Apparel
* Footwear (Street and Athletic)

**4. Sales by Retailer**

Breakdown of sales by major retail partners such as:

* West Gear
* Foot Locker
* Sports Direct
* Amazon, Walmart, Kohl’s

**5. State wise Sales (Map)**

A map visualization representing sales data geographically across U.S. states.

**Tools & Technologies Used**

* **Power BI Desktop**
* **Data Sources**: Excel/CSV (assumed)
* **Visuals**: Line Chart, Bar Chart, Donut Chart, Map

