**Summary of the Data Visualization Dashboard**

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**Introduction of the dataset:**

The Dataset our group has taken is the Adidas Sales report for the years 2020 and 2021. The Dataset provides a comprehensive summary of the Adidas Sales Report with different sales channels like In-store, Online, and Outlet Sales. There are also some key variables such as sales revenue, profit margins, operating margins, units sold, retailer ID, state, city, and more. By diving into these variables, we have created important insights to support strategic decision-making, maximize resource allocation, and improve overall performance by looking at these metrics over a variety of channels and periods. This Analysis aims to provide the stakeholder with valuable information for the growth of the organization.

**Visualization:**

**KPI:**  I have created a KPI index in the dashboard to indicate the Total Sales of Adidas in the years 2020 and 2021.

**State-wise sales distribution:** In this Visualization, I have created a Geographical map in which the darker shades reflect the states that generated the highest number of sales and vice-versa for the lighter shades.

**Average Selling Price:** I have created a Visualization of the Average Selling Price showing in the line graph, in which I have divided the total number of sales by the total number of units sold. And created a new variable as the Average Selling Price which highlights the Average ticket size of the of the products on each sale.

**Sales in the city:**  In this Visualization, I have created a bar graph that highlights the cities that have generated the highest number of sales first and descends accordingly with other cities that have fewer sales.

**Sales Method:** In this Pie chart, I have shown the three different sales channels which are In-store, Outlet, and Online. By, showing these sales methods in the chart, the stakeholder gets an idea of the total number of sales generated by a particular channel.

**Problem Faced:**

At the time of the progress update 2 assignment, the Professor marked that he wanted to have some different variable that shows different and unique insights which would make the dashboard different and more fruitful.

**Solution:** I have created a new variable of the Average selling price by adding a formula in the calculated field. The formula is as follows:

Average Selling Price = Total sales /Total units sold.