**ADIDAS SALES ANALYSIS**

**Problem Statements**

Adidas aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.

**Business Requirements**

1. Enhanced understanding of sales dynamics and performance drivers.
2. Identification of geographical areas with high and low sales potential.
3. Insights into product performance, aiding in inventory and marketing decisions.
4. Informed pricing and margin strategies for improved profitability.
5. Actionable recommendations for optimizing sales and profit across various dimensions.

**Case Study**

**Questions**

1. Monthly distribution of sales to identify peak periods
2. Total sales across different states
3. Contribution of different region to total sales
4. Sales distribution among various Adidas products
5. Contribution of different retailers to total sales

**KPI’s (Key Point 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 access the pricing strategy
5. Margin Analysis: Evaluate the average margin to understand the overall profitability of sales