ANALYSIS AND VISUALIZATION OF P&L DATA IN EXCEL

Comprehensive Analysis of Financial Performance

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PROJECT OVERVIEW

- Problem Statement
- Understanding the Data
- Data Cleaning and P&L Structure
- Profitability Margin Calculations
- Data Visualizations
- Insights

FINANCIAL ANALYSIS OVERVIEW

PROBLEM STATEMENT

Detailed P&L Table

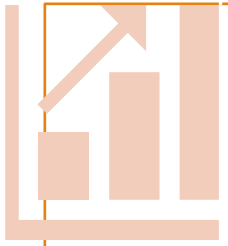
Prepare an Excel P&L table from raw data, focusing on revenue and essential P&L items leading to EBIT.

Financial Performance Insights

Provide insights into Adidas’ financial performance covering 2019 to 2023, emphasizing revenue growth, profitability margins, and segment contributions.

Revenue Analysis

Break down revenue trends, highlighting growth patterns and factors impacting Adidas' top-line performance.



Profitability Evaluation

Evaluate profitability margins, including net profit margin, gross profit margin, and operating profit margin over the specified period.

FINANCIAL ANALYSIS OVERVIEW

UNDERSTANDING THE DATA

Raw Financial Data Extraction

Extracted detailed financial information from Bloomberg files to initiate analysis.

Constructing P&L Statement

Utilized revenue and expense lines to build a comprehensive Profit and Loss statement.

FINANCIAL ANALYSIS OVERVIEW

P&L STRUCTURE

	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Wholesale					
Retail					
Other Businesses					
Revenue					
Cost of Revenue					
Gross Profit					
Operating Expenses					
EBIT					

FINANCIAL ANALYSIS OVERVIEW

DATA EXTRACTION

	A	C	D	E	F	G	H
1							
2		FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	
3	Wholesale	12087.66	12259.54	12462.05	10853.04	10003.7	
4	Retail	4577.37	4337.26	3890.39	3169.28	2657.8	
5	Other Businesses	2584.9	2540.89	2197.22	1883.79	1789.06	
6	**Revenue**	**19249.93**	**19137.69**	**18549.66**	**15906.11**	**14450.56**	
7	Cost of Revenue	9696.6935	9663.3542	9737.1097	8291.3434	7882.7607	
8	**Gross Profit**	**9553.2356**	**9474.3305**	**8812.5507**	**7614.7698**	**6592.9051**	
9	Operating Expenses	8215.6232	8248.8911	7751.5358	6694.099	6121.5849	
10	**EBIT**	**1665.7069**	**1523.7678**	**1326.9644**	**1199.2567**	**730.68**	
11							

- Using the INDEX and MATCH functions, I populated the P&L statement by extracting relevant data from the raw Bloomberg files.

PROFITABILITY MARGINS CALCULATION

H5 =((C5/G5)^(1/4))-1

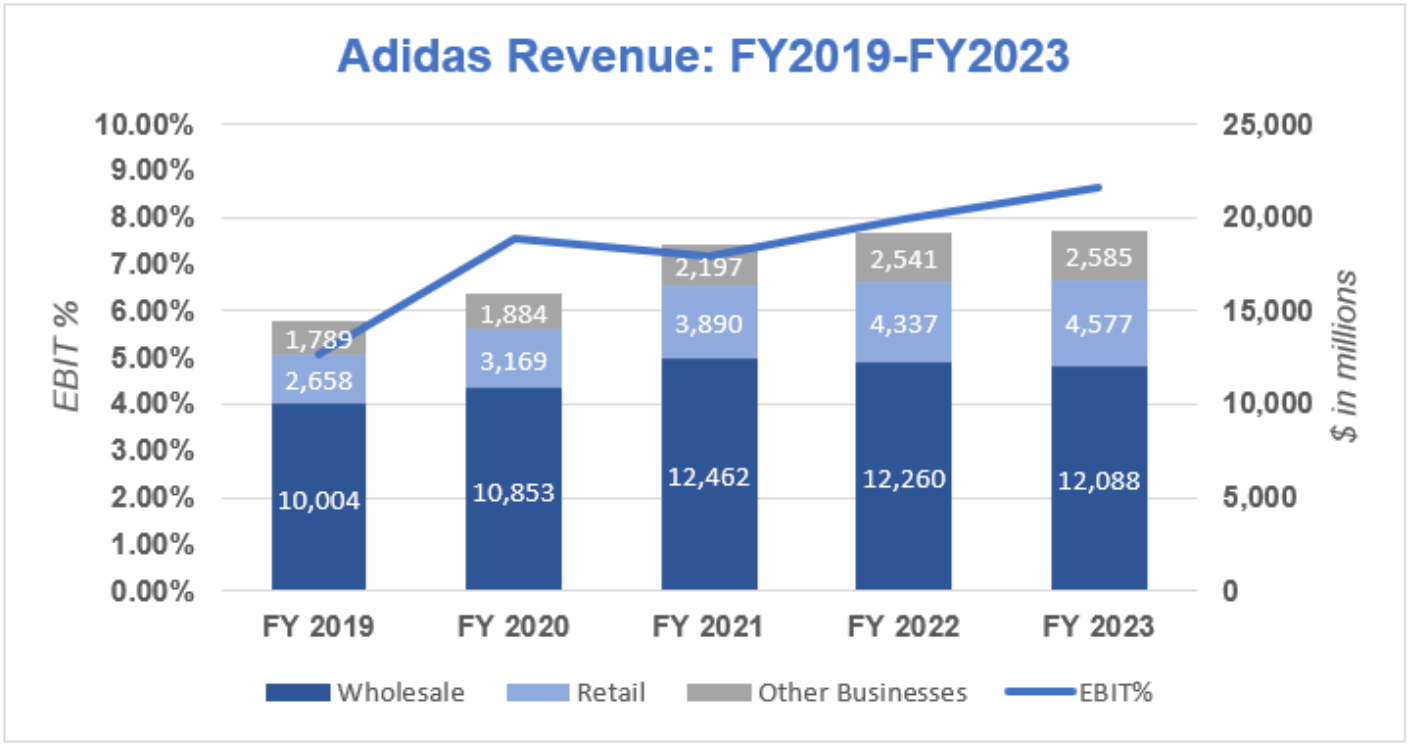
	A	C	D	E	F	G	H	I
1								
2	**ADIDDAS P&L**							
3								
4		FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	CAGR	
5	Wholesale	12,088	12,260	12,462	10,853	10,004	4.84%	
6	Retail	4,577	4,337	3,890	3,169	2,658	14.56%	
7	Other Businesses	2,585	2,541	2,197	1,884	1,789	9.64%	
8	**Revenue**	**19,250**	**19,138**	**18,550**	**15,906**	**14,451**	7.43%	
9	Cost of Revenue	(9,697)	(9,663)	(9,737)	(8,291)	(7,883)		
10	**Gross Profit**	**9,553**	**9,474**	**8,813**	**7,615**	**6,593**	9.72%	
11	Gross Profit %	49.63%	49.51%	47.51%	47.87%	45.62%		
12	Operating Expenses	(8,216)	(8,249)	(7,752)	(6,694)	(6,122)		
13	**EBIT**	**1,666**	**1,524**	**1,327**	**1,199**	**731**	22.88%	
14	EBIT Margin	8.65%	7.96%	7.15%	7.54%	5.06%		
15								
16								

1

2

3

DATA VISUALIZATION



DATA VISUALIZATION

Business Segment	Revenue 2019 (in millions)	Revenue 2023 (in millions)	Growth (in %)
Wholesale	10,004	12,088	20.84%
Retail	2,658	4,577	72.18%
Other Businesses	1,789	2,585	44.58%

How Did the Company's Performance Measure Up During This Period?

- Total revenue increased from **$14,475.66** million in 2019 to **$19,249.93** million in 2023
- Adidas showed significant improvement in its financial performance between 2019 and 2023.

Were They Able to Accelerate Revenue Growth at a Healthy Rate?

- Yes, Adidas was able to accelerate revenue growth at a healthy rate.
- The overall revenue grew by approximately **33%** over the five-year period, with a **CAGR of around 7.28%.**
- This growth rate is indicative of a strong and consistent expansion of the company's market presence and product offerings.

Which Business Segment Registered the Fastest and Slowest Growth?

- Fastest Growing Segment: The Retail segment registered the fastest growth, increasing from $2,658 million in 2019 to $4,577 million in 2023. This represents a substantial growth rate of **72.18%**.

- Slowest Growing Segment: The Wholesale segment showed the slowest growth, albeit still positive, increasing from $10,004 million in 2019 to $12,088 million in 2023, which is a **20.84%** growth rate.

- Other Businesses: This segment also saw significant growth, increasing from $1,789 million in 2019 to $2,585 million in 2023, reflecting a **44.58%** growth rate.

- **Profitability**: Improved EBIT margins from **7.0% to 8.0%** indicate effective management and operational efficiency.