**Adidas sales analysis report**

The provided dashboard is an Adidas sales analysis report created in Power BI Desktop. It includes various key metrics and visualizations to provide insights into the company's sales performance. The dashboard contains the following information:

* **Total Sales and Profit:** The total sales amount to $120 million with a total profit of $47 million.
* **Average Sales and Quantity Sold:** The average sales amount to $48, and the total quantity sold is 2 million.
* **Region-wise Sales and Profit:** It presents the sales and profit figures for different regions, such as West, Northeast, Southeast, South, and Midwest.
* **Retailer-wise Sales:** It shows the sales figures for different retailers, including Amazon, Foot Locker, Kohl's, Sports Direct, and Walmart.
* **Product-wise Sales and Profit:** It provides sales and profit data for different product categories, such as Men's Apparel, Women's Footwear, and so on.
* **Sales and Profit by Product:** It includes visualizations for sales and profit by specific products.
* **Total Sales and Profit by Year, Quarter, Month, and Day:** It offers a time-based analysis of sales and profit.

The dashboard is designed to help stakeholders understand the sales performance of Adidas across different dimensions, such as region, product, and time. It provides a comprehensive overview of the company's sales data, allowing for informed decision-making and strategic planning.

The detailed breakdown of sales and profit across various categories and the time-based analysis make this dashboard a valuable tool for assessing the performance of Adidas's sales operations.