



DATA ANALYSIS



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PROJECT INTRODUCTION

This project involves the analysis of the Adidas sales dataset, which encompasses detailed information on the sales of Adidas products. Using SQL Queries, we analyse data to provide valuable key insights, identify patterns, and generate meaningful recommendations that can drive business growth and strategic decision-making.

OBJECTIVE

The primary objective is to perform an in-depth analysis of the Adidas sales dataset, addressing key questions related to retailers, units sold, product category wise, and more.

The scope includes data cleaning, and creating supporting tables for detailed analysis. We will also explore trends in operating profits, sales method, and more to provide actionable insights.

Creating Database and Importing Data

```
1 • create database adidas_sales;
2 • use adidas_sales;
3 • desc adidas_data;
4 • select * from adidas_data;
5 • alter table adidas_data
6   ADD PRIMARY KEY (Retailer_ID);
7 • desc adidas_data;
```

Result Grid | Filter Rows: | Export: | Wrap

	Field	Type	Null	Key	Default	Extra
►	Retailer_ID	int	NO	PRI	NULL	
	Retailer	text	YES		NULL	
	Invoice Date	text	YES		NULL	
	Year	int	YES		NULL	
	Month	int	YES		NULL	
	Region	text	YES		NULL	
	State	text	YES		NULL	

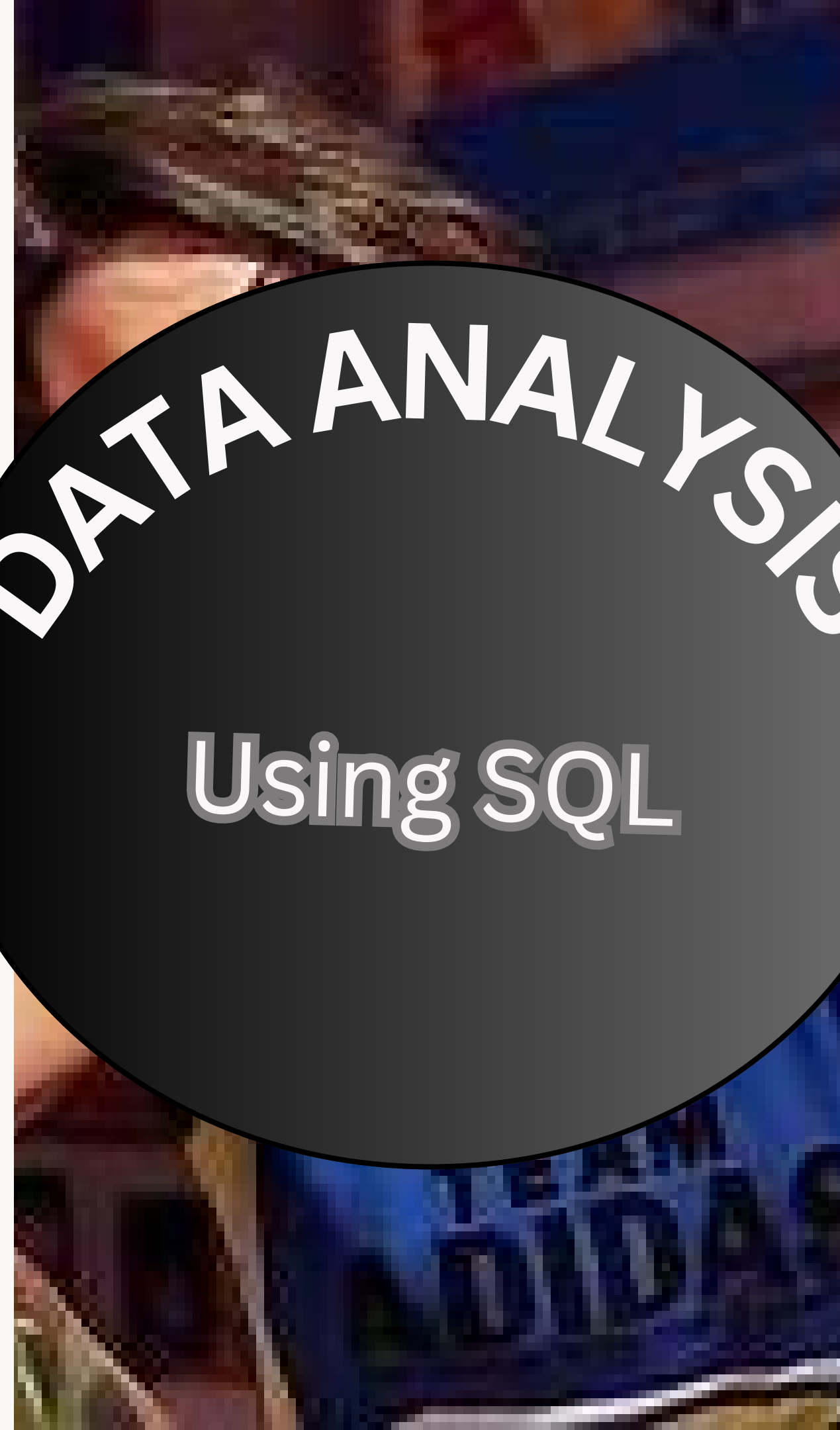
Result 9 x







DATA ANALYSIS

Using SQL



What are the products sold and how many are they?

```
8  -- What are the products sold and how many are they?
9  ● SELECT Product, SUM(Units_Sold) AS Total_Units_Sold
10 FROM adidas_data
11 GROUP BY Product;
12
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Contents: ☐

	Product	Total_Units_Sold
▶	Men's Street Footwear	202871
	Women's Apparel	164244
	Men's Athletic Footwear	167376
	Men's Apparel	131794
	Women's Street Footwear	155629

Result 8 x

KEY FINDINGS:

Men's Apparel, Women's Apparel, Women's Street Footwear, Men's Athletic Footwear, Women's Athletic Footwear and Men's Street Footwear are the products sold. They are 6 products in number.

BEST SELLING PRODUCT

```
12
13 -- What is the best and least selling product?
14 -- Best selling product
15 • SELECT Product, SUM(Units_Sold) AS Total_Units_Sold
16 FROM adidas_data
17 GROUP BY Product
18 ORDER BY Total_Units_Sold DESC
19 LIMIT 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

Product	Total_Units_Sold
Men's Street Footwear	202871

LEAST SELLING PRODUCT

```
21 -- Least selling product
22 • SELECT Product, SUM(Units_Sold) AS Total_Units_Sold
23 FROM adidas_data
24 GROUP BY Product
25 ORDER BY Total_Units_Sold
26 LIMIT 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

Product	Total_Units_Sold
Men's Apparel	131794

What is the best selling product for all retailers?

```
29  -- what is the best selling product for all retailers?
30  •  SELECT Retailer, Product, SUM(Units_Sold) AS Total_Units_Sold
31  FROM adidas_data
32  GROUP BY Retailer, Product
33  ORDER BY Retailer, Total_Units_Sold DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Retailer	Product	Total_Units_Sold
▶	Amazon	Women's Street Footwear	2096
	Amazon	Women's Apparel	1961
	Amazon	Women's Athletic Footwear	1850
	Amazon	Men's Apparel	1636
	Amazon	Men's Street Footwear	919
	Amazon	Men's Athletic Footwear	260
	Foot Locker	Men's Street Footwear	70633

Result 10 x

Best selling product for amazon is Women Street Footwear that is 2096 units.



What is the best selling product for all retailers?

	Retailer	Product	Total_Units_Sold
	Foot Locker	Men's Street Footwear	70633
	Foot Locker	Men's Athletic Footwear	53674
	Foot Locker	Women's Apparel	49347
	Foot Locker	Women's Street Footwear	47587
	Foot Locker	Women's Athletic Footwear	37916
	Foot Locker	Men's Apparel	36474
	Kohl's	Men's Street Footwear	15834

Best selling product for Foot Locker is Men Street Footwear that is 70633 units.



What is the best selling product for all retailers?

Retailer	Product	Total_Units_Sold
Kohl's	Men's Street Footwear	15834
Kohl's	Women's Apparel	11216
Kohl's	Men's Athletic Footwear	11099
Kohl's	Women's Street Footwear	7943
Kohl's	Men's Apparel	7524
Kohl's	Women's Athletic Footwear	7141
Sports Direct	Men's Street Footwear	54106

ult 10 x

Best selling product for Kohl's is Men Street Footwear that is 15834 units.

What is the best selling product for all retailers?

Result Grid	Filter Rows:	Export:
Retailer	Product	Total_Units_Sold
Sports Direct	Men's Street Footwear	54106
Sports Direct	Women's Apparel	49657
Sports Direct	Men's Athletic Footwear	48705
Sports Direct	Women's Street Footwear	46155
Sports Direct	Women's Athletic Footwear	41343
Sports Direct	Men's Apparel	41321
Walmart	Men's Apparel	8825

Result 10 x

Best selling product for Sports Direct is Men Street Footwear that is 54106 units.



What is the best selling product for all retailers?



Retailer	Product	Total_Units_Sold
Walmart	Men's Apparel	8825
Walmart	Men's Street Footwear	8530
Walmart	Women's Apparel	8056
Walmart	Women's Street Footwear	6664
Walmart	Men's Athletic Footwear	6007
Walmart	Women's Athletic Footwear	5347
West Gear	Men's Street Footwear	52849

Best selling product for Walmart is Men's Apparel that is 8825 units.

What is the best selling product for all retailers?

	Retailer	Product	Total_Units_Sold
	West Gear	Men's Street Footwear	52849
	West Gear	Men's Athletic Footwear	47631
	West Gear	Women's Street Footwear	45184
	West Gear	Women's Apparel	44007
	West Gear	Women's Athletic Footwear	38532
	West Gear	Men's Apparel	36014

Result 10 X

Best selling product for West Gear is Men Street Footwear that is 52849 units.

What was the total sales for each year?

```
34
35  -- What was the total sales for each year?
36 •  SELECT Year, SUM(Total_Sales) AS Total_Sales
37    FROM adidas_data
38    GROUP BY Year;
```

Result Grid



Filter Rows:

Export:



Wrap Ce

	Year	Total_Sales
▶	2020	10735184
	2021	22207081

In 2021, \$22,207,081 was realised from sales , a 106% increase from the previous year.

```
40 -- What is the most and least profitable product?
41 -- Most profitable product
42 • SELECT Product, SUM(Operating_Profit) AS Total_Profit
43 FROM adidas_data
44 GROUP BY Product
45 ORDER BY Total_Profit DESC
46 LIMIT 1;
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content:

	Product	Total_Profit
▶	Men's Street Footwear	3766126

Most Profitable Product

```
47 -- Least profitable product
48 • SELECT Product, SUM(Operating_Profit) AS Total_Profit
49 FROM adidas_data
50 GROUP BY Product
51 ORDER BY Total_Profit ASC
52 LIMIT 1;
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content:

	Product	Total_Profit
▶	Women's Athletic Footwear	1977951

Least Profitable Product

What is the profit spread across different sales methods?

```
54 -- What is the profit spread across different sales methods?
55 • SELECT Sales_Method, SUM(Operating_Profit) AS Total_Profit
56 FROM adidas_data
57 GROUP BY Sales_Method;
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	Sales_Method	Total_Profit
▶	Outlet	4946418
	Online	5956009
	In-store	5342562

The online purchase method accounted for the highest profit, in-store, the second most profitable while the outlet purchase accounts for the least, with \$5.95m, \$5.34m and \$4.94m profits respectively.

What is the most profitable sales methods for all retailers?

```
59 -- What is the most profitable sales method for all retailers?
60 • SELECT Retailer, Sales_Method, SUM(Operating_Profit) AS Total_Profit
61 FROM adidas_data
62 GROUP BY Retailer, Sales_Method
63 ORDER BY Retailer, Total_Profit DESC;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Retailer	Sales_Method	Total_Profit	
Amazon	Online	310724	
Amazon	Outlet	41651	
Foot Locker	Online	2052396	
Foot Locker	Outlet	1370291	
Foot Locker	In-store	1320648	

For both Amazon and Foot Locker, the online purchase gives the most profit.

What is the most profitable sales methods for all retailers?

Result Grid			
Filter Rows:			
	Retailer	Sales_Method	Total_Profit
	Kohl's	In-store	282401
	Kohl's	Online	35005
	Sports Direct	Online	2959315
	Sports Direct	Outlet	1204117
	Sports Direct	In-store	1198010

For Kohl's the in-store purchase gives the most profit.
For Sports Direct, online purchase gives the most profit.

What is the most profitable sales methods for all retailers?

Result Grid			
Filter Rows:			
	Retailer	Sales_Method	Total_Profit
	Sports Direct	In-store	1198010
	Walmart	Outlet	716271
	Walmart	Online	26119
	West Gear	In-store	2541503
	West Gear	Outlet	991244
	West Gear	Online	572450

For Walmart the outlet purchase gives the most profit.
For West Gear, in-store purchase gives the most profit.

```
66 -- Most profit city
67 • SELECT City, SUM(Operating_Profit) AS Total_Profit
68 FROM adidas_data
69 GROUP BY City
70 ORDER BY Total_Profit DESC
71 LIMIT 1;
72
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Center

	City	Total_Profit
▶	Charlotte	2362331

Most Profit City

Least Profit City

```
72
73 -- Least profit city
74 • SELECT City, SUM(Operating_Profit) AS Total_Profit
75 FROM adidas_data
76 GROUP BY City
77 ORDER BY Total_Profit ASC
78 LIMIT 1;
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Center

	City	Total_Profit
▶	Wilmington	11227

What are the best performing months in terms of profit generated?

```
79
80 -- What are the best performing months in terms of profit generated?
81 • SELECT Year, Month, SUM(Operating_Profit) AS Total_Profit
82 FROM adidas_data
83 GROUP BY Year, Month
84 ORDER BY Total_Profit DESC;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Year	Month	Total_Profit	
2021	5	2599648	
2021	2	1774837	
2021	4	1747415	
2021	3	1687870	
2021	6	1583187	
2021	8	844107	
2021	7	710346	

Result Grid			 Filter Rows:
	Year	Month	Total_Profit
	2021	7	710346
	2020	10	520324
	2020	4	492781
	2020	7	477040
	2020	3	465665
	2020	6	448365
	2020	5	424352

Result 18

x

Highest profit of \$2.59m was made in the month of May in 2021 as compared in year 2020, highest profit of \$0.52m was made in month of October.



Recommendations

- Promote Best-Selling and High-Profit Products: Focus marketing on top-selling and most profitable products, and introduce new variants to maintain interest.
- Optimize Sales Channels: Invest more in high-profit channels like online sales while enhancing in-store experiences and running outlet promotions for underperforming products.
- Tailor Marketing by Region and Retailer: Customize product offerings and marketing campaigns based on regional and retailer-specific demand to maximize sales.
- Expand in High-Performing Cities: Open new locations or strengthen campaigns in cities generating the most profit while improving inventory management in underperforming areas.

THE NEW ADIDAS



stratos
reflection of passion



THANK YOU

