**ADIDAS AG (U.S.) SALES 2021 DASHBOARD**

**Ask:** Adidas AG wanted to generate a U.S. annual sales report for 2021. With the aim to identify their streams of revenue to help drive their business decisions for growth in the upcoming year.

**Prepare:** Adidas Sales Database 2020 – 2021 - SOURCED FROM Kaggle: - https://www.kaggle.com/datasets/heemalichaudhari/adidas-sales-dataset

**Process:** Copy – “Adidas Sales Database” into another sheet for a working sheet

**Data Cleaning**

* Removing Duplicates using Excel data tools – “Remove Duplicates”
* Sort by Date - then cleaning the data by remove dates other than 2021
* Addition to columns to dataset including “Seasons” and “Country” can be used for pie chart and map chart

**Building Interactive Dashboards (Data Visualization)**

* Pivot tables
* Pivot Charts
  + Line Charts (2021 Sales by Retailer)
  + Pie Charts (Sales by Season)
  + Bar Graphs (Sales by Region & State, Product Unit Price and Units Sold)
* Map distribution of Sales by States in US
* Updating Data Tab with Sparklines of Sales Total and Trend by Region – Conditional formatting of sales percentage by region and best to worse performing Sales Method by Region. (Required nested IFERROR () functions to prevent errors due to removal of information via slicers)
* Slicers: Months, Product, Region, State, Retailer. (Can remove and add data depending on what information is desired).

**Analyze:**

* Male’s sales were higher at total sales of $390,394,110.00 to Woman’s total sales $327,427,340.00 at 54.3% market share.
* The region that generated the most produced the most sales was the West
* The city with the most sales was to be California followed by South Carolina and Florida.
* Walmart the worst performing retailer in terms of sales.
* Spring season have the worst performing sales only 21% of total Sales.
* Worst performing regions for different sales methods were Instore was South, online was Northeast and for Outlets was Southeast.
* Adidas only sales in West Gear stores in the Southern region
* The worst performing states are Nebraska, Iowa, Wisconsin all located in the Midwest region
* Men’s Streetwear and Women’s Apparel are top performers in sold units

**Act (Solutions):**

To improve sales of adidas in America I propose the following: -

1. Targeting of Males living in California, South Carolina and Florida due to the large adidas interest.
2. Consider outreaching to more stores in Southern states; setup an online advertising and attractive coupons for online Northeast regions users and grant better discounts/deals in Southeast Outlets.
3. Revamp the advertising campaign for the Midwest region especially Nebraska, Iowa, Wisconsin
4. Focus on improving products and up sale of popular products such as Men’s Street Footwear and Women’s Apparel in Spring.
5. Limitations of certain states as we have no data on Washington, Minnesota, Colorado and Nevada could potential skew the data.
6. Consider improvements to the dashboard would be on the ages of the customers purchasing the products, giving a greater lens on the audience age group.

