



# Adidas Sales Performance



Team Members: Aymar Donald Shemeza,  
Chris Lin, Dylan Liu, Laurie Ye

# TABLE OF CONTENTS



**01** × **Overview & Motivation**

**02** × **Exploratory Data Analysis**

**03** × **Design Evolution & Implementation**

**04** × **Insights & Self-Evaluation**

# Motivation & Introduction



As the clock struck midnight, marking the start of Black Friday, a global marathon of shoppers embarked on their annual sprint for unmatched deals. **Adidas**, a titan in the sportswear arena, laced up for the event, poised to outpace records and expectations. Today, we dissect the strides taken by Adidas during this retail race and reveal insights that could propel them to a championship season in sales.





# Overview



Given our extensive classroom discussions on the Superstore dataset, we are now eager to apply our analytical skills to a real-world, retailer-specific dataset for a more hands-on and precise experience.

## Our Project Goal for Adidas Dashboard:

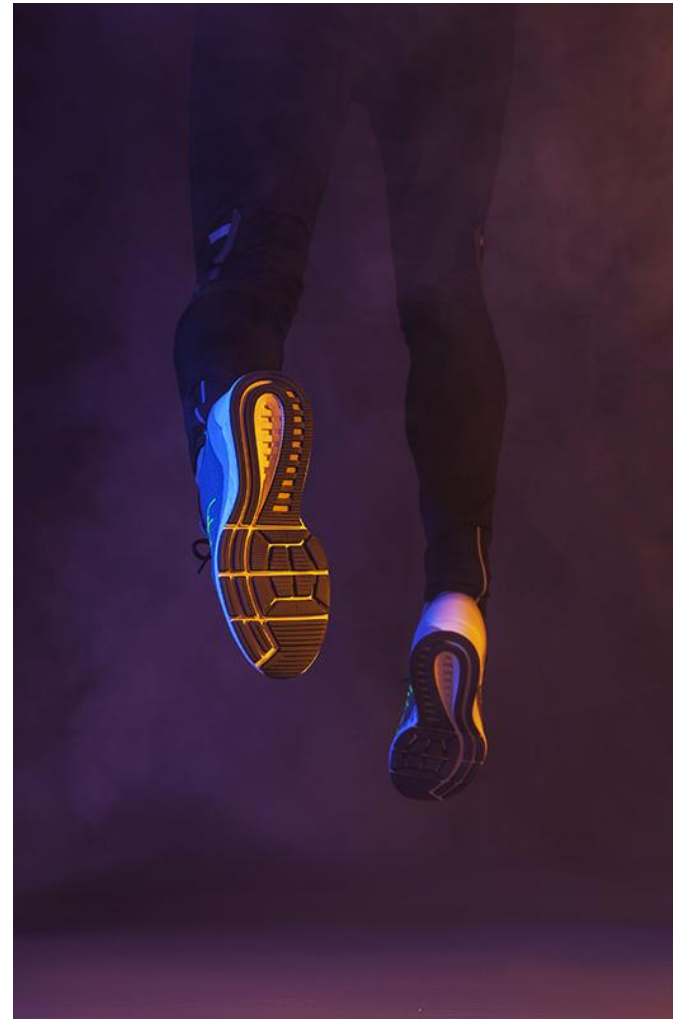
- **Identify Strengths and Weaknesses**
- **Understand Customer Trend**
- **Develop Marketing Strategies**

## Questions We Aim to Answer:

1. **Regional Analysis:**  
*ex. What are the comparative total operating profits across various regions?*
2. **Annual Growth Assessment:**  
*ex. How does 2021's average profit margin and unit sales volume compare with 2020's performance across different sales channels?*
3. **Sales Channel Evaluation:**  
*ex. In 2021, how did the total sales figures vary across in-store, online, and outlet sales methods?*



## **SECTION 02 : Exploratory Data Analysis**







# Exploratory Data Analysis

We acquired the dataset at [data.world](https://data.world), which is accessible to the general public.

Visualizations used to initially look at the data

- Line chart to understand the general trend of sales overtime and determine unit sold overtime
- A bar chart to represent the top products
- A bullet chart that shows retailers' sales targets
- A sparkline chart of weekly sales of states (min-max point)

Insights gained from initial Exploratory Data Analysis

- **Men's Street Footwear is the most profitable product followed by women's apparel**
- **In-store sale method has generated the most profit compared to other sale methods (Online & Outlet)**
- **New York and California are respectively the most profitable states**

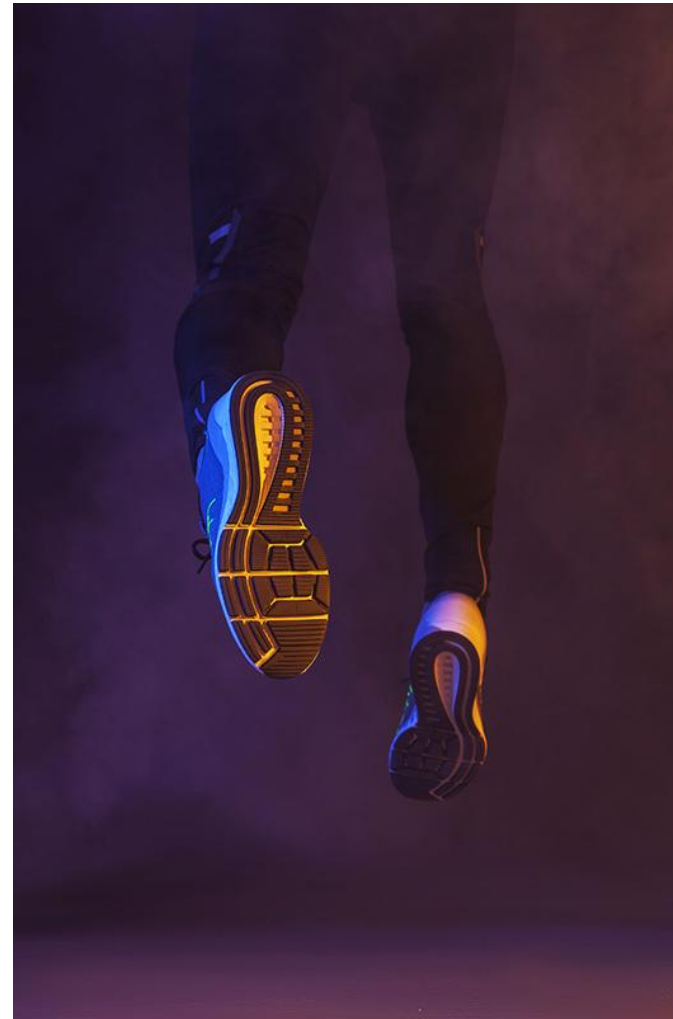
Based on above insights, we decided to create additional charts to showcase further information such as operating profit fluctuations, forecast of unit sold and sales target of retailers.

To give viewers a holistic idea of how the sale is performing, we added metrics to the dashboard, such as total sales and units sold.





## **SECTION 03 : Design Evolution & Implementation**

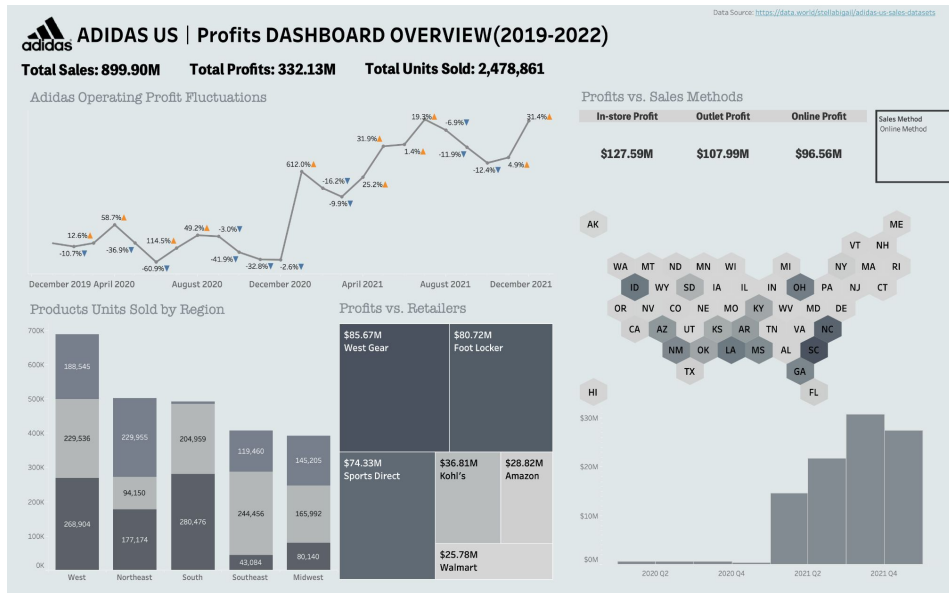




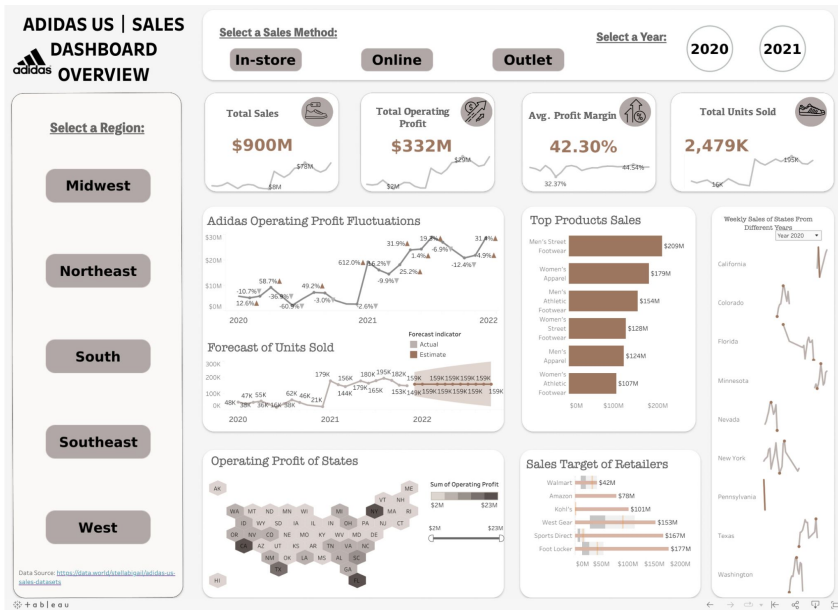
## 03 - Design Evolution



Original Version



Refined Version







# Design Evolution

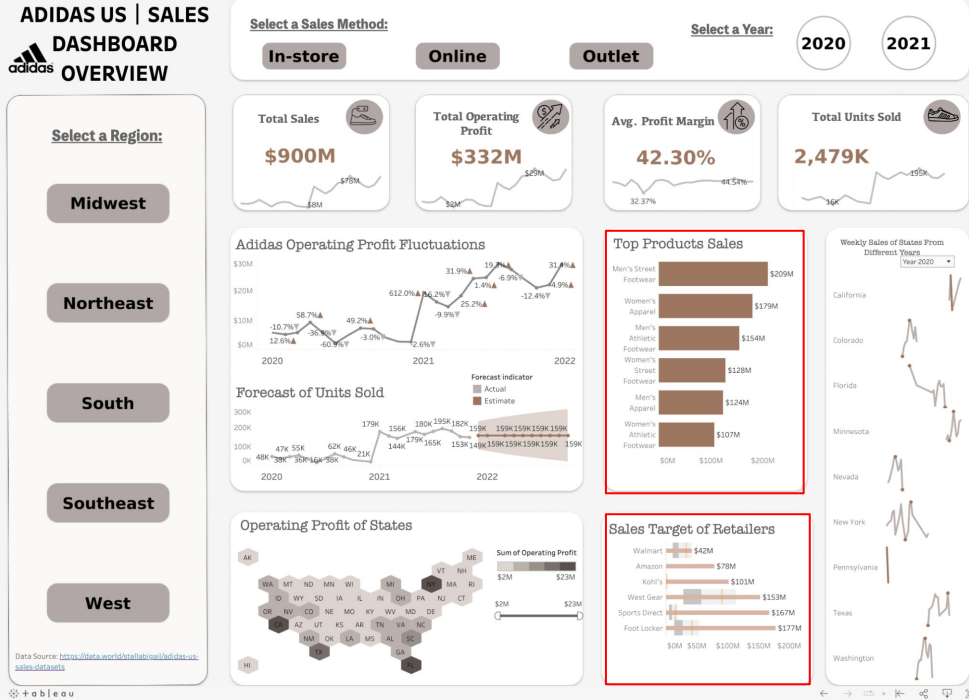


- **Incorporate Year Filters for Weekly Profit Charts**
  - Introducing year filters simplifies the cognitive load on users by allowing them to focus on a subset of data
- **Palette Update & Enhanced Formatting**
  - Principle of color harmony and brand consistency
  - Optimized layout and white space
- **Treemap to Bar Chart Transformation**
  - Bar charts are effective for comparing quantities and allow for immediate visual comparison between categories
- **Whole Map to Region Selection**
  - Allow for further analysis on brand's geographic presence





## 03 - Design Implication



### Insights into business strategy

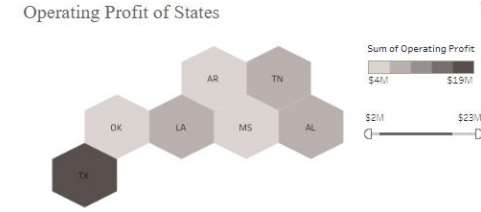
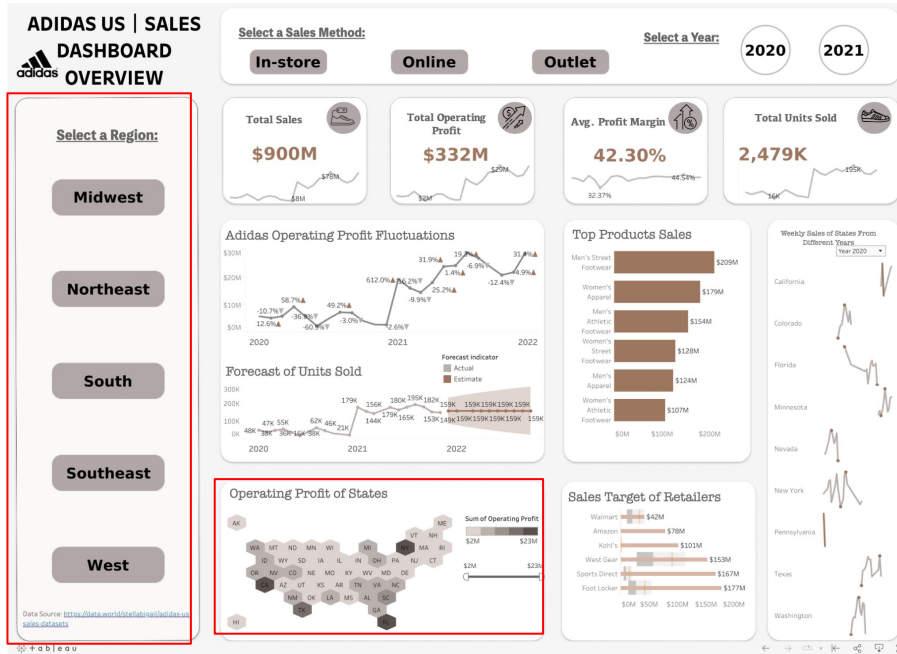
- ❖ **Identify Top-performing Products**
  - Focus marketing efforts on these high performers, allocate more marketing resources to best-selling items
  - Aim to maximize advertising return on investment (ROI)
- ❖ **Assess Retailer Target Achievements**
  - Recognize and reward top-performing retail partners, consider cross-promotional campaigns with high-performing retailers
  - Potentially renegotiate or restructure underperforming retail partnerships, Adjust distribution strategies to align with retailer performance



## 03 - Design Implication



*Example: Select South Region*

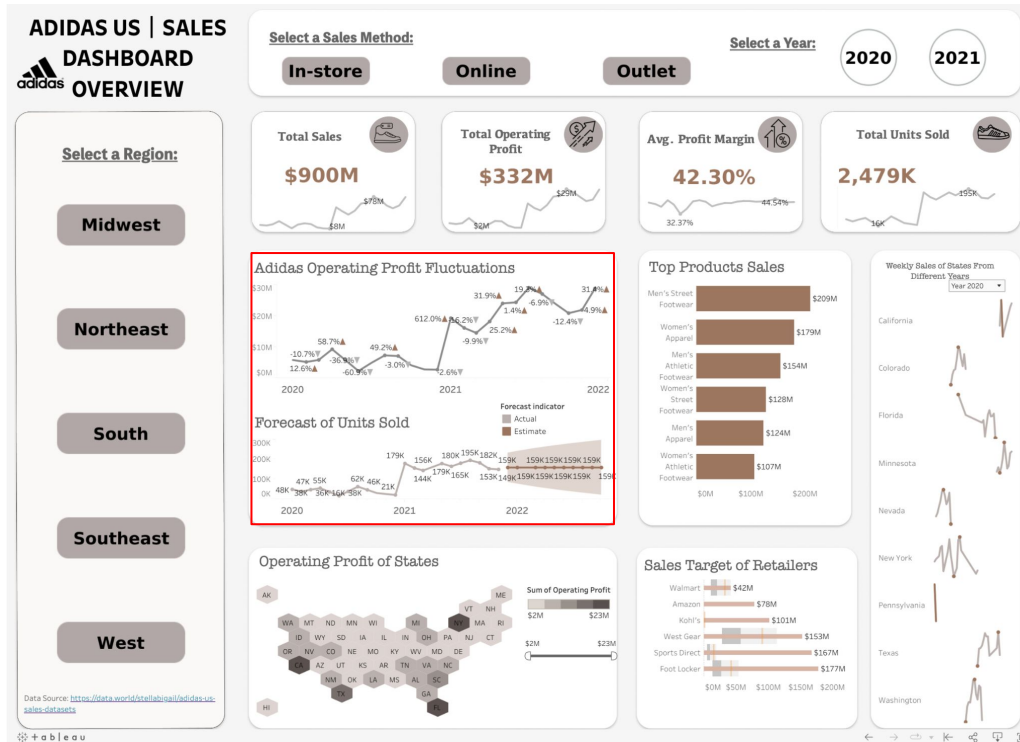


*Insights into business strategy*

- ◆ **Identification of Market Potential and Challenges**
  - Helps identify regions with high growth potential
  - Pinpoints areas with market underperformance
- ◆ **Marketing Budget Allocation**
  - Vital for deciding where to allocate marketing resources
  - Informs regional marketing strategies based on profitability
- ◆ **Targeted Inventory Management**
  - Supports decisions for inventory levels

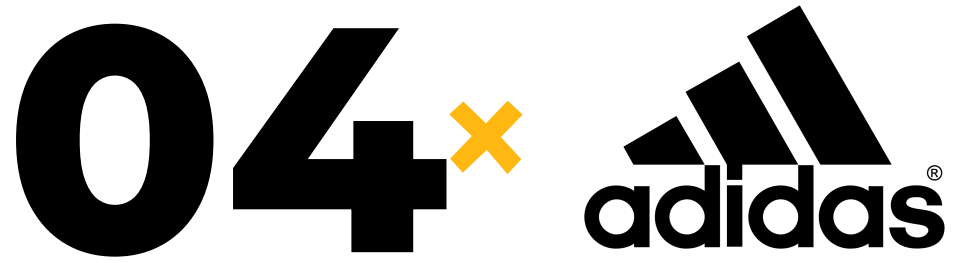


## 03 - Design Implication

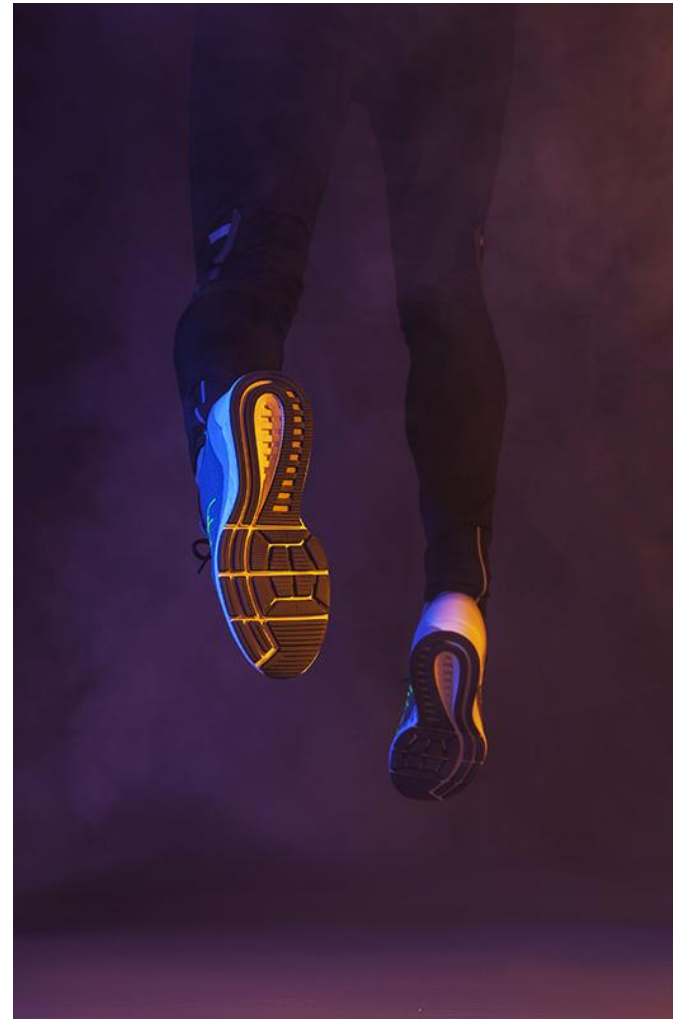


### insights into business strategy

- ◆ **Operating Profit Fluctuation Graph**
  - Charts profit trends, reflecting operational efficiency
  - Indicates responsiveness to market trends and seasonality
- ◆ **Forecast of Units Sold Graph**
  - Forecasts future demand based on past sales and market analysis
  - Critical for sportswear inventory
- ◆ **Strategic Business Insights**
  - Offers actionable insights for operational efficiency and financial planning
  - Aligns inventory with market demand to maximize sales and minimize waste



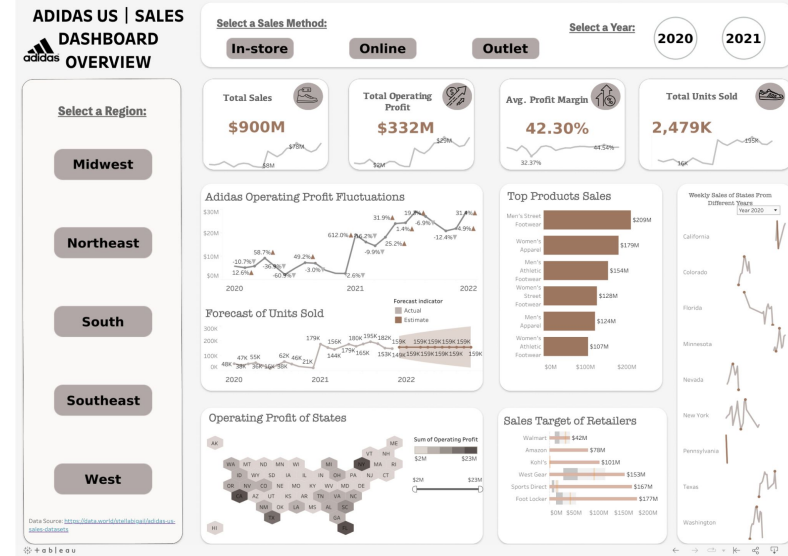
## **SECTION 04 : Insights & Self-Evaluation**





# Insights Gained from the Data Visualization

- **Key Performance Indicators(KPIs)**
  - Various metrics such as sales, profit are performing over time
- **Geographical Performance**
  - How different regions contributing to overall profit
  - Where there might be opportunities for improvement or expansion
- **Product Performance**
  - Which products are selling well and which are not
  - Potentially informing marketing and operation decisions
- **Sales Channels**
  - The performance of various sales channels, like in-store, online, or outlet, which could have implications for resource allocation.

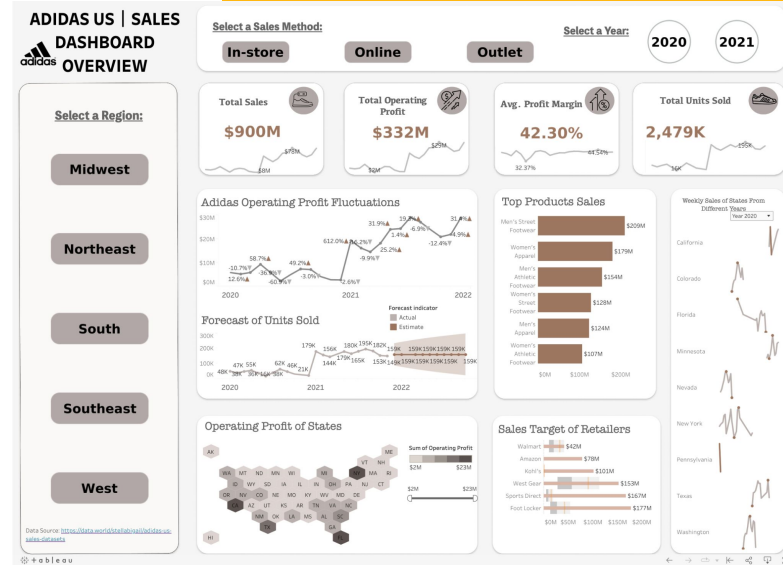






# Assessment of Dashboard Effectiveness

- **Data Representation and Accuracy**
  - Data presented matches the source data without discrepancies.
  - The visualizations accurately reflect trends and KPIs without distortion.
- **Alignment with Objectives**
  - The dashboard meets its intended purpose, such as tracking sales performance or identifying growth opportunities.
- **Insightful and Actionable**
  - The dashboard's success in prompting actionable business decisions.
  - Ability to quickly draw meaningful conclusions from the visualized data.





# Potential Further Improvement

- **Strategic Questions and Insightful Narratives**

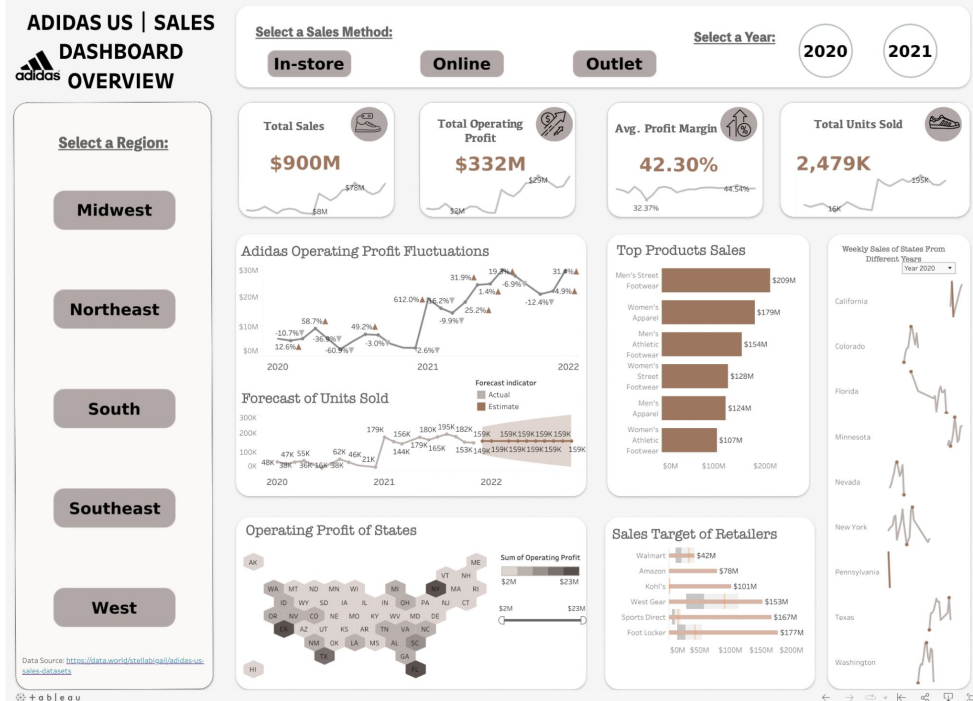
- Boost our dashboard's effectiveness by adding focused questions and brief data stories, illuminating trends and informing decisions.

- **Broadening Insights: Adding Categorized Dashboards (ex. Product)**

- Improve our understanding of business trends by incorporating specialized dashboards, offering a clear view of our market and inventory dynamics

- **Redundant Step**

- Avoid clicking twice for year filter & parameter





# THANKS

Do you have any questions?

Data Source:

<https://data.world/stellabigail/adidas-us-sales-datasets>

