

ADIDAS

Sales Report

INTRODUCTION

- The purpose of this report is to analyze the sales performance of Adidas in the US market. This report covers data insights from various sales channels, customer segments, and product categories. The goal is to identify trends, optimize inventory, and improve sales strategies
- OBJECTIVES -
 - +Spot and remove any duplicate entries to ensure the accuracy of our findings.
 - +Chart the progression of sales over different timeframes, notably years and months.
 - +Investigate how sales figures varied month-to-month.
 - +Gain a clear understanding of the dataset's structure, size, and key characteristics.
- BI QUESTION

+ Sales Performance Analysis

Which Retailers are excelling in sales, and which are underperforming?

+Regional Market Analysis:

Which states are experiencing strong sales, and which are lagging?

+Efficiency of Sales Methods:

Which sales method is more effective in-store or online?

+Time Series Analysis:

Investigate whether there has been a consistent sales trend over time or any noticeable monthly trends.

+Sales Analysis By Gender:

Which gender is more effective in-Sales?

DATA PRE-PROCESSING AND CLEANING

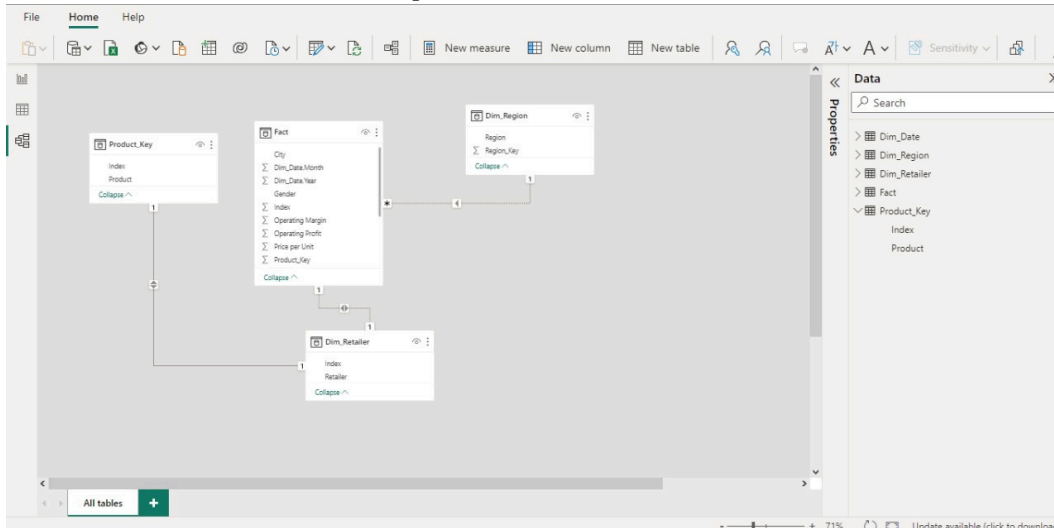
- Pre-processing Techniques Applied- The quality and reliability of any data analysis heavily depend on the preprocessing steps applied. For the Adidas US sales dataset, the following preprocessing techniques were applied:

The screenshot displays the Power BI Desktop interface. The main view shows a table with the following columns: Retailer, Invoice ID, Invoice Date, Region, State, and City. The data is filtered to show only 'Foot Locker' stores in 'New York'. The table contains 20 rows of data. The right-hand pane shows the 'Query Settings' for the 'Data Sales Adidas' query, including 'Properties' and 'Applied Steps'. The 'Applied Steps' list includes: Source, Navigation, Changed Type, Renamed Columns, Removed Top Rows, Promoted Headers, Changed Type1, Filtered Rows, Removed Duplicates, Split Column by Delimiter, Changed Type2, Split Column by Positions, Changed Type3, Removed Columns, Split Column by Positions1, Changed Type4, and Renamed Columns1.

- Creation of Calculated Columns -
 - +Month

DATA MODELLING

- Creation of Fact Dimension Tables
- Creation of Relationships



- Creation of Measures
 1. Total Product
 2. Average Sales
 3. Total Unit Sold

DASHBOARD

- Dashboard Design and Visualisation

+KPI 1: Sales Performance (REFER TO NEXT PAGE)

INSIGHTS:

- Sales Overview: A summary of total sales and operating profit.
- Trend Charts: Line charts showing sales trends over time.
- Product Analysis: Bar charts illustrating product performance and retailer performance by sales

+KPI 2: Sales Performance (REFER TO NEXT PAGE)

INSIGHTS:

- Customer Insights: Segmentation visuals, demographic analysis.
- Product Insights: Operating profit by product, Monthly product sales

CONCLUSION

- The analysis has provided valuable insights into the sales performance of Adidas in the US. Key takeaways include:
 - +Identification of peak sales periods and trends.
 - +Understanding customer segments and their purchasing behavior.
 - +Recognition of high-performing products and underperforming ones.
 - +Data-driven recommendations for inventory management and marketing strategies.
 - +Projections for future sales to inform strategic planning.

By leveraging these insights, Adidas can make informed decisions to optimize their sales strategies, improve customer satisfaction, and drive revenue growth.

State

All

Gender

All

Product

All

