**Adidas Sales Analysis**

Project 2

Team 5

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Abstract

Our business idea proposes a focus on product and sales method optimization, as well as future inventory management, to improve overall profitability and meet customer needs. By analyzing United States sales data of Adidas in 2020-2021,we identify the most profitable products and sales strategies to optimize their product mix and sales approach. The data insights inform future inventory decisions, reducing the risk of overstocking or understocking certain items. Utilizing data-driven insights to optimize inventory can improve profitability and enhance competitiveness in the market. This proposal emphasizes the importance of leveraging data insights to make informed decisions and improve overall performance. By implementing product and sales method optimization and inventory management strategies, businesses can increase profitability and meet customer needs more effectively.