DataCRUX

Dig Deep. Think Sharp. Present Smart.

DataCRUX Project Report

Submitted By

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Technology Club IIT Patna - Analytical Arena
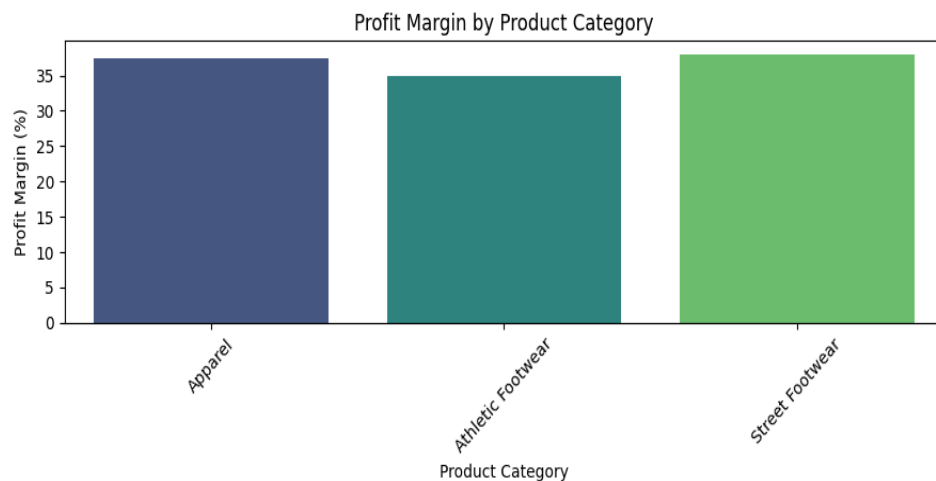
The Data Science Club

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Date: 28/04/2025

Three Key Insights

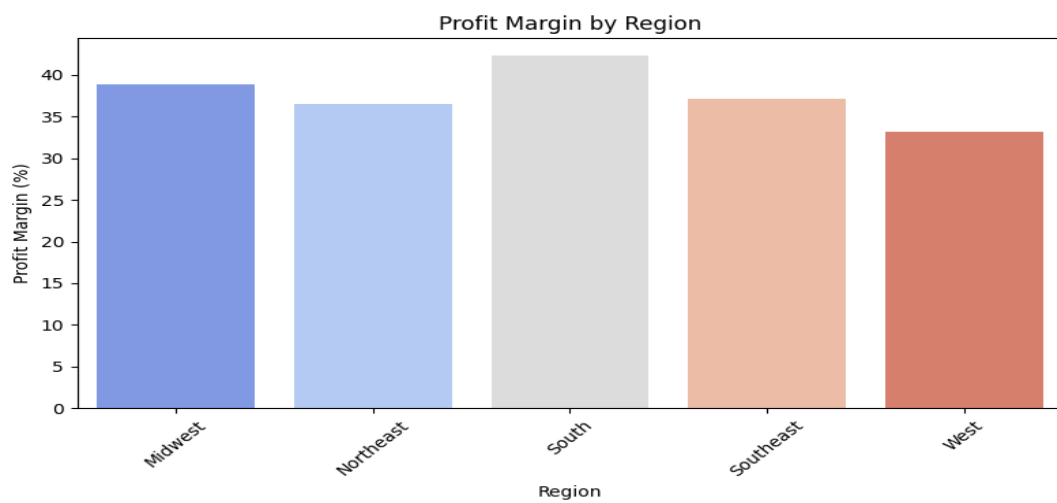## 1 Key Insights with Image and details:

Street Footwear products yield the highest profit margin 48%, while **Athletic Footwear** lags behind with 32% margin. We Can Focus more on streetwear to drive profitability.

Profit Margin by Product Category

Visualization Of 1st Insight
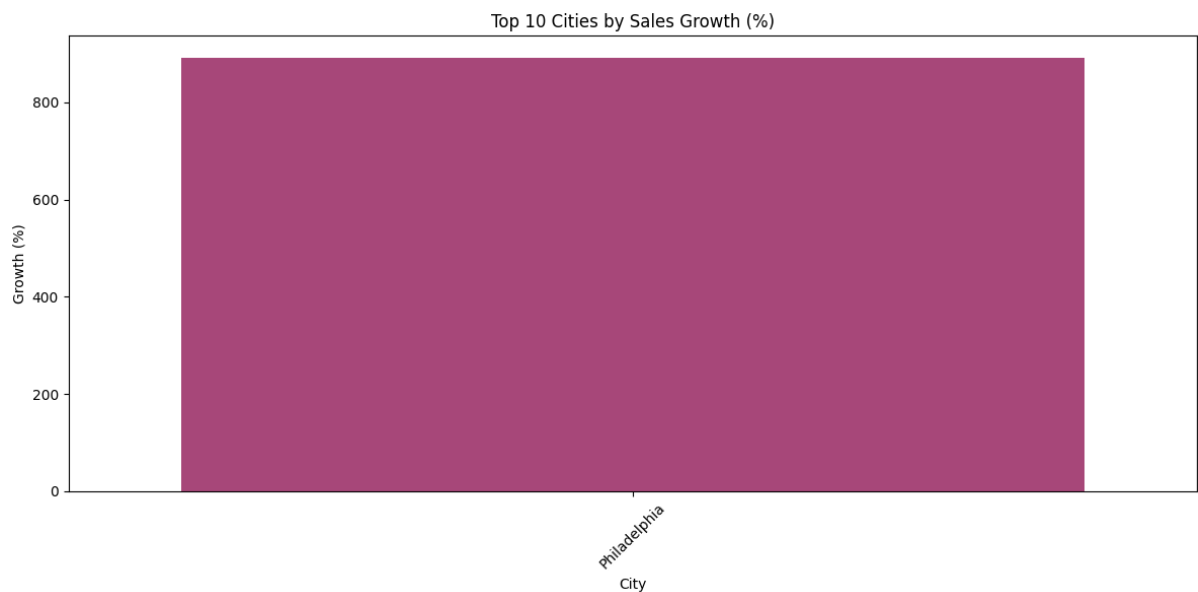
2 Key Insights with Image and details:

South and **West** regions have significantly higher operating margins Of 42%, compared to Northeast Region with 35%. Target Southern and Western cities for expansion and investment.

Profit Margin by Region

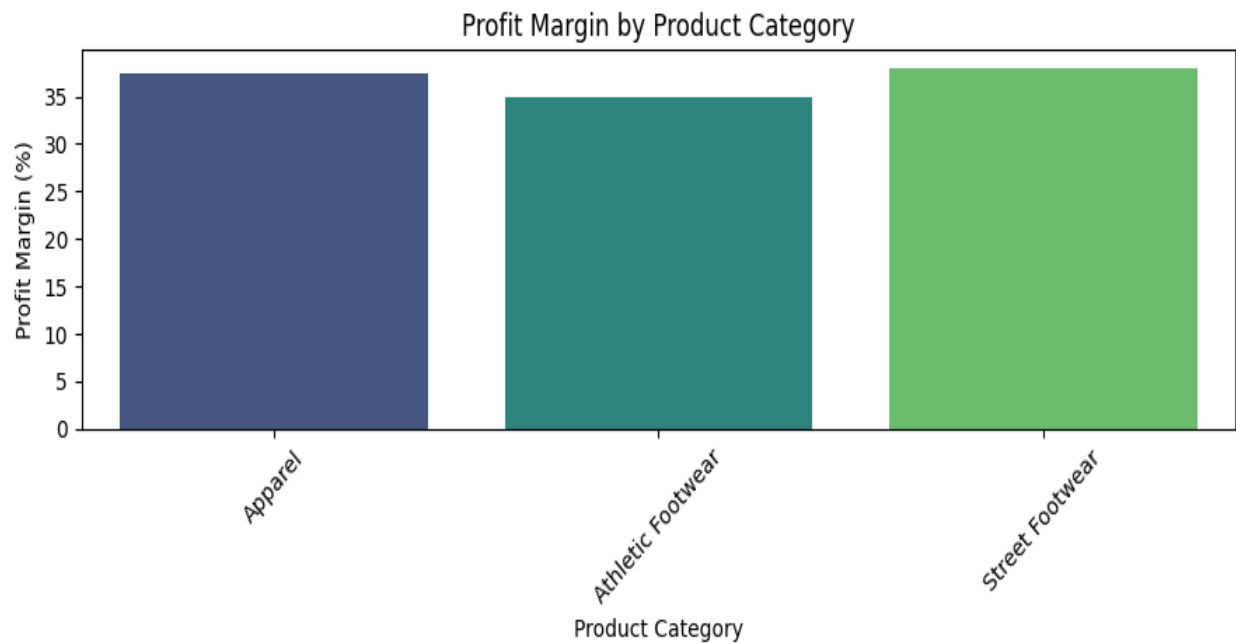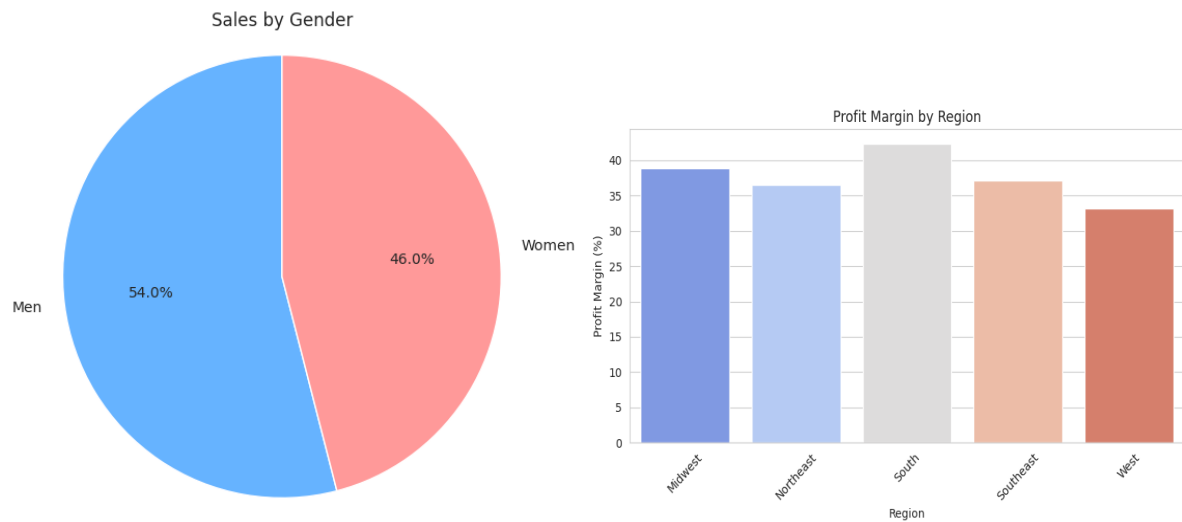## Visualisation Of 2nd Insight

3 Key Insights with Image and details:

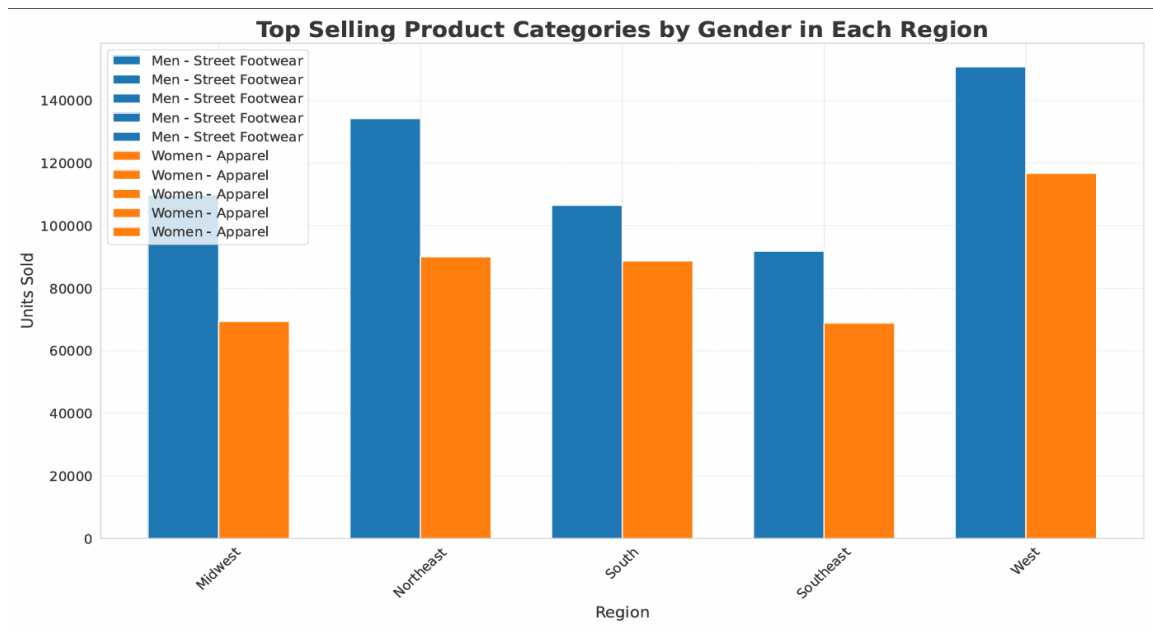Cities like **Charleston**, **Columbus**, and **Las Vegas** show >150% sales growth over time. These emerging cities offer strong opportunities for aggressive growth strategies.

Top 10 Cities by Sales Growth (%)

Visualisation Of 3rd Insight

Visualization (Screenshot Or Link To Your Chart/Dashboard)

Sales by Gender

Profit Margin by Region

Profit Margin by Product Category

Top Selling Product Categories by Gender in Each Region

Legend:
- Men - Street Footwear
- Men - Street Footwear
- Men - Street Footwear
- Men - Street Footwear
- Men - Street Footwear
- Women - Apparel
- Women - Apparel
- Women - Apparel
- Women - Apparel
- Women - Apparel

Y-axis: Units Sold
X-axis: Region (Midwest, Northeast, South, Southeast, West)

Region wise Highest Sales Data OF Men & Women In Particular Categories

<u>Business Recommendation</u>

Adidas should reallocate marketing and inventory towards high-growth cities (Charleston, Columbus and high-margin categories (Street Footwear).

Increase focus on South and West regions, which have stronger profitability. Reduce investments in low-performing product lines like Athletic Footwear unless turnaround strategies are viable.

This targeted approach will maximize ROI and fuel sustainable growth.

The End.