

Power BI Project On Adidas Sales Analysis

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From this raw data

	A	B	C	D	E	F	G	H	I	J	K	L
1	Retailer	Retailer ID	Invoice Date	Region	State	City	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Sales Method
2	Foot Locker	1185732	01-01-2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$6,00,000	\$3,00,000	In-store
3	Foot Locker	1185732	02-01-2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	1,000	\$5,00,000	\$1,50,000	In-store
4	Foot Locker	1185732	03-01-2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	1,000	\$4,00,000	\$1,40,000	In-store
5	Foot Locker	1185732	04-01-2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	850	\$3,82,500	\$1,33,875	In-store
6	Foot Locker	1185732	05-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$5,40,000	\$1,62,000	In-store
7	Foot Locker	1185732	06-01-2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$5,00,000	\$1,25,000	In-store
8	Foot Locker	1185732	07-01-2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,250	\$6,25,000	\$3,12,500	In-store
9	Foot Locker	1185732	08-01-2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$4,50,000	\$1,35,000	Outlet
10	Foot Locker	1185732	21-01-2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$3,80,000	\$1,33,000	Outlet
11	Foot Locker	1185732	22-01-2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$3,71,250	\$1,29,938	Outlet
12	Foot Locker	1185732	23-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$5,40,000	\$1,62,000	Outlet
13	Foot Locker	1185732	24-01-2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$5,00,000	\$1,25,000	Outlet
14	Foot Locker	1185732	25-01-2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,220	\$6,10,000	\$3,05,000	Outlet
15	Foot Locker	1185732	26-01-2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	925	\$4,62,500	\$1,38,750	Outlet
16	Foot Locker	1185732	27-01-2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$3,80,000	\$1,33,000	Outlet
17	Foot Locker	1185732	28-01-2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	800	\$3,60,000	\$1,26,000	Outlet
18	Foot Locker	1185732	29-01-2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$5,10,000	\$1,53,000	Outlet
19	Foot Locker	1185732	30-01-2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$4,75,000	\$1,18,750	Outlet
20	Foot Locker	1185732	31-01-2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$6,00,000	\$3,00,000	Outlet
21	Foot Locker	1185732	01-02-2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$4,50,000	\$1,35,000	Outlet
22	Foot Locker	1185732	02-02-2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	900	\$3,60,000	\$1,26,000	Outlet
23	Foot Locker	1185732	03-02-2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$3,71,250	\$1,29,938	Outlet
24	Foot Locker	1185732	04-02-2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$4,95,000	\$1,48,500	Outlet
25	Foot Locker	1185732	05-02-2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$4,75,000	\$1,18,750	Outlet
26	Foot Locker	1185732	06-02-2020	Northeast	New York	New York	Men's Street Footwear	\$60.00	1,220	\$7,32,000	\$3,66,000	Outlet
27	Foot Locker	1185732	07-02-2020	Northeast	New York	New York	Men's Athletic Footwear	\$55.00	925	\$5,08,750	\$1,52,625	Outlet

Data Sales Adidas



To this amazing dashboard



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020



31-12-2021



Total Sales
\$900M

Total Cost
\$568M

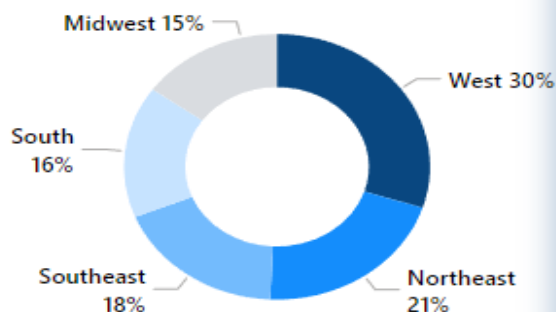
Operational Profit
\$332M

Unit Sold
2M

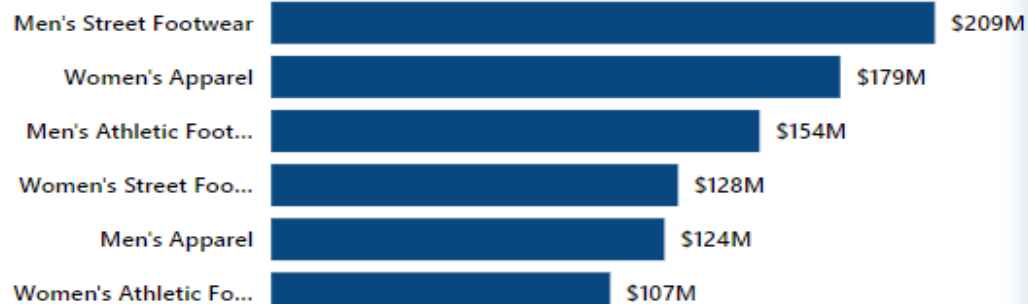
Price Per Unit
\$45

Operational Margin
42%

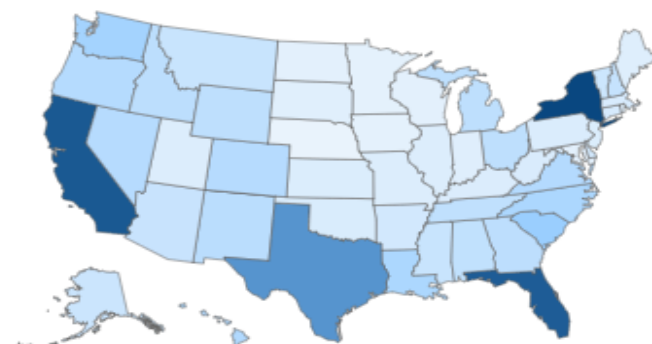
Region Wise Sales



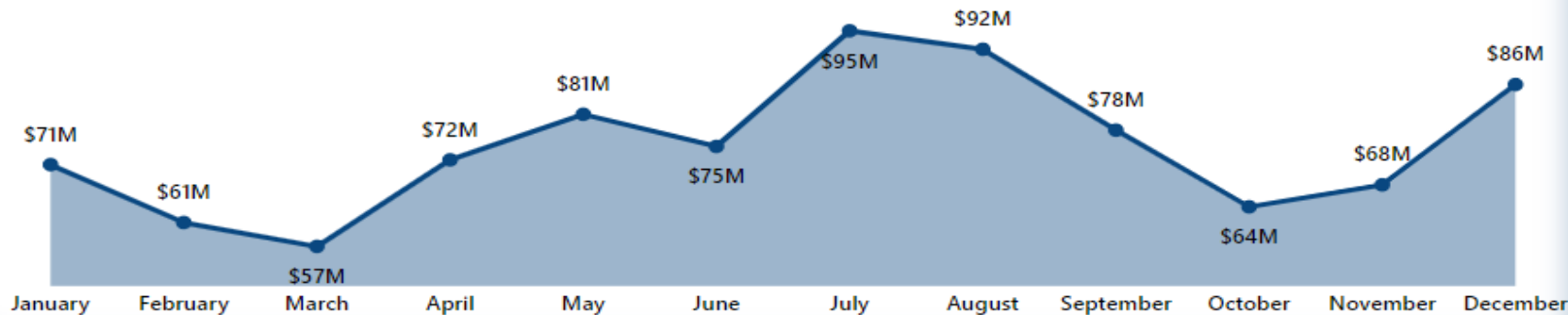
Product Wise Sales



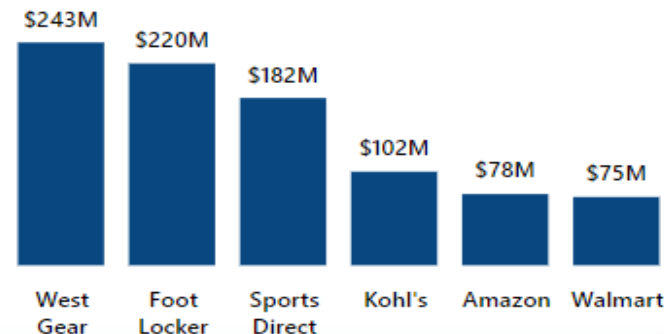
State Wise Sales



Sales Trand



Retailer Wise Sales



Midwest Region (Slicer)



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020



31-12-2021



Total Sales
\$136M

Total Cost
\$83M

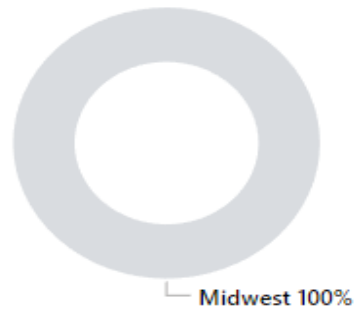
Operational Profit
\$53M

Unit Sold
0M

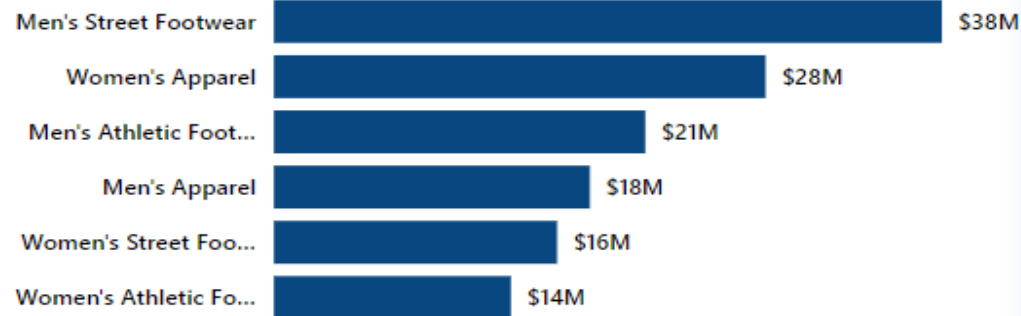
Price Per Unit
\$40

Operational Margin
44%

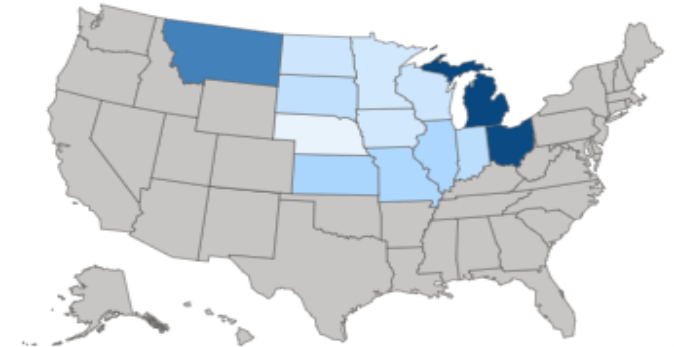
Region Wise Sales



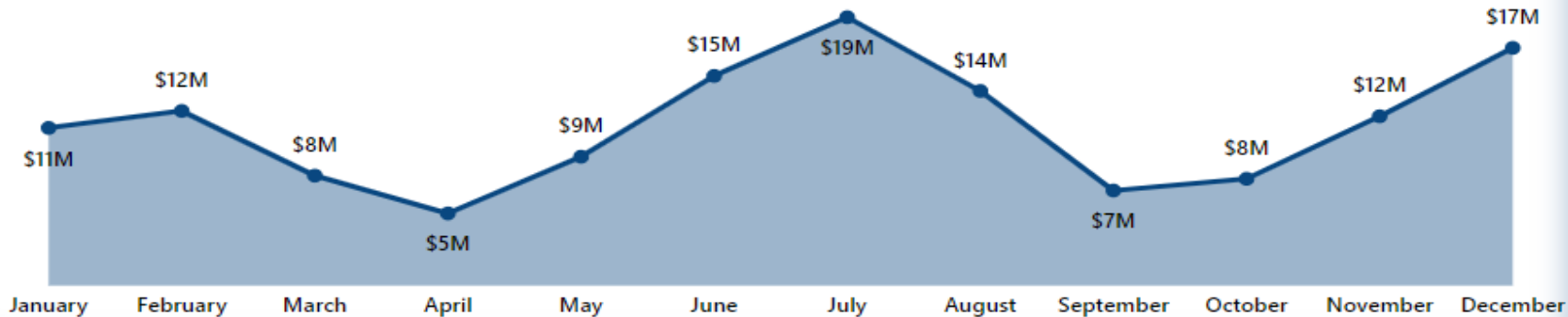
Product Wise Sales



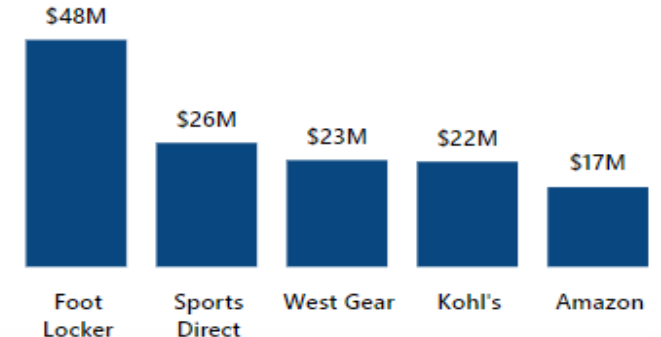
State Wise Sales



Sales Trand



Retailer Wise Sales



Northeast Region (Slicer)



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020



31-12-2021



Total Sales

\$186M

Total Cost

\$118M

Operational Profit

\$68M

Unit Sold

1M

Price Per Unit

\$47

Operational Margin

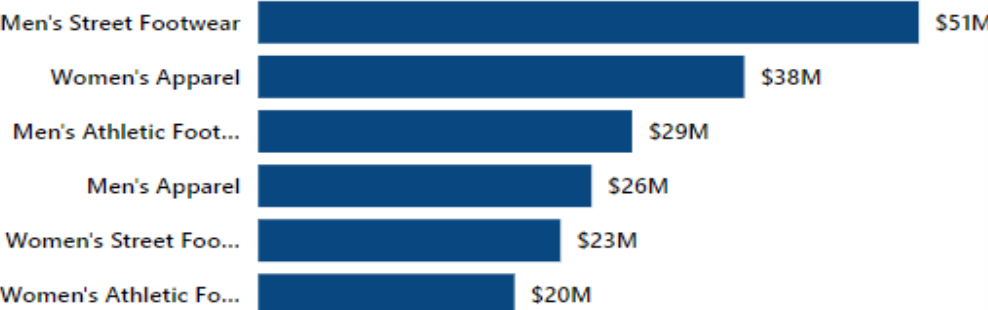
41%

Region Wise Sales



Northeast 100%

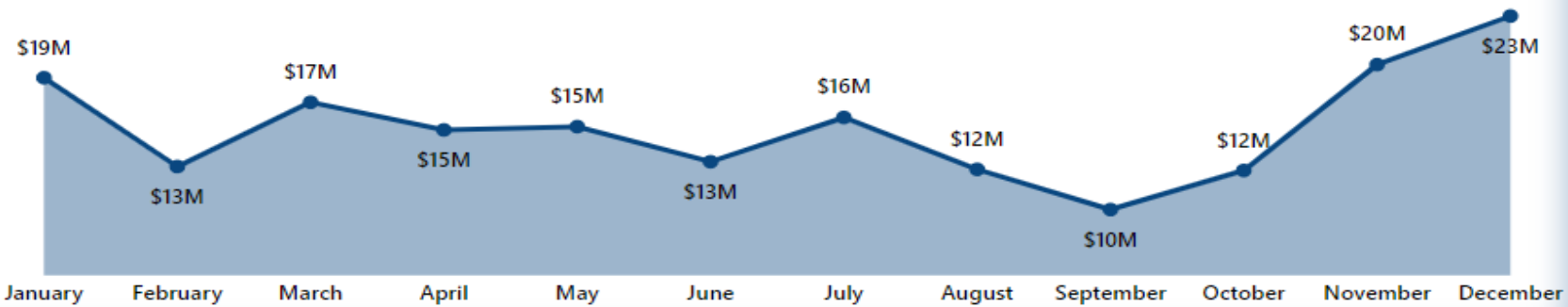
Product Wise Sales



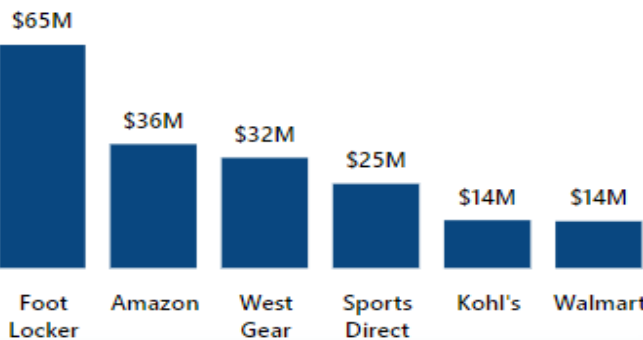
State Wise Sales



Sales Trand



Retailer Wise Sales



South Region (Slicer)



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020

31-12-2021

Total Sales
\$145M

Total Cost
\$84M

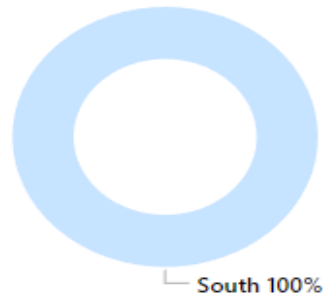
Operational Profit
\$61M

Unit Sold
0M

Price Per Unit
\$38

Operational Margin
47%

Region Wise Sales



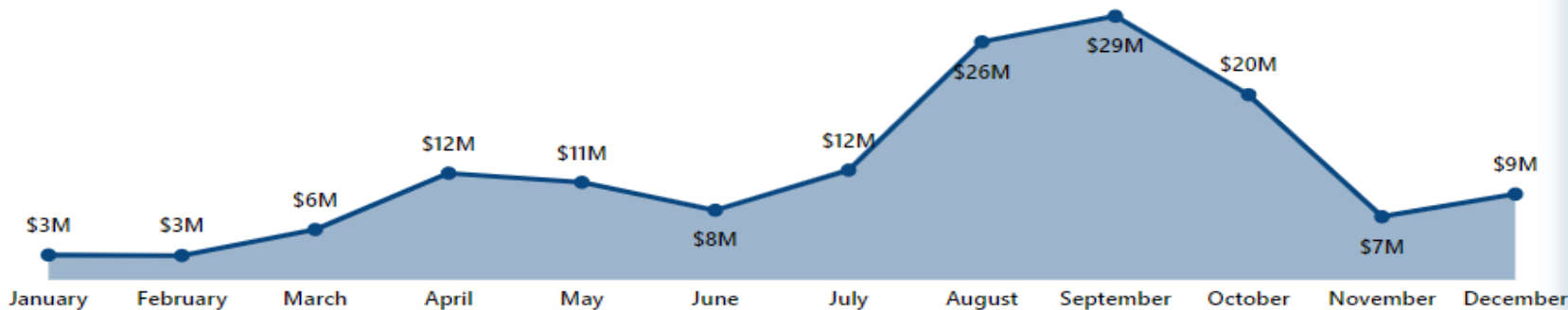
Product Wise Sales



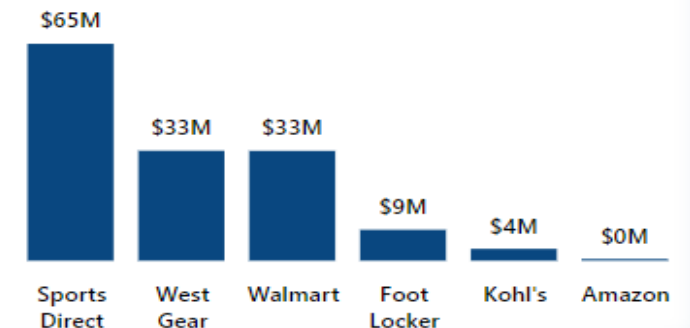
State Wise Sales



Sales Trand



Retailer Wise Sales



Southeast Region (Slicer)



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020



31-12-2021



Total Sales
\$163M

Total Cost
\$103M

Operational Profit
\$61M

Unit Sold
0M

Price Per Unit
\$50

Operational Margin
42%

Region Wise Sales



Southeast 100%

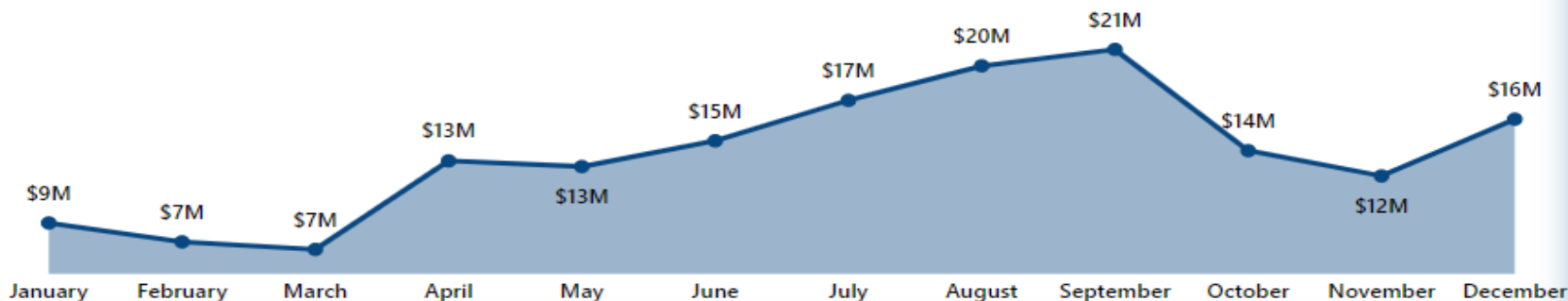
Product Wise Sales



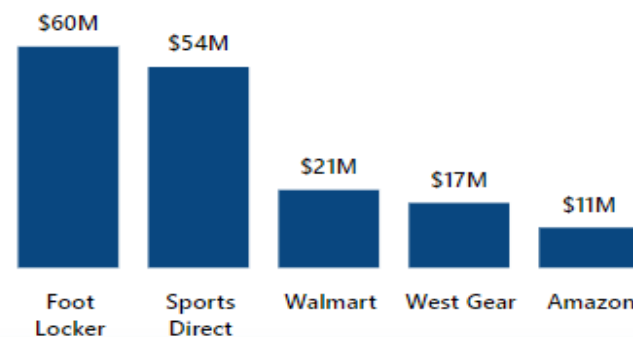
State Wise Sales



Sales Trand



Retailer Wise Sales



West Region (Slicer)



ADIDAS SALES ANALYSIS

Region

Midwest

Northeast

South

Southeast

West

Date

01-01-2020

31-12-2021

Total Sales

\$270M

Total Cost

\$180M

Operational Profit

\$90M

Unit Sold

1M

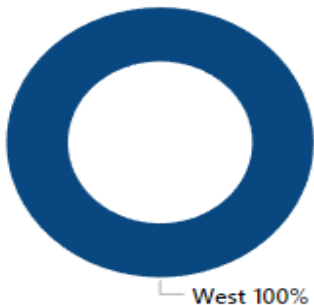
Price Per Unit

\$50

Operational Margin

40%

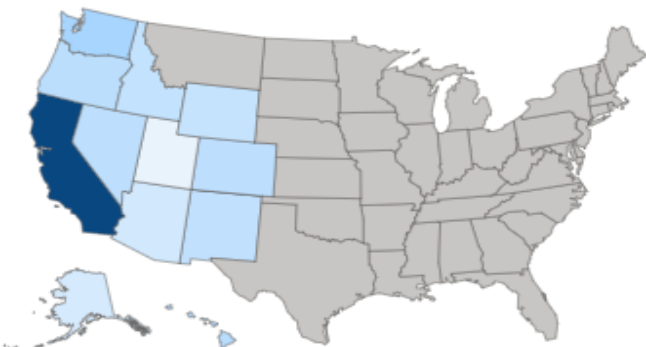
Region Wise Sales



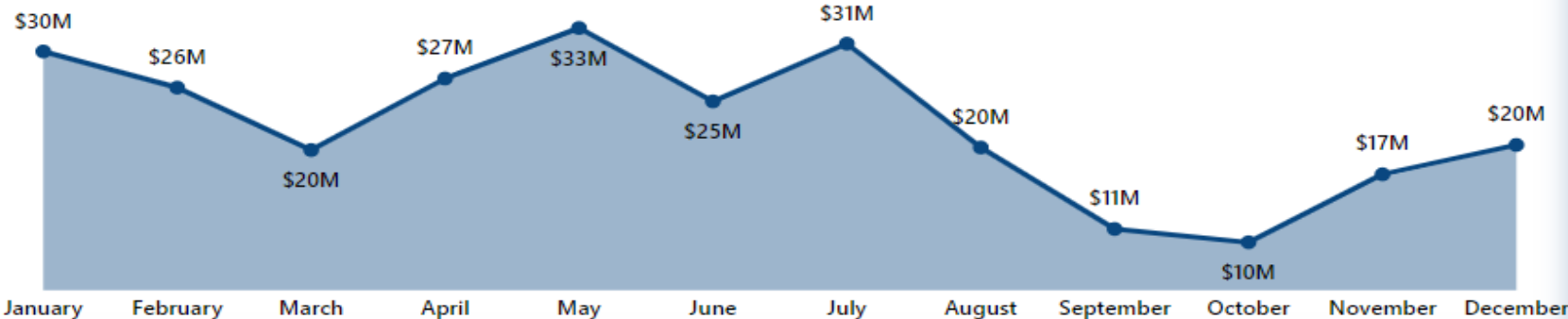
Product Wise Sales



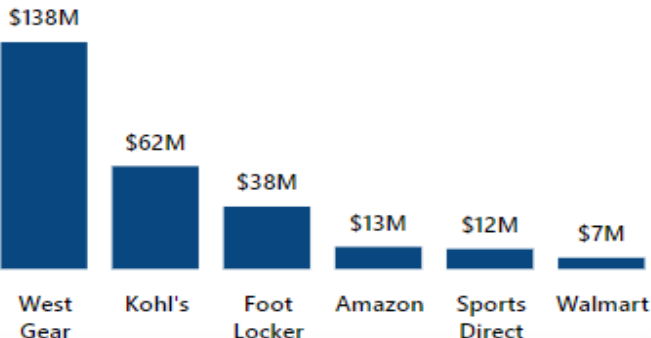
State Wise Sales



Sales Trand



Retailer Wise Sales



Explaining these KPI's

Total Sales
\$900M

Total Cost
\$568M

Operational Profit
\$332M

Unit Sold
2M

Price Per Unit
\$45

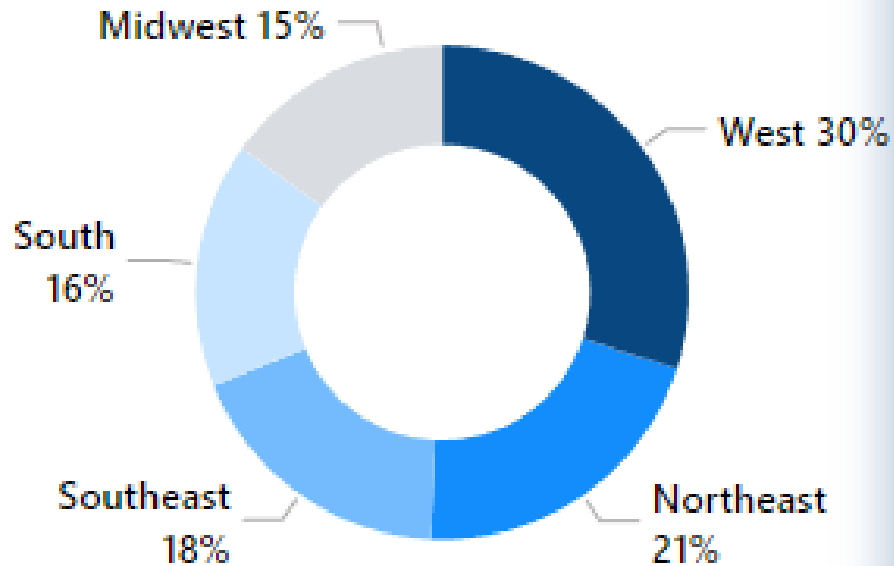
Operational Margin
42%

Total sales of Adidas is \$900 million, with \$568 million in production costs. From these sales, a total operational profit of \$332 million was generated, with 2 million units sold at an average price of \$45 per unit. The average operational profit margin stands at 42%.

Explaining each chart which are used in this project

Donut chart

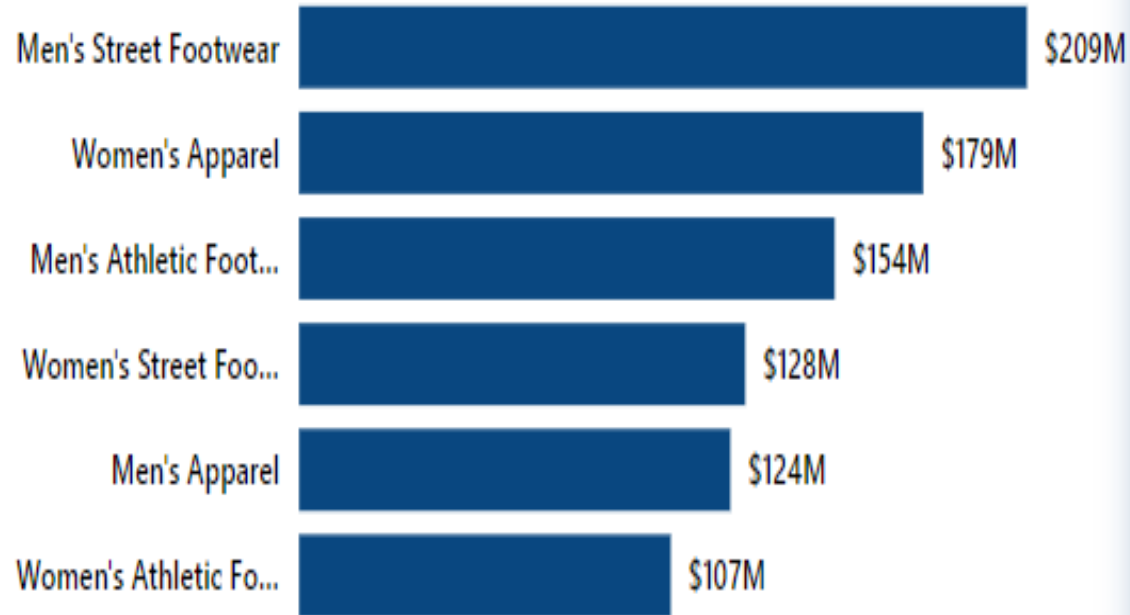
Region Wise Sales



This Donut chart highlights regional performance, with the West region leading with 30% of total sales. This indicates that the West is Adidas' strongest market, making it a focus area for future growth.

Bar chart

Product Wise Sales



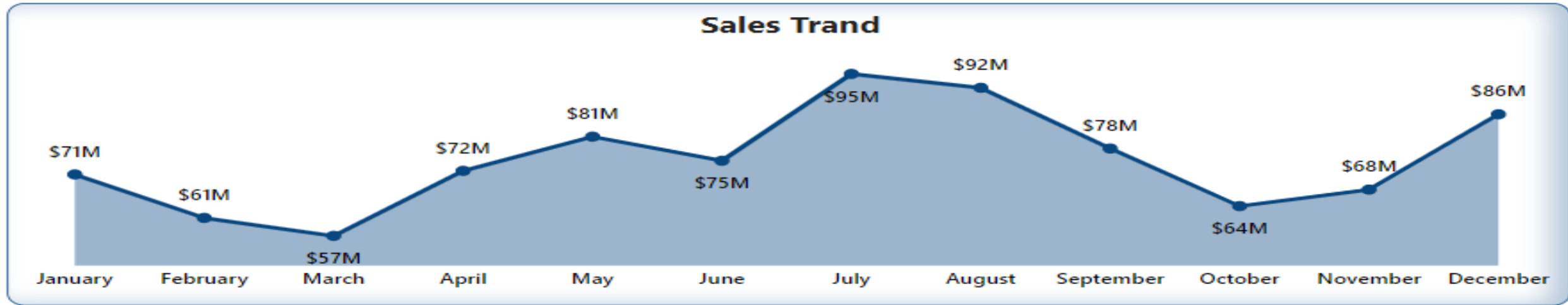
Looking at product performance, the bar chart shows that the best-selling product is Men's Street Footwear, while the least sold product is Women's Athletic Footwear. So special attention is needed on Women's Athletic Footwear.

Shape Map



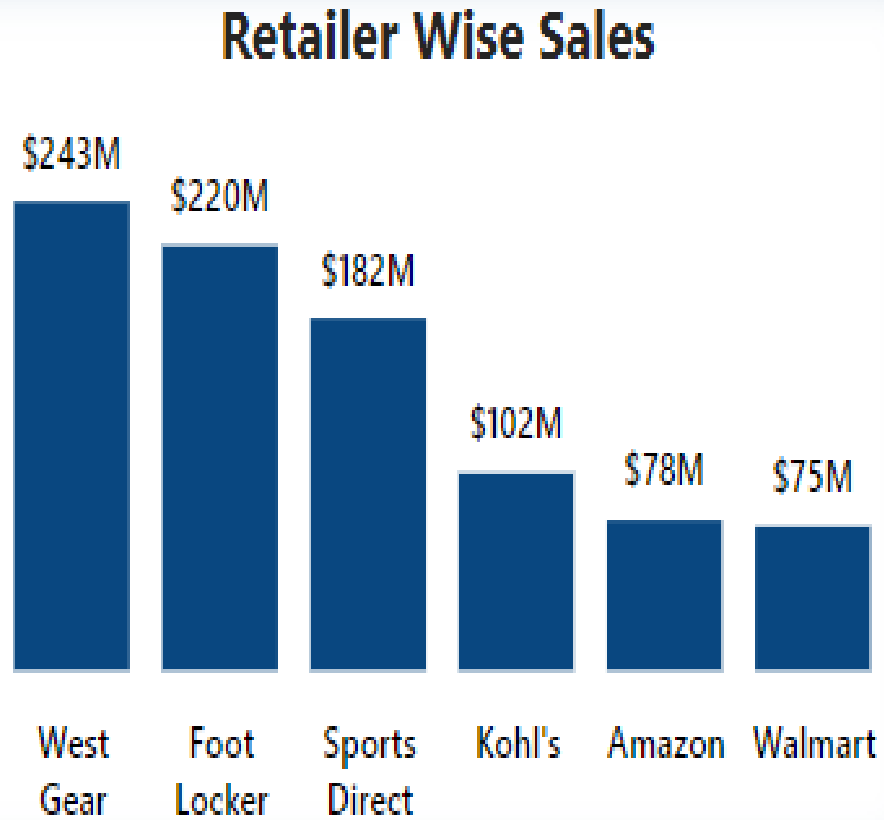
The shape map chart uses color shading to represent sales intensity. The darker the shade, the higher the sales. New York stands out with the highest sales, followed by California, Texas, and Florida. These states represent major hubs for Adidas sales, driven by both population and consumer interest.

Area Chart



The area chart reveals that the highest sales occurred in July, August, and December, likely due to peak shopping periods like summer sales and the holiday season. In contrast, the lowest sales were in February and March, perhaps indicating a seasonal dip in consumer spending.

Column Chart



Finally, the column chart shows the performance of various retailers. West Gear recorded the highest sales, while Amazon and Walmart had the lowest sales. This insight could guide Adidas to reconsider its distribution strategy across different retail partners.



Thank You