



ADIDAS U.S SALES DATA ANALYSIS



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BUSINESS OVERVIEW

The data set is of Adidas business across United States for the years 2020 & 2021. It has spread its business across Midwest, Northeast, South, Southeast & West in United States selling products of categories such as men's & women's – street footwear, athletic footwear and apparels. It's retailers are Amazon, Footlocker, Kohl's, Sports Direct, Walmart and West Gear.

TOOLS USED

EXCEL

STEPS FOLLOWED

- Looked for anomalies in data, Analysed the data (columns, categories of products, retailers, years)
- Created pivot tables necessary for visualisations
- Out of pivot tables, charts were created
- All the charts and slicers were organised and formatted
- Calculated Average Operating Margin, Total Revenue, Total operating expenses and Operating Profit Ratio

FINDINGS

Total Sales (in units) = 26,99,43,182

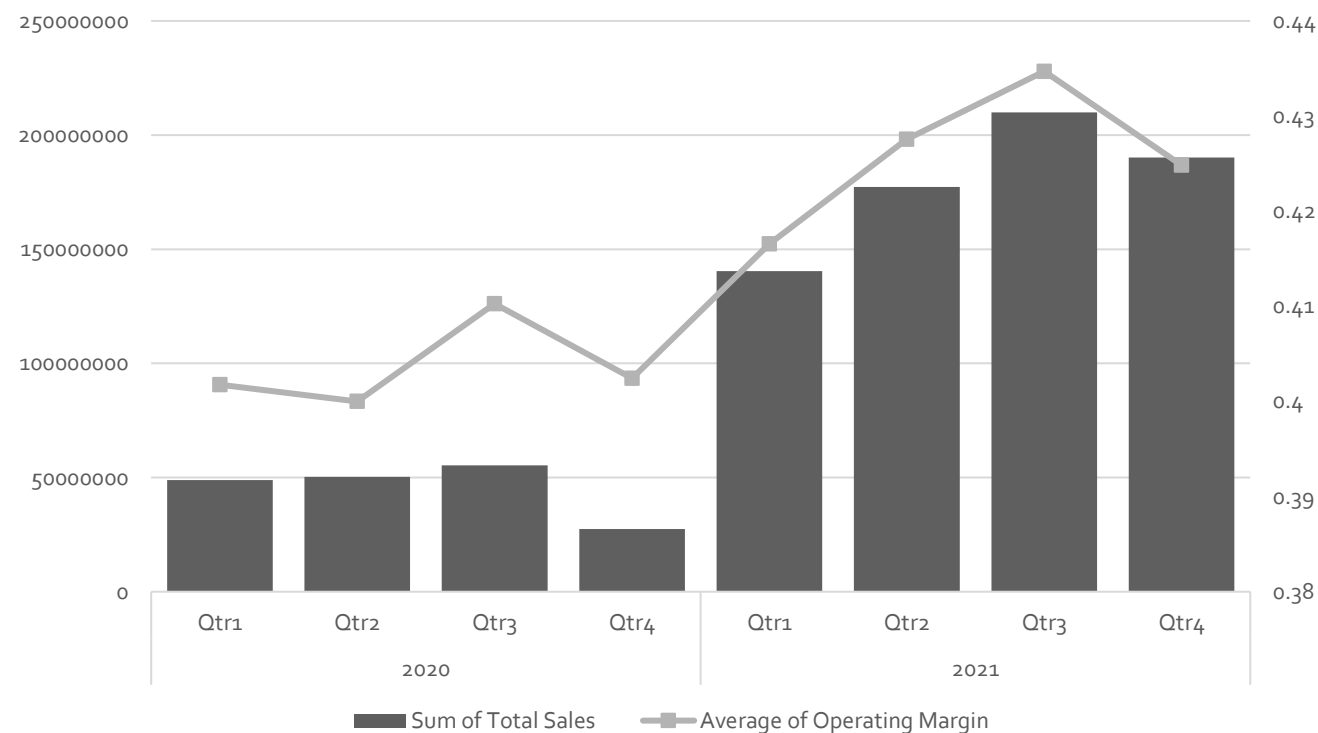
Total Revenue (in \$) = 12,01,66,650

Total Operating Profit (in \$) = 8,96,09,407

Total Operating Expenses = 3,05,57,243

Total Operating Profits account for 74.5% in Total Revenue

- Total Sales and Average Operating Margin showed a notable increase in 2021.
- Over the two-year period, a clear pattern emerged: sales consistently rose during the 3rd quarter but experienced a decline in the 4th quarter.



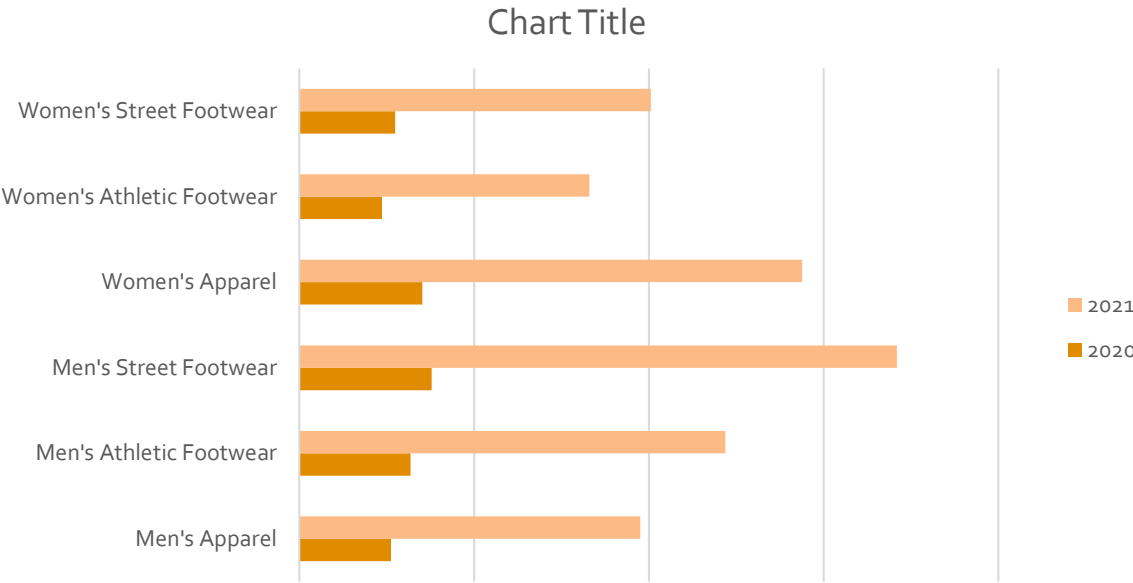
- The Midwest and West regions exhibit a similar contribution of sales methods to operating profit.
- The Northeast region shows a strong preference for in-store purchases, with minimal engagement in online shopping.
- In the South and Southeast regions, customers demonstrate a balanced trend, with significant purchases made both in outlets and online.

Retailers -

- In the Northeast region, Amazon, Foot Locker, and West Gear stand out as the leading retailers.
- Sports Direct and West Gear dominate in the South region.
- In the Southeast region, Foot Locker and Sports Direct contribute significantly to sales.
- Foot Locker ranks as the top contributor overall.
- The West region sees West Gear and Kohl's leading in sales performance.

Overall, Foot Locker, Sports Direct, and West Gear are the top contributors to sales, outperforming other retailers

Product Categories - Men's street footwear, women's apparel, and men's athletic footwear are the key contributors to overall sales.



Operating Profit by sales method - Sales through the online channel have shown a significant increase compared to 2020 and there is a significant decrease in sales through in-store method

The West region has demonstrated strong performance, making significant contributions to both sales and operating profit, as compared to other regions.

RECOMMENDATIONS

As per my findings I would recommend –

1. To reduce cost, focus on expanding online stores, as they account for a larger share of sales. Reducing the number of in-store locations, which incur higher expenses, and reallocating resources to increase the online presence would be a more cost-effective strategy.

2. The low sales of women's street footwear, athletic footwear, and men's athletic footwear could be attributed to factors such as pricing, design, or both. Addressing these issues by revisiting product designs, optimizing pricing strategies, or enhancing overall appeal could help boost sales in these categories.

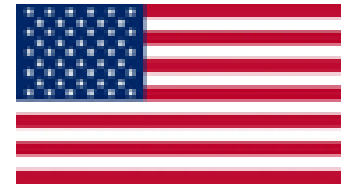
3. Quarter 4 sales have consistently dropped over the past two years, implementing targeted and effective marketing strategies during this period could help mitigate the decline and drive sales growth.

4. Strengthening relationships with retailers and implementing strategies that incentivize them to drive higher sales can significantly boost overall performance



Adidas US Sales Dashboard

(figures in USD)



Region



Midwest

Northeast

South

Southeast

West

Product



Men's Apparel

Men's Athletic Footwear

Men's Street Footwear

Women's Apparel

Women's Athletic Footw...

Women's Street Footwear

Years



2020

2021

Total Sales

89,99,02,125

Units Sold

24,78,861

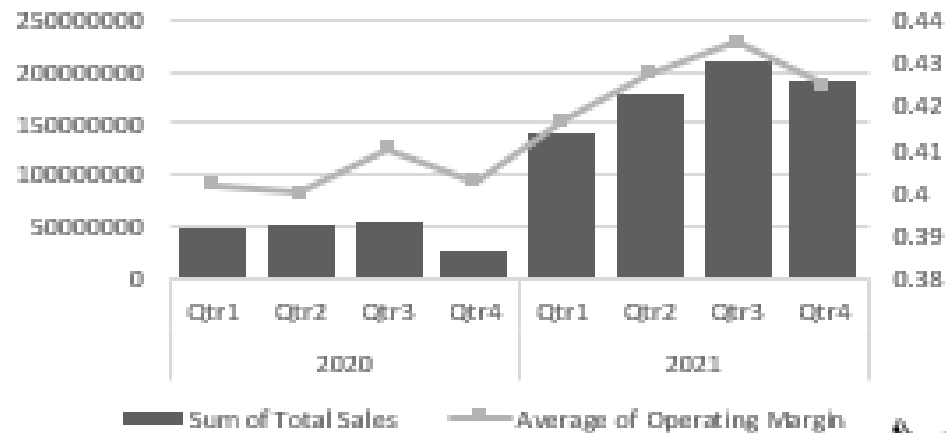
Total Revnue

Total Revenue

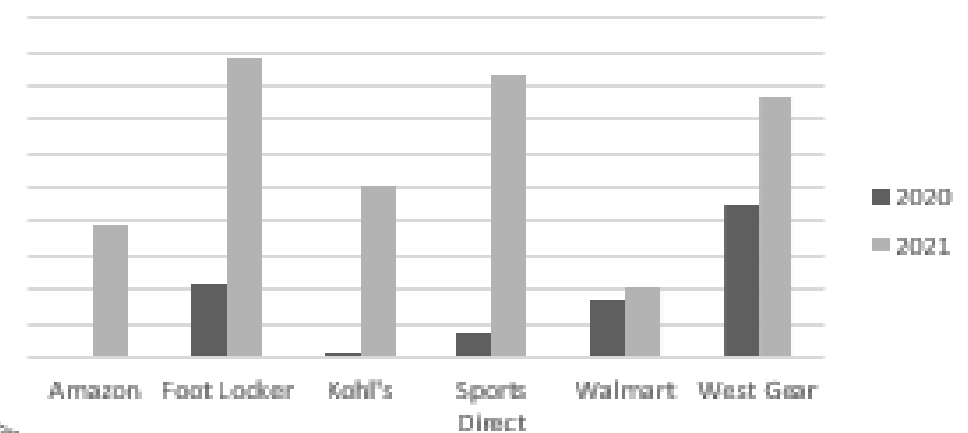
Total Operating Profit

33,21,34,761

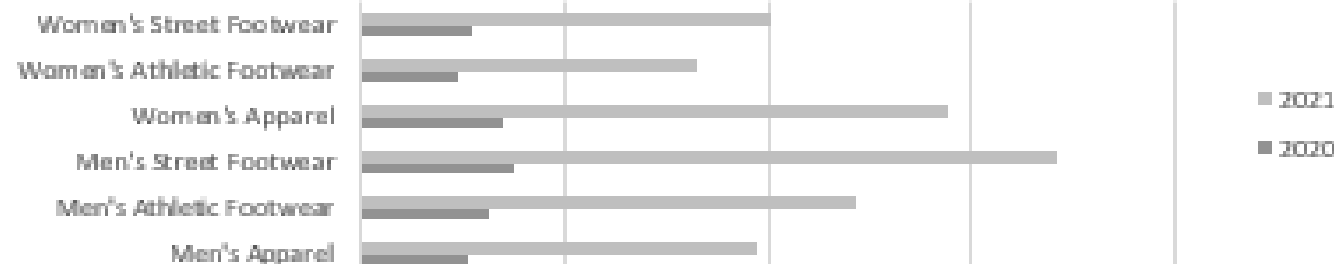
Sales & Avg Operating Profit



Sales By Retailers



Sales By Category



Operating Profit

