

# Adidas Sales Analysis using Power BI

## BUSINESS REQUIREMENTS

Through this Power BI-driven analysis, Adidas aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry. Enhanced understanding of sales dynamics and performance drivers. Identification of geographical areas with high and low sales potential. Insights into product performance, aiding in inventory and marketing decisions. Informed pricing and margin strategies for improved profitability. Actionable recommendations for optimizing sales and profit across various dimensions

## PROBLEM STATEMENT:

KPI's (Key Point Indicators):

### 1. Total Sales Analysis:

Understand the overall sales performance of Adidas over time.

### 2. Profitability Analysis:

Evaluate the total profit generated by Adidas across different dimensions.

### 3. Sales Volume Analysis:

Examine the total units sold to gain insights into product demand.

### 4. Pricing Strategy:

Determine the average price per unit to assess the pricing strategy.

### 5. Margin Analysis:

Evaluate the average margin to understand the overall profitability of sales.

Charts Requirements:

### 1. Total Sales by Month (Area Chart):

Visualize the monthly distribution of total sales to identify peak periods.

### 2. Total Sales by State (Filled Map):

Geographically represent total sales across different states using a filled map.

### 3. Total Sales by Region (Donut Chart):

Use a donut chart to represent the contribution of different regions to total sales.

### 4. Total Sales by Product (Bar Chart):

Analyze the sales distribution among various Adidas products using a bar chart.

### 5. Total Sales by Retailer (Bar Chart):

Visualize the distribution of different retailers to total sales using a bar chart.