**PROBLEM STATEMENT**

*Adidas US Sales*

1. *Create Revenue & Profit Dashboards*
2. Total Revenue
3. Total Revenue by Retailer
4. Total Revenue by year, month
5. Total Revenue by Region, State
6. Total Revenue by Product Category
7. Total Revenue by Sales Method
8. Operating Profit
9. Operating Profit by Retailer
10. Operating Profit by year, month
11. Operating Profit by Region, State
12. Operating Profit by Product Category
13. Operating Profit by Sales Method

Filters:

1. Year
2. Month
3. Region
4. State
5. Product Category
6. Sales Method
7. *Data Analysis*
8. Analyze by Descriptive Statistics and create a bell curve
9. We will choose the train data to forecast sales based on the bell curve. This data is in the positive skewness. This means most of the outliers are present on the right side of the distribution, and it has a higher number of data points having low values. So when we train the model on this data, it will better predict the revenue with low values.
10. Using the regression model to check how well it does through R square (the coefficient of determination), F-test, p-value of slope