# **A black and white logo AI-generated content may be incorrect. ADIDAS SALES ANALYSIS**

**BUSSINESS 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.

1. **Profitability Analysis:**

Evaluate the total profit generated by Adidas across different dimensions.

1. **Sales Volume Analysis:**

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

1. **Pricing Strategy:**

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

1. **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.

1. **Total Sales by State (Filled Map):**

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

1. **Total Sales by Region (Donut Chart):**

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

1. **Total Sales by Product (Bar Chart):**

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

1. **Total Sales by Retailer (Bar Chart):**

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

**RESULT**

