

Project Overview

This project provides an analytical assessment of Birkenstock's financial performance (a leading premium comfort footwear manufacturer) based on key KPIs reported for the period 30.09.2024 – 30.06.2025 (latest report as of 26.11.2025). It also includes a peer comparison with ON Holding, one of the closest competitors in the premium footwear segment.

For the first load, it may take a bit more time to retrieve all required data from the web sources.

Data Sources

All data used in this analysis come from publicly available sources and were retrieved via corresponding API requests executed in Python:

- Birkenstock Financial Reports:
<https://www.birkenstock-holding.com/financials>
- ON Holding Financial Reports:
<https://investors.on-running.com/financials-and-filings/default.aspx#quarterly>
- Historical and up-to-date share prices for Birkenstock (BIRK) and ON Holding (ONON) in USD:
<https://financialdata.net/>
- Historical and current FX rates (used to convert all financial and share-price data into EUR):
<https://data-api.ecb.europa.eu/>

Data Processing

All data cleaning, including EUR conversions and interpolation to fill missing report values, was performed in Power Query (M Language) inside Power BI.

Visualization

Visualizations were built using Power BI, including DAX measures and additional animated GIF elements.

The presentation uses the official brand colors of Birkenstock and ON Holding.

Usage Notes

- To prevent layout shifts, it is recommended to lock all objects immediately after opening the PBIX file: View → Lock objects.
- To switch between Birkenstock and ON Holding views, use the toggle switch in the upper-right corner of the slide: Hold Ctrl and click with the left mouse button.