ADIDAS PROJECT ANALYSIS

* In this project , I did some data cleaning and data modelling to make sure there wasn’t any irregularities between the data.
* After that I made some key performance indicators such as total sales, total profit, total units sold, etc.
* after that I built some charts to help find out that how some dimensions such as region, retailer, etc are affecting the overall sales and performance of the business. I have listed all the charts used below-

1. **Total Sales by Month - the chart used here is area chart**
2. **Total Sales by state - the chart used here is filled chart**
3. **Total Sales by region - the chart used here is donut chart**
4. **Total Sales by product - the chart used here is bar chart**
5. **Total Sales by retailer - the chart used here is bar chart**