Adidas Sales Analysis

Business Requirement:

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.

Key Objectives:

- Enhanced Understanding of Sales Dynamics: Identify key performance drivers influencing sales trends.

- Geographical Sales Insights: Detect high and low sales potential regions to optimize distribution.

- Product Performance Analysis: Provide data-backed insights for inventory and marketing strategies.

- Pricing and Margin Strategies: Develop informed pricing models to improve profitability.

- Actionable Recommendations: Deliver strategic insights to maximize sales and profitability across multiple dimensions.

This analysis will serve as a foundation for informed decision-making, ensuring Adidas remains competitive in the evolving market landscape.