

Analyzing Adidas Sales Data

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Outline

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- Dataset
- Data manipulation
- Data visualization
- Dashboard
- Conclusion

Introduction

- Adidas is one of the leading manufactures for footwear, apparel and more for men, women and kids
- To remain competitive, it is crucial for Adidas to analyze its sales data and identify trends in the market
- They need to develop strategies for improving future sales

Objectives

- The objectives of the projects are
 - Analyze the sales data to identify successful products and marketing campaigns
 - Understand sales trends in different regions and product categories

Dataset

- The data for the analysis is taken from Kaggle
- The dataset consists of the following columns

| |
|------------------|
| Retailer |
| Retailer ID |
| Invoice Date |
| Region |
| State |
| City |
| Product |
| Price per Unit |
| Units Sold |
| Total Sales |
| Operating Profit |
| Operating Margin |
| Sales Method |

Data Manipulation - Functions

- Create 2 new columns using the **IF** function
 - Popularity category
 - Price category

| Price Per Unit | Price Category |
|----------------|--------------------|
| <=50 | Affordable Range |
| >50 & <=100 | Medium Range |
| >100 | High Range |
| | |
| | |
| Units Sold | Popularity |
| <500 | low selling |
| >=500 & <=1000 | Moderately selling |
| >1000 | top selling |

| Price per Unit | Units Sold | Price Category | Popularity Category |
|----------------|------------|------------------|---------------------|
| \$50.00 | 1,200 | Affordable Range | Top Selling |
| \$50.00 | 1,000 | Affordable Range | Moderately Selling |
| \$40.00 | 1,000 | Affordable Range | Moderately Selling |
| \$45.00 | 850 | Affordable Range | Moderately Selling |
| \$60.00 | 900 | Medium Range | Moderately Selling |
| \$50.00 | 1,000 | Affordable Range | Moderately Selling |
| \$50.00 | 1,250 | Affordable Range | Top Selling |
| \$50.00 | 900 | Affordable Range | Moderately Selling |
| \$40.00 | 950 | Affordable Range | Moderately Selling |
| \$45.00 | 825 | Affordable Range | Moderately Selling |
| \$60.00 | 900 | Medium Range | Moderately Selling |

Data Manipulation - Functions

- Create new columns to get the quarter and year from the dates in which the sales happened
- To get the quarter
- `=ROUNDUP(MONTH(C2)/3,0)`
- To get the year
- `=YEAR(C2)`

Data Manipulation – Pivot Tables

- **Sales by Retailers:**
- Rows: Retailer
- Values: % of Total Sales, % of Units Sold

| Row Labels | Values | |
|--------------------|------------------|-----------------|
| | % of Total Sales | % of Units Sold |
| West Gear | 27% | 25% |
| Foot Locker | 24% | 24% |
| Sports Direct | 20% | 22% |
| Kohl's | 11% | 12% |
| Amazon | 9% | 8% |
| Walmart | 8% | 8% |
| Grand Total | 100% | 100% |

- **Sales by State:**
- Rows: State
- Values: Sum of Total Sales

| Row Labels | Sum of Total Sales |
|--------------------|--------------------|
| New York | 64229K |
| California | 60174K |
| Florida | 59284K |
| Texas | 46360K |
| South Carolina | 29286K |
| Washington | 26331K |
| North Carolina | 23957K |
| Louisiana | 23751K |
| Hawaii | 22282K |
| Virginia | 21575K |
| Grand Total | 377228K |

Data Manipulation – Pivot Tables

- **Sales by Product:**

- Rows: Product
- Values: Sum of Total Sales

| Products | Sum of Total Sales |
|-------------------------|--------------------|
| Men's Street Footwear | 208826.2K |
| Women's Apparel | 179038.9K |
| Men's Athletic Footwear | 153673.7K |
| Women's Street Footwear | 128002.8K |
| Men's Apparel | 123728.6K |
| Grand Total | 793270.2K |

- **Operating Margin by Sales Method:**

- Rows: Sales Method
- Values: Average of Operating Margin

| Row Labels | Average of Operating Margin |
|--------------------|-----------------------------|
| In-store | 0.36 |
| Online | 0.46 |
| Outlet | 0.39 |
| Grand Total | 0.42 |

Data Manipulation – Pivot Tables

- **Sales by Popularity:**
- Rows: Popularity
- Values: Count of units sold
- Column: Retailer

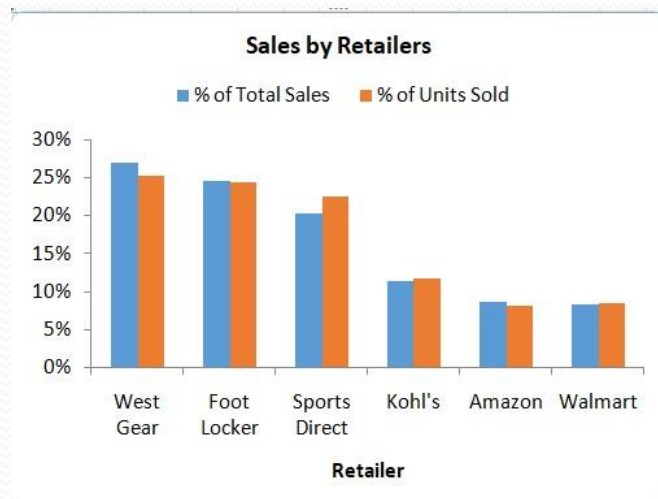
| Count of Units Sold | | Column Lab | | | | | |
|---------------------|------------|-------------|-------------|---------------|------------|-------------|-------------|
| Row Labels | Amazon | Foot Locker | Kohl's | Sports Direct | Walmart | West Gear | Grand Total |
| Low Selling | 64 | 303 | 21 | 80 | | 94 | 562 |
| Moderately Selling | 885 | 2308 | 1009 | 1949 | 620 | 2275 | 9046 |
| Top Selling | | 26 | | 3 | 6 | 5 | 40 |
| Grand Total | 949 | 2637 | 1030 | 2032 | 626 | 2374 | 9648 |

- **Sales by Quarter:**
- Rows: Year, Quarter
- Values: Count of Total Sales

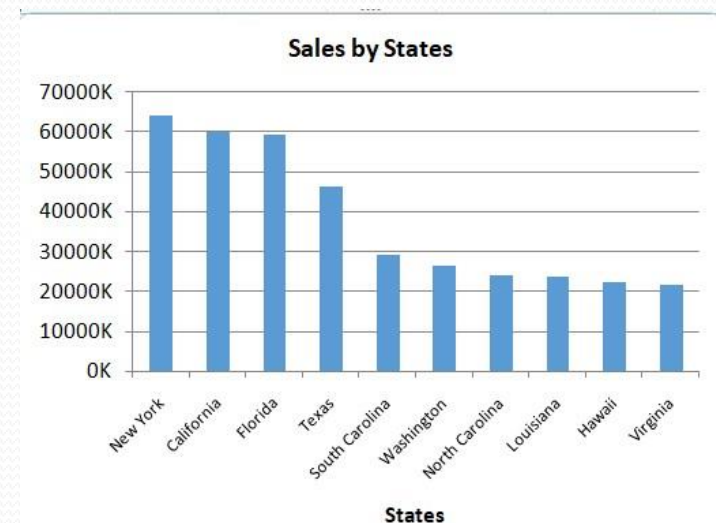
| Row Labels | Count of Total Sales |
|--------------------|----------------------|
| 2020 | 1.3K |
| Qtr1 | 0.4K |
| Qtr2 | 0.3K |
| Qtr3 | 0.3K |
| Qtr4 | 0.3K |
| 2021 | 8.3K |
| Qtr1 | 2.0K |
| Qtr2 | 2.1K |
| Qtr3 | 2.1K |
| Qtr4 | 2.1K |
| Grand Total | 9.6K |

Data Visualization – Charts

- **Sales by Retailers:**
- West Gear has the highest number of Sales
- Walmart has the lowest number of sales



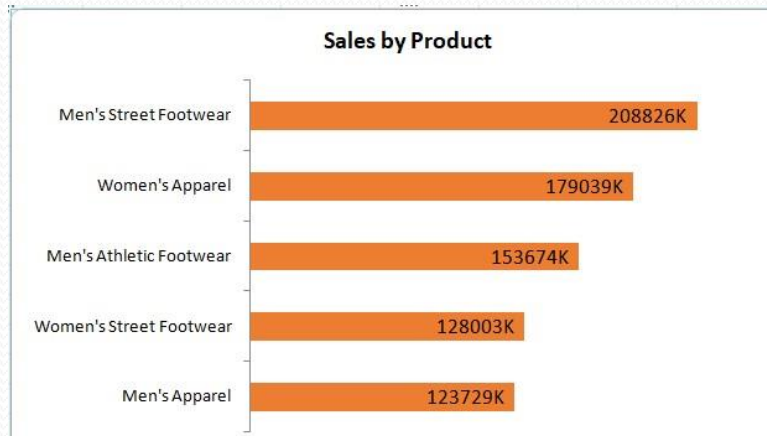
- **Sales by State:**
- Top 10 states with maximum sales are shown
- New York has the highest number of Sales



Data Visualization – Charts

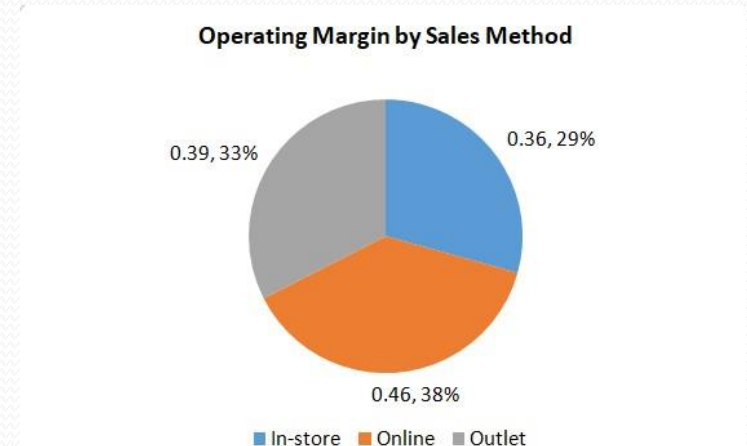
- **Sales by Product:**

- Top 5 selling products are shown
- Men's street footwear is the highest selling product



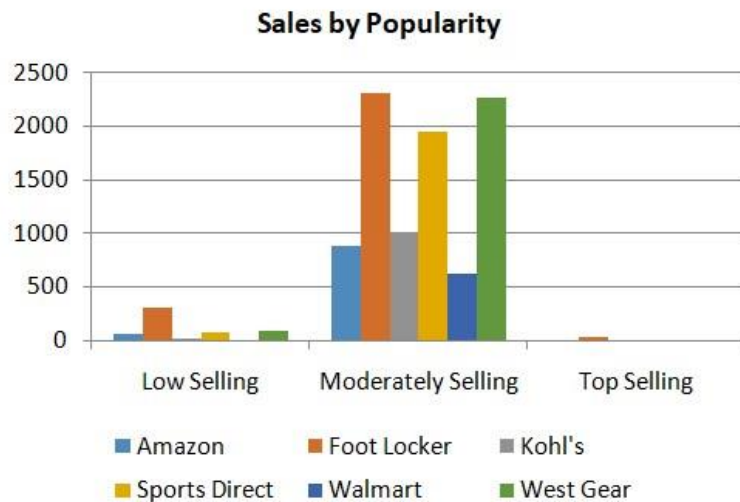
- **Operating Margin by Sales Method:**

- Online sales method is the most common – 38%

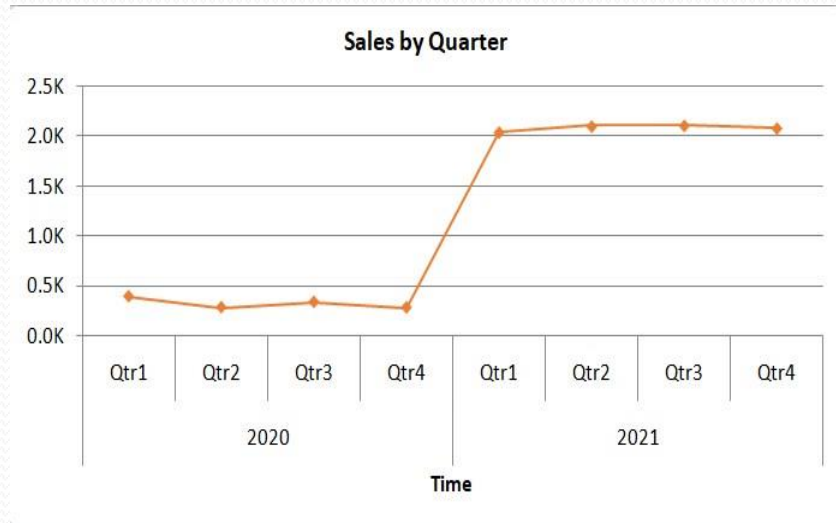


Data Visualization – Charts

- **Sales by Popularity:**
- Most of the products are moderately selling products



- **Sales by Quarter:**
- Sales are increased in 2021 compared to 2020



Data Visualization – Slicers

- The following slicers are added:
 - Region
 - Sales method
 - Retailer

Dashboard



Deliverables

- The following deliverables are provided upon completion of this project:
 - An Excel sheet containing the cleaned and organized sales data
 - An interactive excel dashboard

Conclusion

- The retailers, West Gear and Walmart, have the highest and lowest number of Sales respectively
- New York has the highest number of Sales
- Men's street footwear is the highest selling product
- Online sales method is the most common
- Most of the products are moderately selling products
- Sales are increased in 2021 compared to 2020

Thank You!!