

Analyzing Adidas Sales Data

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Outline

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- Dataset
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- 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 and <=100	Medium Range
>100	High Range

Units Sold	Popularity
<50	Low selling
>=50 and <=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

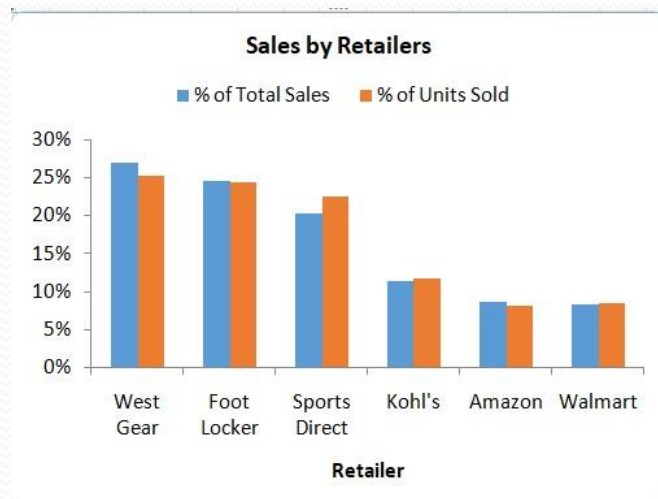
Count of Units Sold		Column Labels					
Row Labels	Amazon	Foot Locker	Kohl's	Sports Direct	Walmart	West Gear	Grand Total
Low Selling	64	303	21	80		94	562
Moderately Selling	885	2308	1009	1949	620	2275	9046
Top Selling		26		3	6	5	40
Grand Total	949	2637	1030	2032	626	2374	9648

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

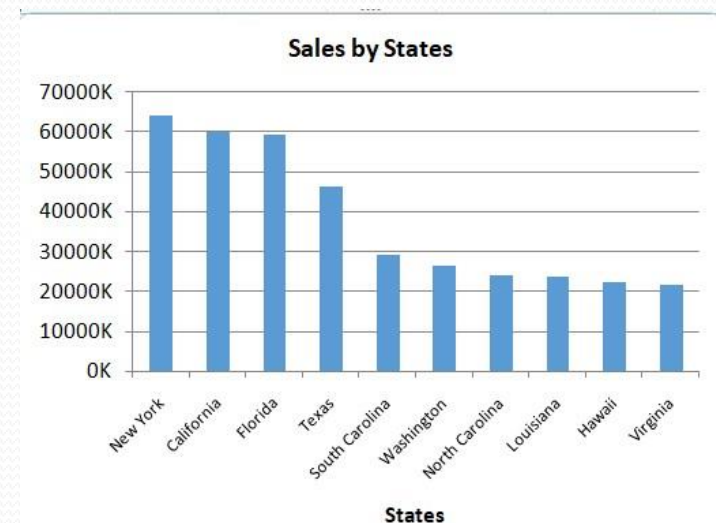
Row Labels	Count of Total Sales
2020	1.3K
Qtr1	0.4K
Qtr2	0.3K
Qtr3	0.3K
Qtr4	0.3K
2021	8.3K
Qtr1	2.0K
Qtr2	2.1K
Qtr3	2.1K
Qtr4	2.1K
Grand Total	9.6K

Data Visualization – Charts

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



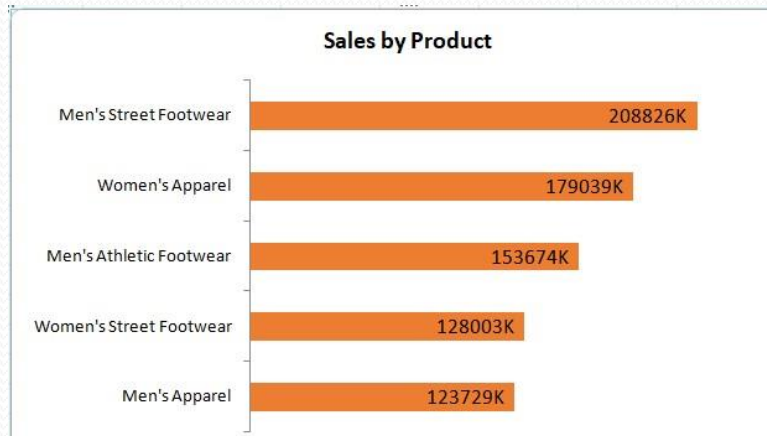
- **Sales by State:**
- Top 10 states with maximum sales are shown
- New York has the highest number of Sales



Data Visualization – Charts

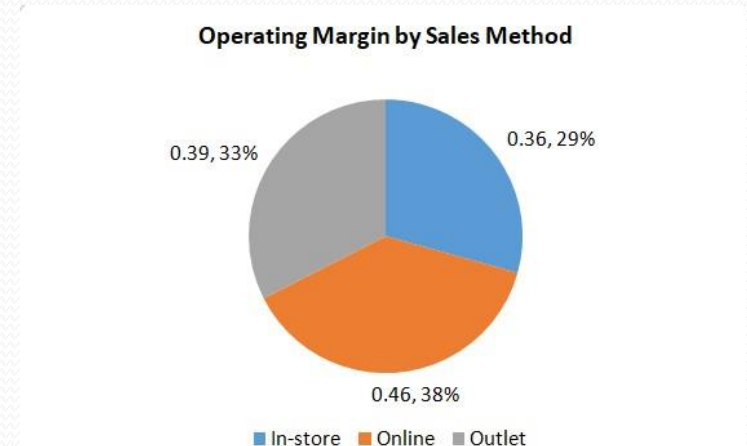
- **Sales by Product:**

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



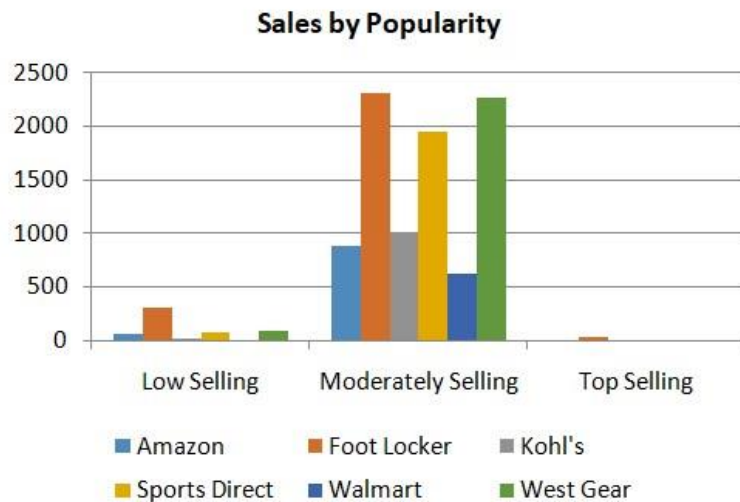
- **Operating Margin by Sales Method:**

- Online sales method is the most common – 38%

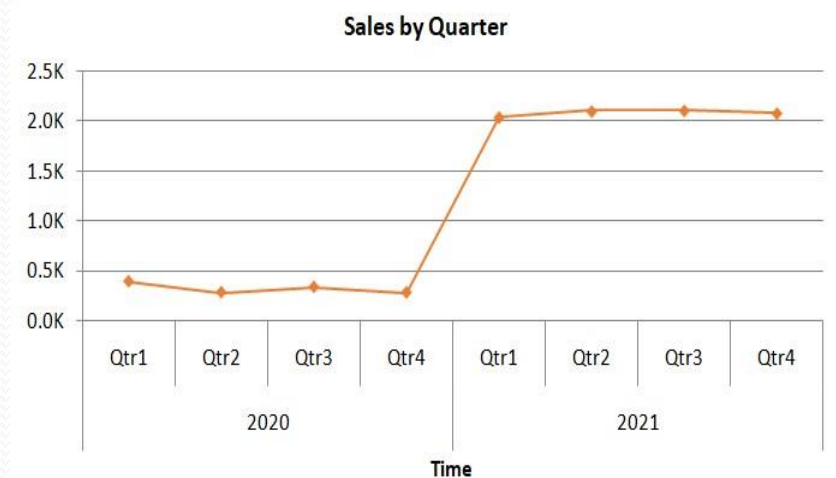


Data Visualization – Charts

- **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!!