

## **APROBLEM STATEMENT**

### **KPI's (Key Performance Indicator)**

#### **1. Total Sales Analysis:**

Understand the overall sales performance of Adidas Over time

#### **2. Profitability Analysis:**

Evaluate the total profit generated by Adidas across different dimensions

#### **3. Sales Volume Analysis:**

Examine the total unit sold to gained insight into product demand

#### **4. Pricing Strategy:**

Determine the average price per unit to asses the pricing strategy

#### **5. Margin Analysis:**

Evaluate the average margin to understand the overall profitability of sales

#### **6. Sales by month:**

Evaluate the total sales by month to understand the overall sales during month

#### **7. Sales by State:**

Determine the total sales by each state to understand which state are most profitable state

#### **8. Sales by Region:**

Evaluate the Sales by each Region which region are more sale-able region

#### **9. Sales by Product:**

Determine the total sales by each product to gain insight into product demand

#### **10. Sales by Retailer:**

Determine the total sales by retailer to understand which retailer are on the top ranking to generate more revenue

## Insights:

- Adidas made total sales of 900M, profit of 332M between the years of 2020 and 2021 with 2M total units sold.
- Total sales of 2021 increased to 4 times when compared with 2020.
- There is a high percentage of increase in sales between 2020 quarter 4 and 2021 quarter 1 happened mainly because of 189% increase of sales in Outlet method and Retailers like West Gear and Kohl's high number of contribution towards sales.
- In spite of having good number of increase in sales, there is a decrease of sales in 2021 Quarter 4. This was mainly due to decrease of sales in Online mode and products like Men's street footwear and Athletic wears are failed to show up.
- West Gear Retailer holds the highest number of Sales, Profit and Units sold among all the retailers.
- In-store sales method made the highest contribution of 38% in total profit.
- 16th July 2021 achieved the highest number of sales between 2020 and 2021.
- Among all the products, Women's Athletic Footwear holds the last rank in both sales and profit wise. So new strategies and marketing ideas are need to be implemented to increase the sales.