

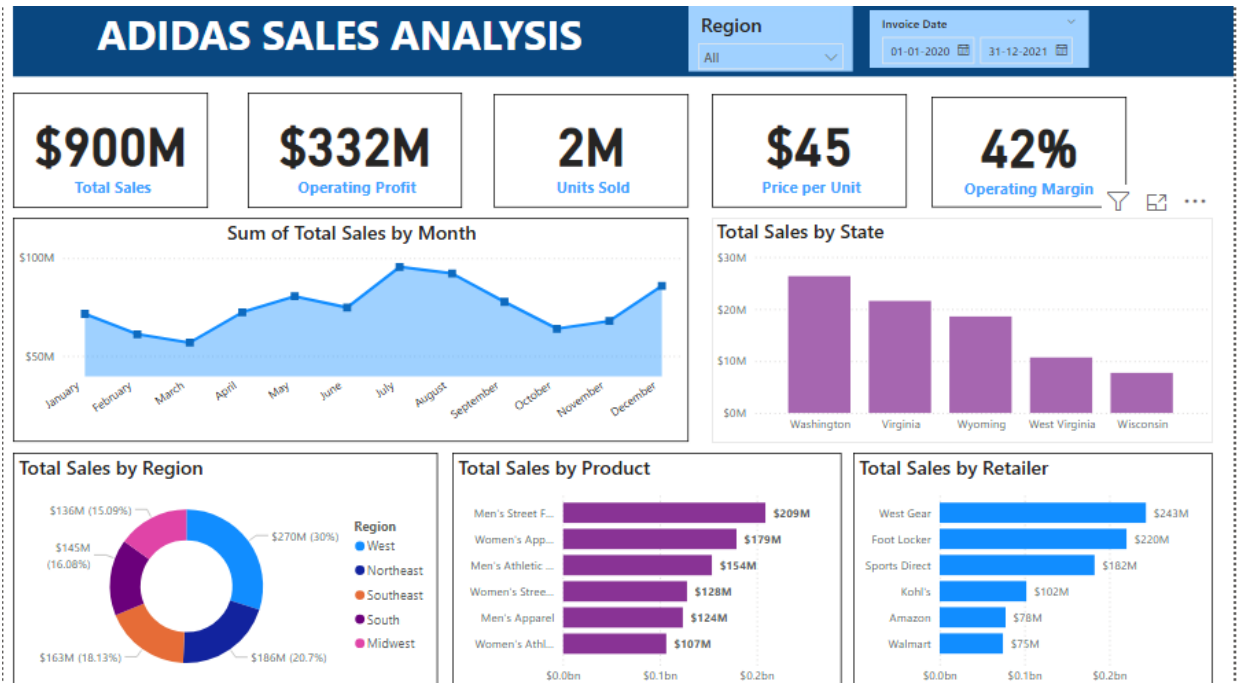
Adidas Sales Analysis Dashboard

Project overview

This interactive dashboard of Power BI provides a comprehensive view of adidas sales performance for a two-year period. It helps to support business leaders and sales manager in identifying trends, top performing regions/products, and key opportunity for profit and revenue growth.

Key Analytics and insights in this dashboard:

It enables visual exploration and impactful analysis with the following key components:



KPI Highlights:

- total number of sales and number of units sold in (year, month, date).
- Price of each sales and profit earned by sales.

Visual Analytics

- It will explore us to see total sales on the basis of month, state, region, product and retailer.

Recommendation

- Scale marketing efforts in high performing regions
- Leverage high-performing retailers like west gear with exclusive launches or bundled offers.
- Investigate low performing month and add promotional campaigns.

Conclusion

This dashboard allow stakeholder to assess Adidas performance, can reach areas of weakness and strength after seeing can make decisions. Through this visualizations the dashboard provides actionable insights that can directly influence strategic planning and efficiency.