**Power BI Project**

**Problem Statement:** Analyze the Adidas US sales dataset to identify sales performance trends and operational efficiency across different regions, products, and retailers. The goal is to generate actionable insights on:

1. **Sales Performance by Region:** Identify which regions (states and cities) generate the highest and lowest sales revenue. Analyze the correlation between location and sales to determine market penetration and performance by city and state.
2. **Retailer Sales and Profitability:** Examine how different retailers contribute to overall sales and operating profit. Highlight top-performing retailers and those with room for growth. Evaluate if any patterns emerge based on sales method (e.g., online, in-store).
3. **Product Performance:** Assess which products have the highest and lowest demand by analyzing the sales of each product. Investigate which products are generating the most profit and how pricing impacts unit sales and profitability.
4. **Seasonal Trends and Time Analysis:** Analyze the sales data over time (by invoice date) to uncover seasonal trends and peak periods of sales activity. Identify any patterns in sales and profitability fluctuations by month or quarter.
5. **Profitability Analysis:** Compare the relationship between units sold and operating profit across different products, regions, and retailers to uncover efficiency in operations and product success.

By visualizing these insights in Power BI, you can uncover key areas for growth, marketing opportunities, and potential operational adjustments for optimizing sales strategy.