

# Adidas Sales Database PowerBI Dashboard Report

## ➤ Introduction :-

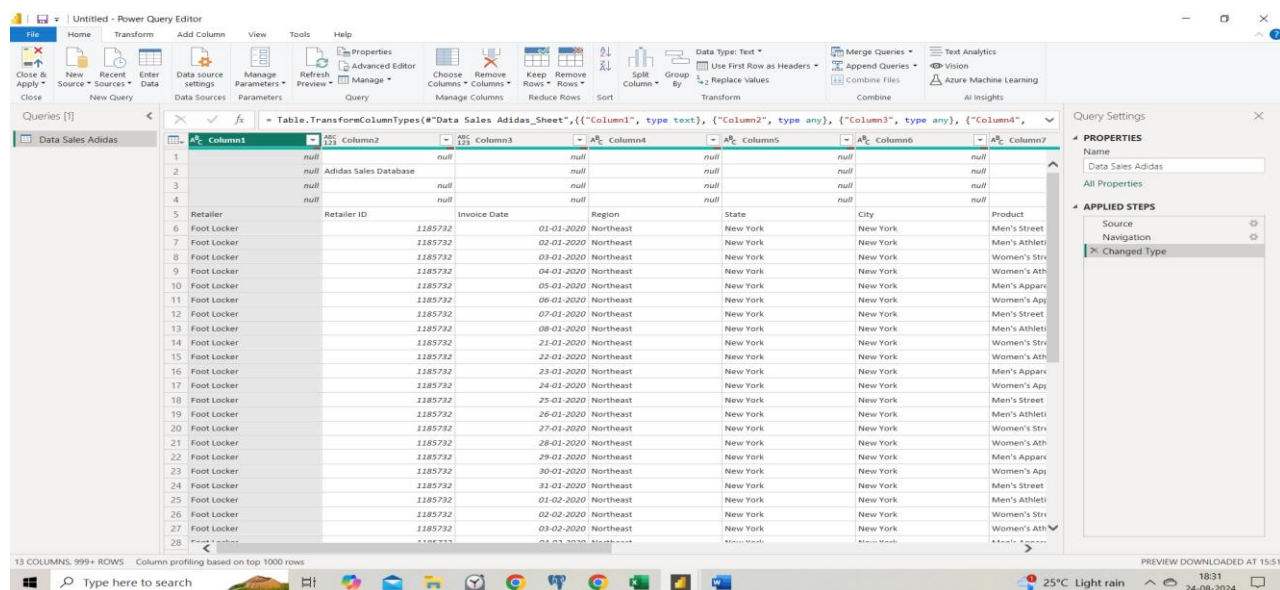
**Dataset:-** Dataset contains Adidas Sales Data StateWise,RegionWise,CityWise of Different Product Sold through Different SalesMethod(i.e. Online,In-store,Outlet through different retailer(i.e. Amazon,Foot Locker etc).

**Objective :-** Through Dashboard Creation we can easily analyse data which region has less sales and which have good sales of which product and which retailer is suitable or performing better for which state etc.

## Question:-

- Find Total Sales, Total Unit Sold, Total Profit & Total Expense (through adding column) – Using Card
- Find Sales by Method,Sales by Region, Sales by Retailer - Using Donut Chart
- Find Year on Year Profit And Sales Using Area Chart
- Find Total Sales by Product Using Bar Chart.
- Use Filter for Drilldown to repress State & City and Use Map to Represent StateWise Sales.
- Forecast Sales for Next 6 Months.

## ➤ Data Pre-Processing and Cleaning :-



The screenshot displays the Microsoft Power Query Editor interface. The main area shows a table with 7 columns and 28 rows. The columns are labeled Column1 through Column7. The data includes headers and values for various sales metrics. The right-hand pane shows the 'Query Settings' for 'Data Sales Adidas', with the 'Name' property set to 'Data Sales Adidas' and the 'Applied Steps' list containing 'Changed Type'.

Column1	Column2	Column3	Column4	Column5	Column6	Column7
1	null	null	null	null	null	null
2	null	Adidas Sales Database	null	null	null	null
3	null	null	null	null	null	null
4	null	null	null	null	null	null
5	Retailer	Retailer ID	Invoice Date	Region	State	City
6	Foot Locker	1185732	01-01-2020	Northeast	New York	New York
7	Foot Locker	1185732	02-01-2020	Northeast	New York	New York
8	Foot Locker	1185732	03-01-2020	Northeast	New York	New York
9	Foot Locker	1185732	04-01-2020	Northeast	New York	New York
10	Foot Locker	1185732	05-01-2020	Northeast	New York	New York
11	Foot Locker	1185732	06-01-2020	Northeast	New York	New York
12	Foot Locker	1185732	07-01-2020	Northeast	New York	New York
13	Foot Locker	1185732	08-01-2020	Northeast	New York	New York
14	Foot Locker	1185732	21-01-2020	Northeast	New York	New York
15	Foot Locker	1185732	22-01-2020	Northeast	New York	New York
16	Foot Locker	1185732	23-01-2020	Northeast	New York	New York
17	Foot Locker	1185732	24-01-2020	Northeast	New York	New York
18	Foot Locker	1185732	25-01-2020	Northeast	New York	New York
19	Foot Locker	1185732	26-01-2020	Northeast	New York	New York
20	Foot Locker	1185732	27-01-2020	Northeast	New York	New York
21	Foot Locker	1185732	28-01-2020	Northeast	New York	New York
22	Foot Locker	1185732	29-01-2020	Northeast	New York	New York
23	Foot Locker	1185732	30-01-2020	Northeast	New York	New York
24	Foot Locker	1185732	31-01-2020	Northeast	New York	New York
25	Foot Locker	1185732	01-02-2020	Northeast	New York	New York
26	Foot Locker	1185732	02-02-2020	Northeast	New York	New York
27	Foot Locker	1185732	03-02-2020	Northeast	New York	New York
28	Foot Locker	1185732	04-02-2020	Northeast	New York	New York

- Removing Null Values and Shift Row5th as Header.
- Changing Numeric DataTypes to \$(Currency) of Columns such as Price,TotalSales,Operating profit.
- Changing Operating Margin Column DataType to Percentage.

Power Query Editor - Query Settings

Query: Data Sales Adidas

Applied Steps: Source, Navigation, Changed Type, Removed Top Rows, Promoted Headers, **Changed Type1**

	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
1	en's Street Footwear	50.00	1200	6,00,000.00	3,00,000.00	50.00%	In-store
2	en's Athletic Footwear	50.00	1000	5,00,000.00	1,50,000.00	30.00%	In-store
3	omen's Street Footwear	40.00	1000	4,00,000.00	1,40,000.00	35.00%	In-store
4	omen's Athletic Footwear	45.00	850	3,82,500.00	1,33,875.00	35.00%	In-store
5	en's Apparel	60.00	900	5,40,000.00	1,62,000.00	30.00%	In-store
6	omen's Apparel	50.00	1000	5,00,000.00	1,25,000.00	25.00%	In-store
7	en's Street Footwear	50.00	1250	6,25,000.00	3,12,500.00	50.00%	In-store
8	en's Athletic Footwear	50.00	900	4,50,000.00	1,35,000.00	30.00%	Outlet
9	omen's Street Footwear	40.00	950	3,80,000.00	1,33,000.00	35.00%	Outlet
10	omen's Athletic Footwear	45.00	825	3,71,250.00	1,29,937.50	35.00%	Outlet
11	en's Apparel	60.00	900	5,40,000.00	1,62,000.00	30.00%	Outlet
12	omen's Apparel	50.00	1000	5,00,000.00	1,25,000.00	25.00%	Outlet
13	en's Street Footwear	50.00	1220	6,10,000.00	3,05,000.00	50.00%	Outlet
14	en's Athletic Footwear	50.00	925	4,62,500.00	1,38,750.00	30.00%	Outlet
15	omen's Street Footwear	40.00	950	3,80,000.00	1,33,000.00	35.00%	Outlet
16	omen's Athletic Footwear	45.00	800	3,60,000.00	1,26,000.00	35.00%	Outlet
17	en's Apparel	60.00	850	5,10,000.00	1,53,000.00	30.00%	Outlet
18	omen's Apparel	50.00	950	4,75,000.00	1,18,750.00	25.00%	Outlet
19	en's Street Footwear	50.00	1200	6,00,000.00	3,00,000.00	50.00%	Outlet
20	en's Athletic Footwear	50.00	900	4,50,000.00	1,35,000.00	30.00%	Outlet
21	omen's Street Footwear	40.00	900	3,60,000.00	1,26,000.00	35.00%	Outlet
22	omen's Athletic Footwear	45.00	825	3,71,250.00	1,29,937.50	35.00%	Outlet
23	en's Apparel	60.00	825	4,95,000.00	1,48,500.00	30.00%	Outlet
24	omen's Apparel	50.00	950	4,75,000.00	1,18,750.00	25.00%	Outlet
25	en's Street Footwear	60.00	1220	7,32,000.00	3,66,000.00	50.00%	Outlet
26	en's Athletic Footwear	55.00	925	5,08,750.00	1,52,625.00	30.00%	Outlet
27	omen's Street Footwear	50.00	900	4,50,000.00	1,57,500.00	35.00%	Outlet
28	omen's Athletic Footwear	45.00	800	3,60,000.00	1,26,000.00	35.00%	Outlet

- Adding Column Name Operating Expepense using DAX Function ie. [Total Sales] – [Operating Profit]

Power Query Editor - Query Settings

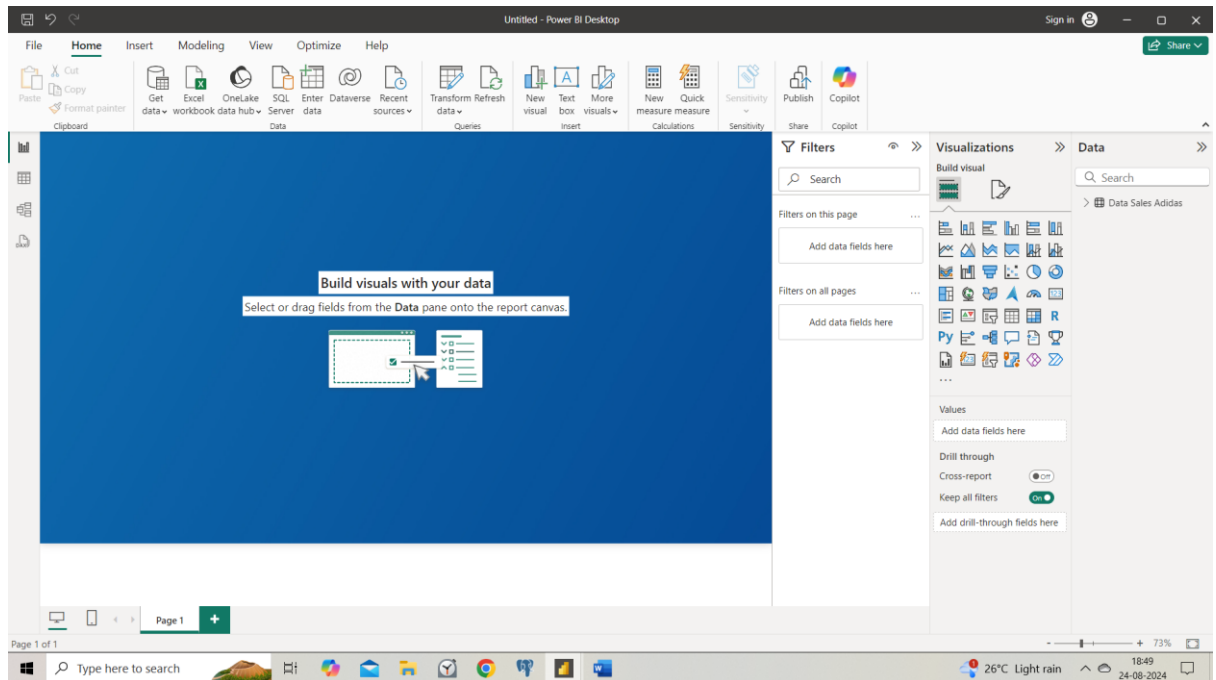
Query: Data Sales Adidas

Applied Steps: Source, Navigation, Changed Type, Removed Top Rows, Promoted Headers, Changed Type1, **Added Custom**, **Changed Type2**

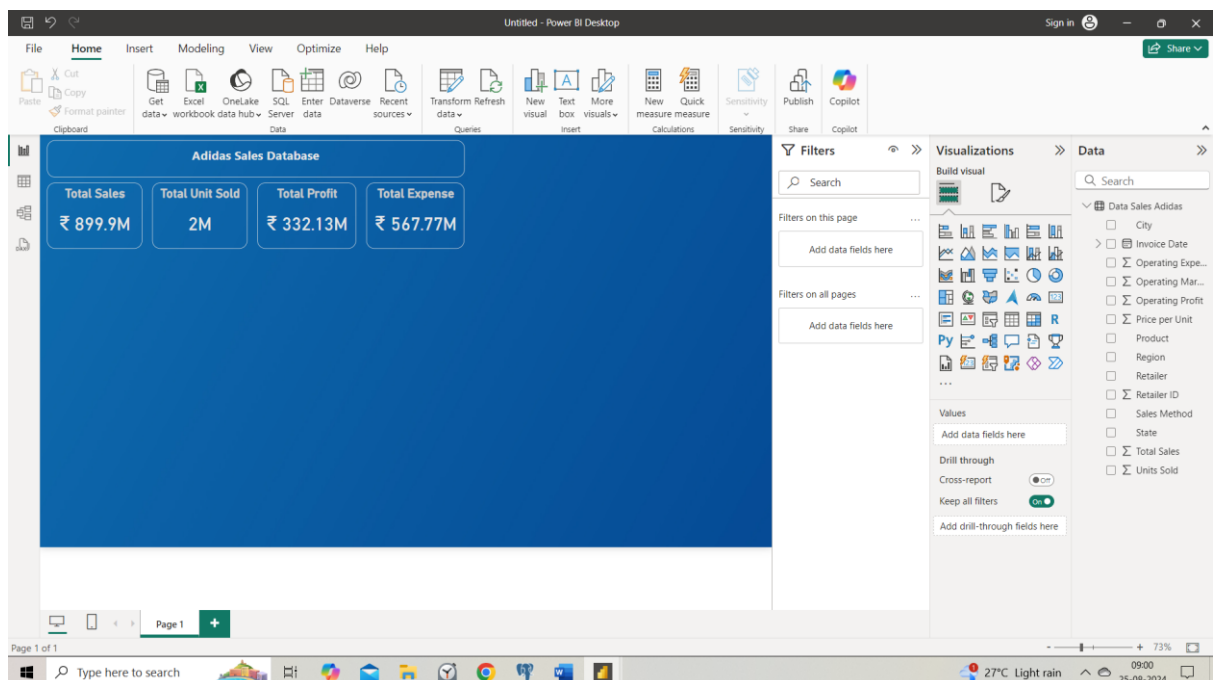
	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method	Operating Expense
1	50.00	1200	6,00,000.00	3,00,000.00	50.00%	3,00,000.00
2	50.00	1000	5,00,000.00	1,50,000.00	30.00%	3,50,000.00
3	40.00	1000	4,00,000.00	1,40,000.00	35.00%	2,60,000.00
4	45.00	850	3,82,500.00	1,33,875.00	35.00%	2,48,625.00
5	60.00	900	5,40,000.00	1,62,000.00	30.00%	3,78,000.00
6	50.00	1000	5,00,000.00	1,25,000.00	25.00%	3,75,000.00
7	50.00	1250	6,25,000.00	3,12,500.00	50.00%	3,12,500.00
8	50.00	900	4,50,000.00	1,35,000.00	30.00%	3,15,000.00
9	40.00	950	3,80,000.00	1,33,000.00	35.00%	2,47,000.00
10	45.00	825	3,71,250.00	1,29,937.50	35.00%	2,41,312.50
11	60.00	900	5,40,000.00	1,62,000.00	30.00%	3,78,000.00
12	50.00	1000	5,00,000.00	1,25,000.00	25.00%	3,75,000.00
13	50.00	1220	6,10,000.00	3,05,000.00	50.00%	3,05,000.00
14	50.00	925	4,62,500.00	1,38,750.00	30.00%	3,23,750.00
15	40.00	950	3,80,000.00	1,33,000.00	35.00%	2,47,000.00
16	45.00	800	3,60,000.00	1,26,000.00	35.00%	2,34,000.00
17	60.00	850	5,10,000.00	1,53,000.00	30.00%	3,57,000.00
18	50.00	950	4,75,000.00	1,18,750.00	25.00%	3,56,250.00
19	50.00	1200	6,00,000.00	3,00,000.00	50.00%	3,00,000.00
20	50.00	900	4,50,000.00	1,35,000.00	30.00%	3,15,000.00
21	40.00	900	3,60,000.00	1,26,000.00	35.00%	2,34,000.00
22	45.00	825	3,71,250.00	1,29,937.50	35.00%	2,41,312.50
23	60.00	825	4,95,000.00	1,48,500.00	30.00%	3,46,500.00
24	50.00	950	4,75,000.00	1,18,750.00	25.00%	3,56,250.00
25	60.00	1220	7,32,000.00	3,66,000.00	50.00%	3,66,000.00
26	55.00	925	5,08,750.00	1,52,625.00	30.00%	3,56,125.00
27	50.00	900	4,50,000.00	1,57,500.00	35.00%	2,92,500.00
28	45.00	800	3,60,000.00	1,26,000.00	35.00%	2,34,000.00

## ➤ Dashboard:

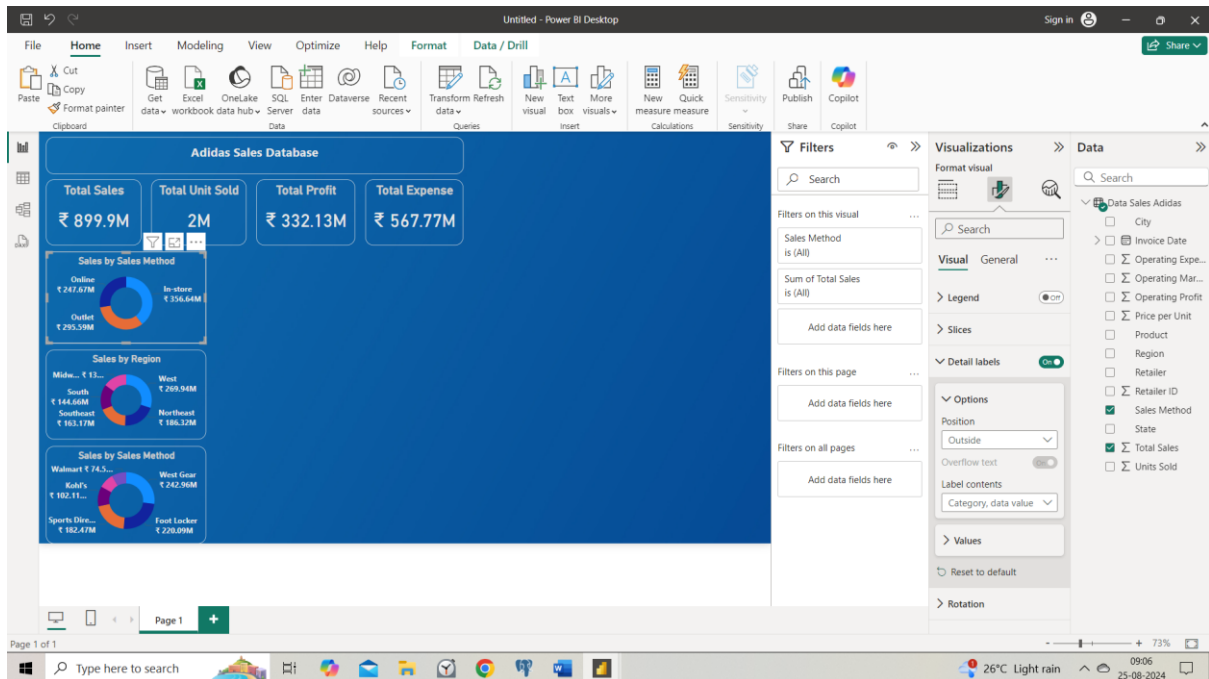
### Set the canvas background for attractive presentation



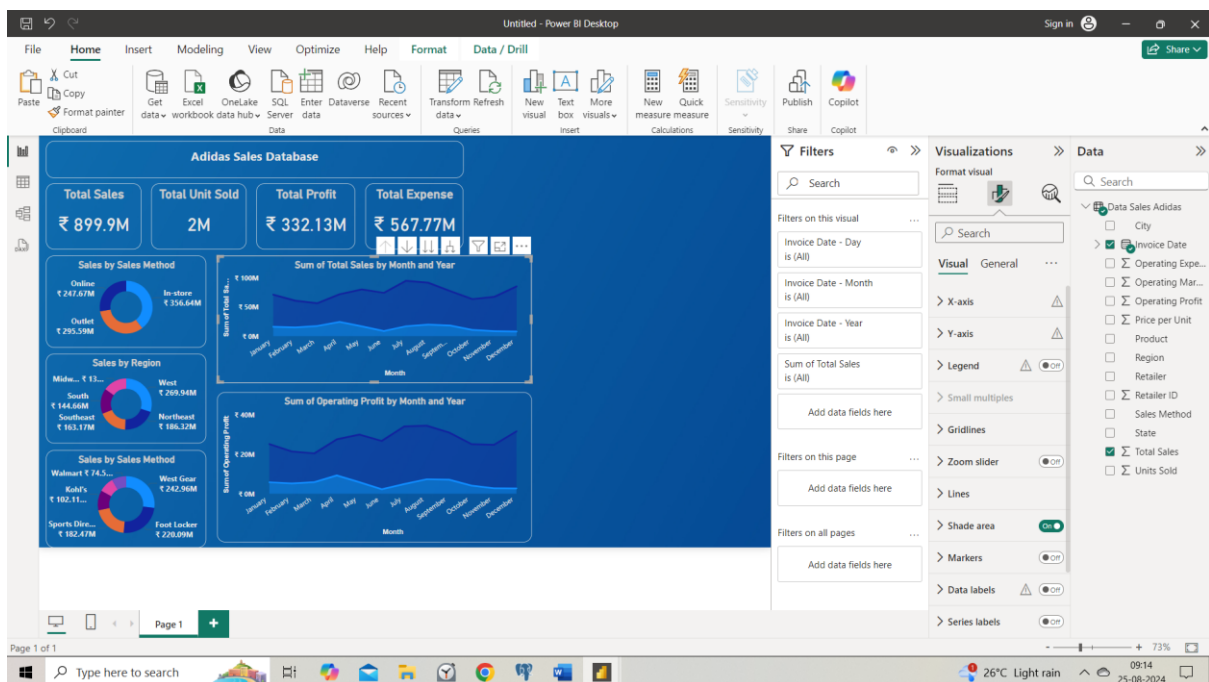
- Set the Title using Text box
- Find Total Sales, Total Unit Sold, Total Profit & Total Expense (through adding column) – Using Card and set the Format Accordingly of one and then with the help of format painter set for others.



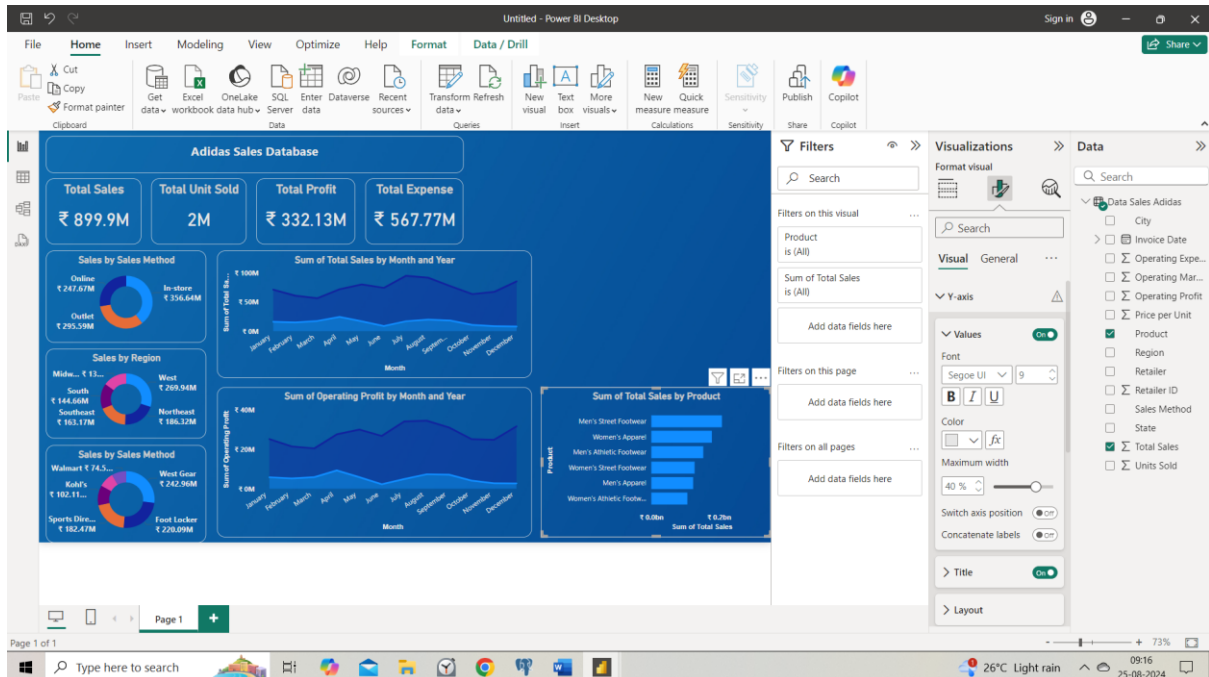
- Find Sales by Method, Sales by Region, Sales by Retailer - Using Donut Chart and similarly format the one and apply using format painter in others.



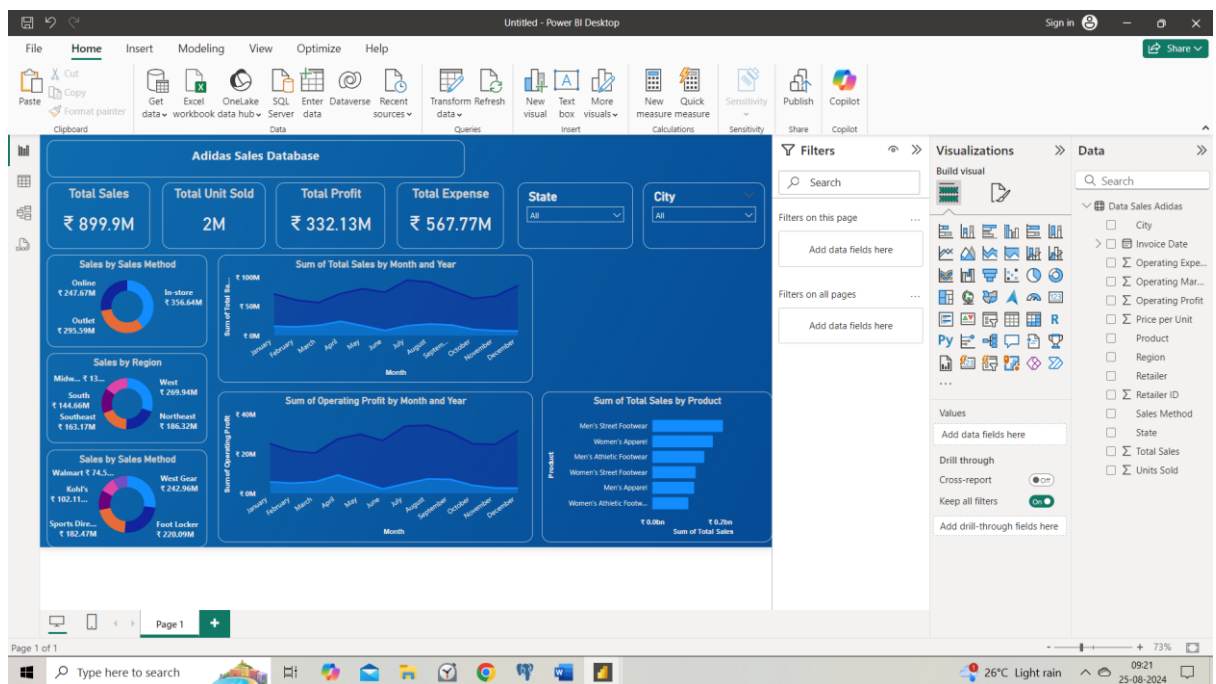
- Find Year on Year Profit And Sales Using Stacked Area Chart



- Find Total Sales by Product Using Bar Chart.

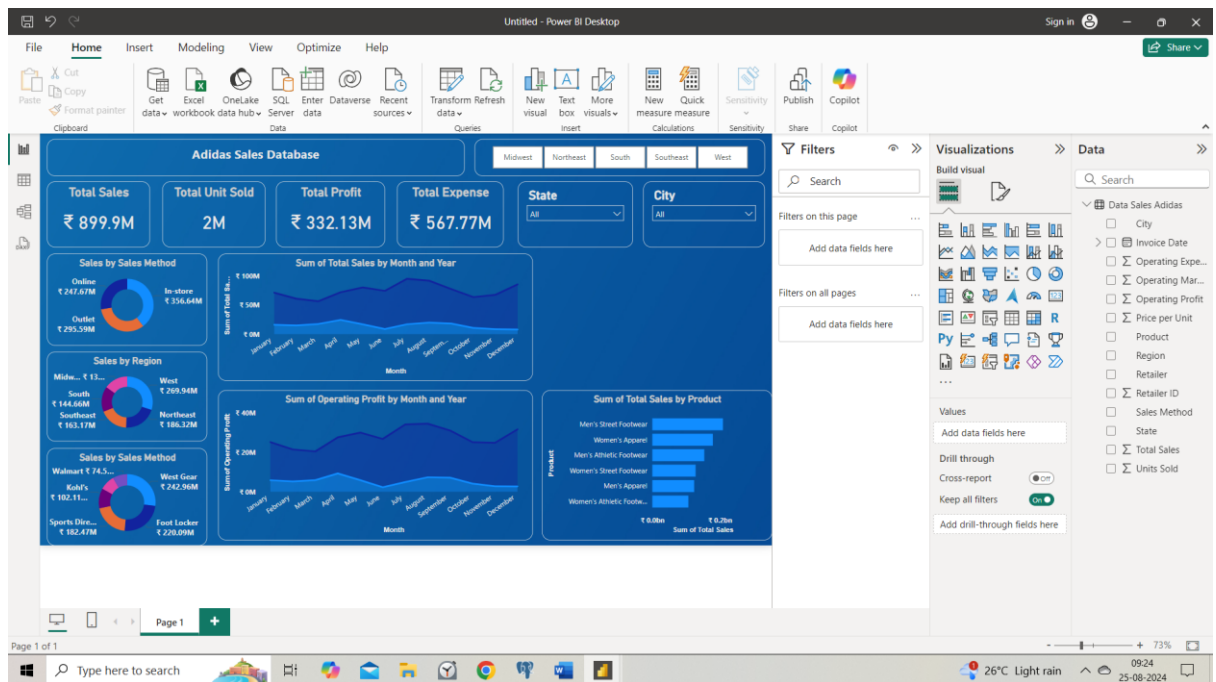


- Use Filter Drilldown to repress State & City to easily select and analyse the data for respective city and state.

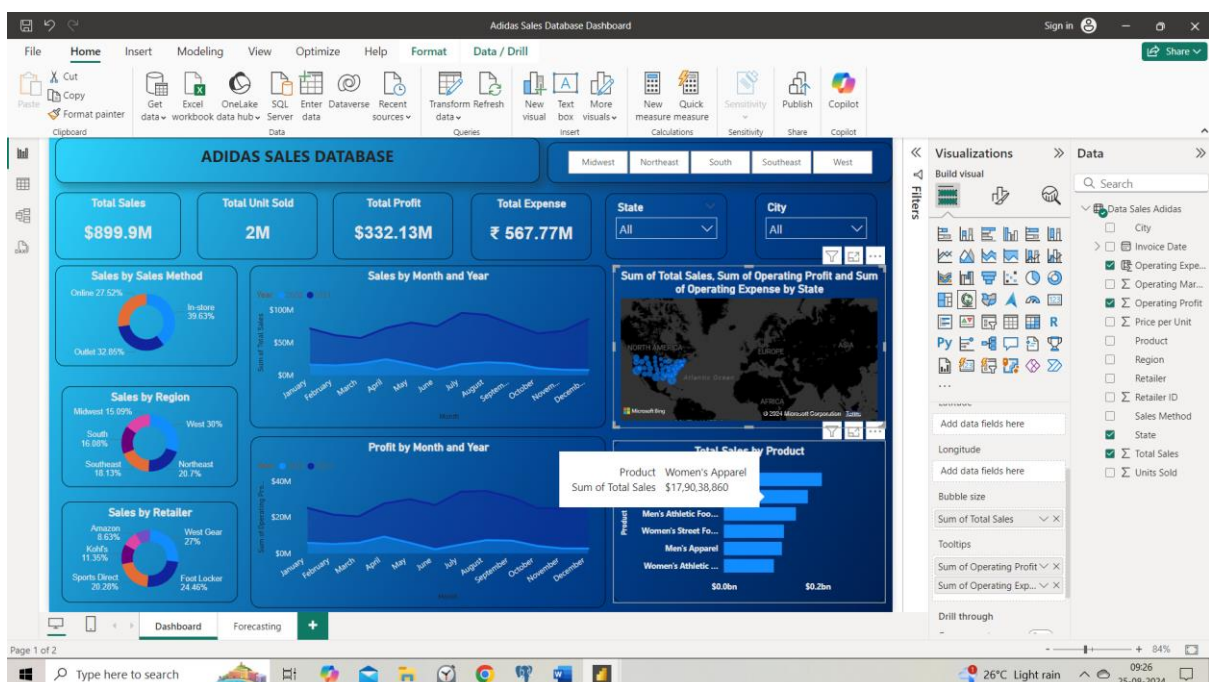




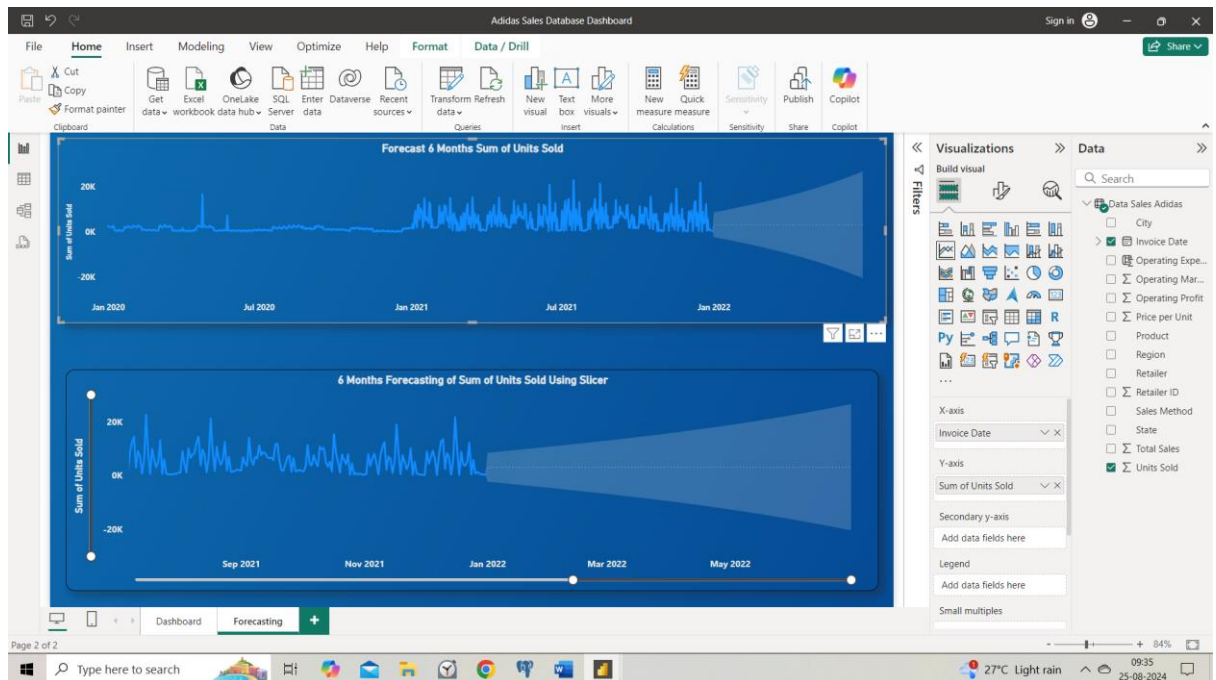
- Use Filter Tile to represent Region to easily select and analyse the data for respective Regions.



- Use Map to Represent StateWise Total Sales, Operating Profit And Operating Expense.



- Forecast Unit Sold for Next 6 Months in New Sheet Using Slicer.



## ➤ Conclusion:-

With the help of Dashboard we can easily analyse the data in which region, state or city through which way we need to work to improve sales.