



## Title

## Adidas Sales Dashboard

### Objective

- Provide actionable insights into **Adidas sales performance in the India**.
- Enable stakeholders to easily analyze trends, top products, regional performance, and revenue growth.

### Data Sources & Preparation

- **Dataset:** "Adidas Sales Datasets.xlsx"
- **Power Query Transformations:**
  - Imported tables from the Excel file.
  - Cleansed data: Removed duplicates, ensured proper data types (e.g., Date).
  - Created relationships: Fact table (Sales Orders) joined with Dimension tables (Products, Regions).

### Report Visualizations

On the report canvas, the following interactive visuals were created:

1. **Card visuals:** Showcased Total Sales, Total Quantity Sold, and Average Order Value.
2. **Bar chart:** Sales by Product Category to highlight top-performing categories.
3. **Line chart:** Monthly Sales Trend over the past year.
4. **Pie Chart or Donut:** Share of sales by Region.

## 5. Slicers:

- Filter by Year, Region, or Category.
- Enabled dynamic report interactivity.

### Formatting & Design

- Applied clean layout: logical grouping of visuals.
- Consistent color palette aligned with Adidas branding (e.g., bold blacks, whites, lavender).
- Custom titles, data labels, tooltips, and axis labels added for clarity.
- Ensured responsive sizing so visuals align and resize smoothly.

### Insights & Findings

- **Sales trend:** Identified peak months and seasonality patterns.
- **Top categories:** Highlighted best-selling product lines.
- **Profit analysis:** Found products with highest margin vs. low-margin SKUs.
- **Interactivity:** Users can cross-filter to analyze specific year or region insights.

### Review & Validation

- Cross-referenced totals with Excel to ensure accuracy.
- Verified filter interactivity—visuals adjusted perfectly to slicer changes.
- Clean data model: no broken links or corrupt data.