ADIDAS CASE STUDY

1. Overall Performance Metrics

- **Total Sales:** The dashboard indicates total sales of $900 million.
- **Total Profit:** Total profit is reported at $332 million.
- **Average Price per Unit:** The average price per unit is $436,000.
- **Total Units Sold:** The total units sold are 2 million.
- These metrics give a clear picture of the overall business performance, highlighting strong
- sales figures and significant profitability.

2. Profit Analysis by Retailer

Top Retailers by Profit: The dashboard shows that the top retailers contributing to profit are :

- West Gear: $86 million
- Foot Locker: $81 million
- Sports Direct: $74 million
- Kohl's: $37 million
- Amazon: $29 million
- Walmart: $26 million

Identifying these top-performing retailers helps understand where the majority of profits are coming from and which partnerships are most lucrative.

3. Sales Trend Over Time

Monthly Sales Trends: The sales trends by month show fluctuations, with peaks in July ($95 million) and December ($86 million), and a low in February ($57 million).

Quarterly Sales Trends:

Though not explicitly broken down, the high sales inspecific months suggest strong quarterly performance in Q2 and Q4.

4.Product Category Sales Distribution

Top-Selling Categories:

The pie chart highlights the sales distribution:

- Men's Street Footwear: $208.83 million (23.219%)
- Women's Apparel: $179.04 million (19.9%)
- Men's Athletic Footwear: $153.67 million (17.089%)
- Women's Street Footwear: $128 million (14.22%)
- Men's Apparel: $123.73 million (13.75%)
- Women's Athletic Footwear: $106.63 million (11.85%)
- This distribution showcases the most popular product categories, indicating a higher preference for street footwear and apparel.

5. Units Sold by Product Category and Gender

Gender Analysis:

Though the dashboard does not explicitly break down units sold by gender, the product category distribution implies a balanced interest in both men's and women's footwear and apparel.

- Understanding customer preferences by gender can help in tailoring marketing strategies.

6. Effective Sales Methods Comparison

Sales Channels:

The sales methods are broken down into:

- In-store: $0.36 billion
- Outlet: $0.30 billion
- Online: $0.25 billion

This comparison indicates that in-store sales are the most effective method, followed by outlets and online sales.

7.Regional Sales Analysis

- Sales by Region : The dashboard allows for regional exploration with selection for midwest ,Northwest,and South.
- Sales by City : Top Cities like Miami,Charleston,New York,Portland and San Fransico are highlighted , with Charleston leading at $16 million profit.
- Identifying Regional Variations helps in strategizing region-specific sales efforts.

8.Top Performing Cities by Profit

The Dashboard identifies top five cities by profit :

- Charleston : $16 million profit
- New York : $14 million profit
- Miami: $12 million profit
- Portland: $11 million profit
- San Fransico: $10 million profit

  Understanding the strategies from these top-performing cities can provide insights into successful sales tactics that can be replicated in other locations.