

## Executive Summary: Adidas Sales Performance Dashboard

This interactive Excel dashboard presents a comprehensive overview of Adidas's sales and profit performance across the United States. Built with over **9,000 rows of sales data**, it provides key insights into total revenue, unit sales, regional distribution, product performance, and trends over time.

### Key Highlights

- **Total Sales:**  
Adidas achieved an impressive **\$900 million** in total sales over the reporting period.
- **Retail Reach:**  
The brand is supported by **9,648 retailers**, showcasing strong market penetration.
- **Units Sold:**  
A total of **2 million units** were sold, indicating a high sales volume.
- **Top Year by Operating Profit:**  
The year **2021** recorded the **highest operating profit**, marking it as the most financially successful year.

### Detailed Insights

#### Top Performing States

- The **Top 5 States by Sales** are led by **New York**, followed by **California, Florida, Texas**, and **South Carolina**.
- These states contribute significantly to overall revenue and should remain focal markets.

#### Regional Sales Distribution

- The **West region** outperforms all others in total sales.
- This regional insight helps prioritize marketing and distribution strategies.

#### Sales Method Breakdown

- **In-store sales** lead with **\$357 million**, followed by **Outlet (\$296M)** and **Online (\$248M)**.
- This emphasizes the importance of digital channels in driving modern retail success.

#### Monthly Trend

- Sales peak around **July**, while the lowest performance occurs in **February**, showing a clear **seasonal trend**.
- These insights can inform inventory planning and marketing campaigns.

#### Product Performance

- **Men's Street Footwear** delivers the highest **Operating Profit**, followed by **Women's Apparel** and **Men's Athletic Footwear**.
- Focusing on these high-margin products can improve profitability.

### Strategic Recommendations

1. **Leverage Online Channels:** Double down on online marketing, UX, and eCommerce improvements, as online sales are the strongest channel.
2. **Focus on High-Performing Products:** Expand offerings and promotions around Men's Street Footwear and other high-profit products.
3. **Regional Targeting:** Increase investment in the West and Northeast regions, especially with tailored campaigns.
4. **Seasonal Optimization:** Plan inventory and promotions to capitalize on high-traffic months like July while boosting sales in off-peak months like February.

### Tools & Techniques Used

- Excel Table Formatting
- Pivot Tables & Charts
- Slicers for Interactivity
- Custom KPI Cards
- Clean Dashboard Design with Visual Hierarchy