



Introduction

I am currently pursuing a Google Data Analytics certificate and have been entrusted to complete a case study on Adidas' US sales. The purpose of this case study is to display the skills I've obtained in data analytics and my understanding of the "Ask, Prepare, Process, Analyze, Share, and Act" methodology.

Ask

About

Adidas is an athletic apparel and footwear corporation founded in Germany. Its headquarters is located in Herzogenaurach, Bavaria, Germany. It's the largest sportswear manufacturer in Europe and second largest in the world.

Questions for Analysis

- What is the top sales method that generated the most sales?
- What opportunities arise to further generate sales through this method?
- What sales methods can we improve on?

Business Task

The task focuses on analyzing the top sales methods for generating revenue and how to leverage those methods to increase profit.

Prepare

Data Set


A collection of data that includes information on the sales of Adidas products. This type of dataset may include details such as the sales method, number of units sold, the total sales revenue, the location of the sales, the type of product sold, and any other relevant information.

The dataset is stored on Kaggle in an Excel spreadsheet. I will be using Excel to aggregate the data.

Process

Cleaning Data Set

Highlighted the spreadsheet and copied and pasted to the new sheet.

	B	C	D	E	F	G	H	I	J	K	L	M	N
		Adidas Sales Database											
	Retailer	Retailer ID	Invoice Date	Region	State	City	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
	Foot Locker	1185732	1/1/2020	Northeast	New York	New York	Men's Street Footwe	\$50.00	1,200	\$600,000	\$300,000	50%	In-store
	Foot Locker	1185732	1/2/2020	Northeast	New York	New York	Men's Athletic Footw	\$50.00	1,000	\$500,000	\$150,000	30%	In-store
	Foot Locker	1185732	1/3/2020	Northeast	New York	New York	Women's Street Foot	\$40.00	1,000	\$400,000	\$140,000	35%	In-store
	Foot Locker	1185732	1/4/2020	Northeast	New York	New York	Women's Athletic Fo	\$45.00	850	\$382,500	\$133,875	35%	In-store
	Foot Locker	1185732	1/5/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	In-store
	Foot Locker	1185732	1/6/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	In-store
	Foot Locker	1185732	1/7/2020	Northeast	New York	New York	Men's Street Footwe	\$50.00	1,250	\$625,000	\$312,500	50%	In-store
	Foot Locker	1185732	1/8/2020	Northeast	New York	New York	Men's Athletic Footw	\$50.00	900	\$450,000	\$135,000	30%	Outlet
	Foot Locker	1185732	1/21/2020	Northeast	New York	New York	Women's Street Foot	\$40.00	950	\$380,000	\$133,000	35%	Outlet
	Foot Locker	1185732	1/22/2020	Northeast	New York	New York	Women's Athletic Fo	\$45.00	825	\$371,250	\$129,938	35%	Outlet
	Foot Locker	1185732	1/23/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	Outlet
	Foot Locker	1185732	1/24/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	Outlet
	Foot Locker	1185732	1/25/2020	Northeast	New York	New York	Men's Street Footwe	\$50.00	1,220	\$610,000	\$305,000	50%	Outlet
	Foot Locker	1185732	1/26/2020	Northeast	New York	New York	Men's Athletic Footw	\$50.00	925	\$462,500	\$138,750	30%	Outlet
	Foot Locker	1185732	1/27/2020	Northeast	New York	New York	Women's Street Foot	\$40.00	950	\$380,000	\$133,000	35%	Outlet
	Foot Locker	1185732	1/28/2020	Northeast	New York	New York	Women's Athletic Fo	\$45.00	800	\$360,000	\$126,000	35%	Outlet
	Foot Locker	1185732	1/29/2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$510,000	\$153,000	30%	Outlet
	Foot Locker	1185732	1/30/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet
	Foot Locker	1185732	1/31/2020	Northeast	New York	New York	Men's Street Footwe	\$50.00	1,200	\$600,000	\$300,000	50%	Outlet
	Foot Locker	1185732	2/1/2020	Northeast	New York	New York	Men's Athletic Footw	\$50.00	900	\$450,000	\$135,000	30%	Outlet
	Foot Locker	1185732	2/2/2020	Northeast	New York	New York	Women's Street Foot	\$40.00	900	\$360,000	\$126,000	35%	Outlet
	Foot Locker	1185732	2/3/2020	Northeast	New York	New York	Women's Athletic Fo	\$45.00	825	\$371,250	\$129,938	35%	Outlet
	Foot Locker	1185732	2/4/2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$495,000	\$148,500	30%	Outlet
	Foot Locker	1185732	2/5/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet

Retailer	Retailer ID	Invoice Date	Region	State	City	Product	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin	Sales Method
Foot Locker	1185732	1/1/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$600,000	\$300,000	50%	In-store
Foot Locker	1185732	1/2/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	1,000	\$500,000	\$150,000	30%	In-store
Foot Locker	1185732	1/3/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	1,000	\$400,000	\$140,000	35%	In-store
Foot Locker	1185732	1/4/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	850	\$382,500	\$133,875	35%	In-store
Foot Locker	1185732	1/5/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	In-store
Foot Locker	1185732	1/6/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	In-store
Foot Locker	1185732	1/7/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,250	\$625,000	\$312,500	50%	In-store
Foot Locker	1185732	1/8/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	1/21/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	1/22/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	1/23/2020	Northeast	New York	New York	Men's Apparel	\$60.00	900	\$540,000	\$162,000	30%	Outlet
Foot Locker	1185732	1/24/2020	Northeast	New York	New York	Women's Apparel	\$50.00	1,000	\$500,000	\$125,000	25%	Outlet
Foot Locker	1185732	1/25/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,220	\$610,000	\$305,000	50%	Outlet
Foot Locker	1185732	1/26/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	925	\$462,500	\$138,750	30%	Outlet
Foot Locker	1185732	1/27/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	950	\$380,000	\$133,000	35%	Outlet
Foot Locker	1185732	1/28/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	800	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	1/29/2020	Northeast	New York	New York	Men's Apparel	\$60.00	850	\$510,000	\$153,000	30%	Outlet
Foot Locker	1185732	1/30/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	1/31/2020	Northeast	New York	New York	Men's Street Footwear	\$50.00	1,200	\$600,000	\$300,000	50%	Outlet
Foot Locker	1185732	2/1/2020	Northeast	New York	New York	Men's Athletic Footwear	\$50.00	900	\$450,000	\$135,000	30%	Outlet
Foot Locker	1185732	2/2/2020	Northeast	New York	New York	Women's Street Footwear	\$40.00	900	\$360,000	\$126,000	35%	Outlet
Foot Locker	1185732	2/3/2020	Northeast	New York	New York	Women's Athletic Footwear	\$45.00	825	\$371,250	\$129,938	35%	Outlet
Foot Locker	1185732	2/4/2020	Northeast	New York	New York	Men's Apparel	\$60.00	825	\$495,000	\$148,500	30%	Outlet
Foot Locker	1185732	2/5/2020	Northeast	New York	New York	Women's Apparel	\$50.00	950	\$475,000	\$118,750	25%	Outlet
Foot Locker	1185732	2/6/2020	Northeast	New York	New York	Men's Street Footwear	\$60.00	1,220	\$732,000	\$366,000	50%	Outlet
Foot Locker	1185732	2/7/2020	Northeast	New York	New York	Men's Athletic Footwear	\$55.00	925	\$508,750	\$152,625	30%	Outlet
Foot Locker	1185732	2/8/2020	Northeast	New York	New York	Women's Street Footwear	\$50.00	900	\$450,000	\$157,500	35%	Outlet
Foot Locker	1185732	2/9/2020	Northeast	New York	New York	Women's Athletic Footwear	\$50.00	850	\$425,000	\$148,750	35%	Outlet

I copied and pasted the columns Retailer, Total Sales, and Sales Method on a new sheet. Then, I sorted the three columns from highest total sales to smallest.

Sales Method	Total Sales	Retailer
In-store	\$825,000	Walmart
Online	\$825,000	West Gear
In-store	\$810,000	Walmart
Online	\$810,000	West Gear
In-store	\$807,500	Walmart
Online	\$807,500	West Gear
Outlet	\$780,000	Walmart
Outlet	\$765,000	Foot Locker
Online	\$752,500	Foot Locker
Outlet	\$750,000	Foot Locker
Outlet	\$750,000	Foot Locker
Outlet	\$747,500	Walmart
In-store	\$747,500	West Gear
Online	\$747,500	Foot Locker
In-store	\$735,000	Foot Locker
In-store	\$735,000	West Gear
Outlet	\$732,000	Foot Locker
In-store	\$731,250	West Gear
Online	\$731,250	Foot Locker
In-store	\$722,500	Foot Locker
In-store	\$722,500	West Gear
Outlet	\$720,000	Walmart
In-store	\$720,000	Foot Locker
In-store	\$720,000	West Gear
In-store	\$715,000	Walmart

Analyze

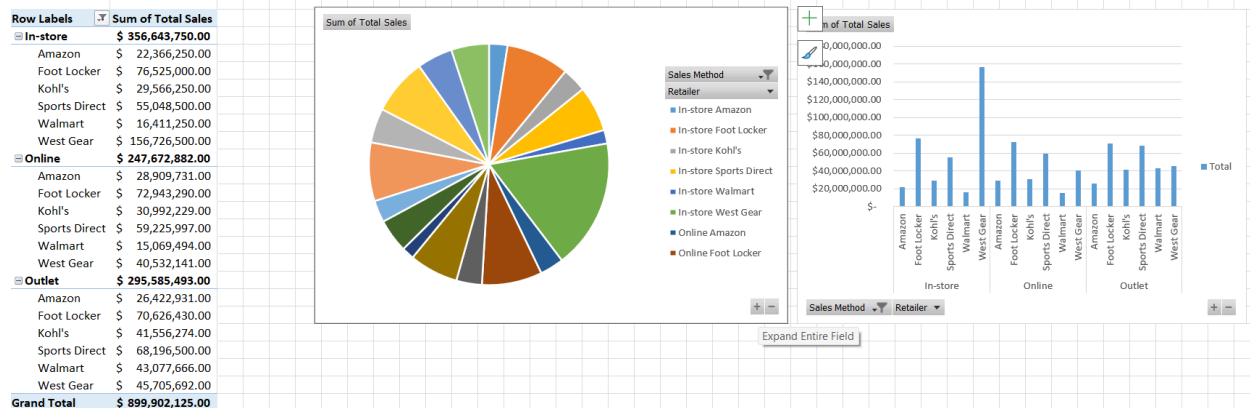
Insights

This is a small dataset that has sales dates between January 1, 2020 and February 22, 2021. However, there is enough data to support that In-store is the sales method that should continually be leveraged, the opportunities to further generate sales, and that the Online sales method could be improved. By focusing on the total sales, I am able to share the data gathered.

Share

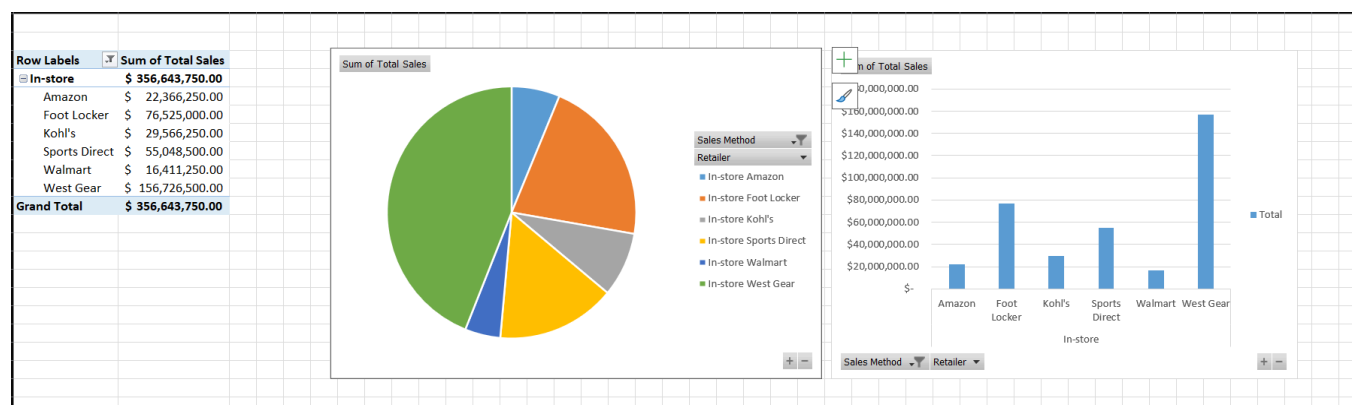
Visualization

I created a pivot table displaying Sales Method and Retailers against Total Sales.

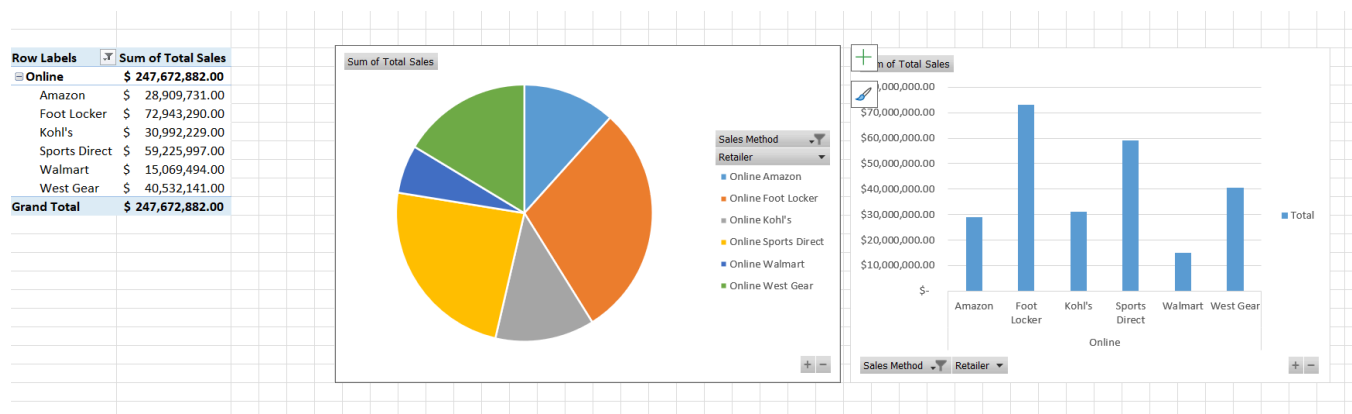


Next, I was able to break it down by filtering each Sales Method (In-store, Online, and Outlet).

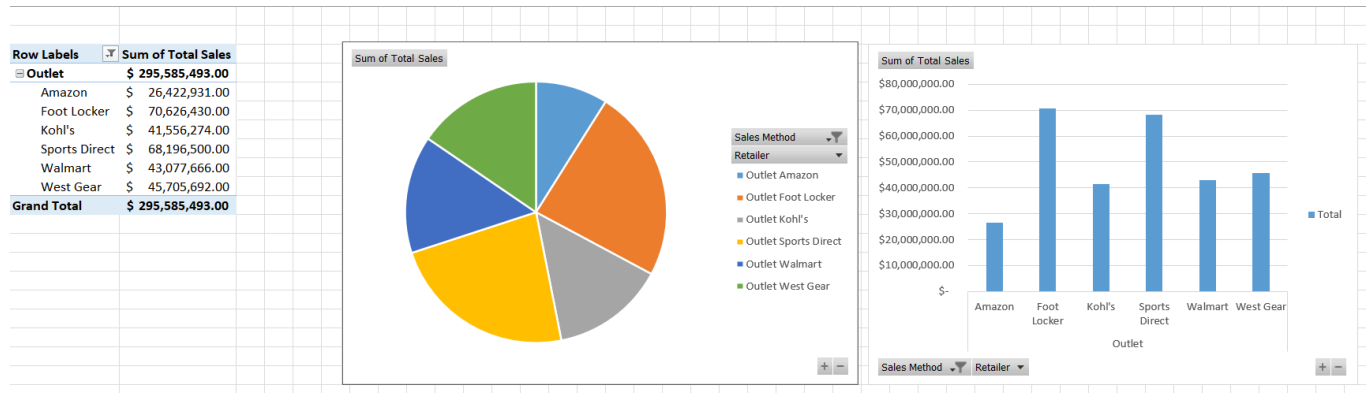
In-Store



Online



Outlet



Act

Findings

Selling products in brick and mortar stores generated more sales compared to outlets and online. In-store revenue generated \$356,643,750.00, while outlets generated \$295,585,493.00 and online generated \$247,672,882.00, respectively. The main retailers that were used in this case study were Walmart, Amazon, West Gear, Sports Direct, Kohl's and Foot Locker.

Recommendations

The opportunities that arise from the in-store sales method is that selling more products in store will increase overall profits. Opening new store locations will generate foot traffic from customers and create more opportunities for exposure and sales.

Online sales can improve if we target customers who regularly shop online. Many customers shop online and to further grow our online presence, we need to reach them where they are at. I suggest we display more content on social media through commercials.

Conclusion

Adidas has a great in-store presence and audience. It shows with the amount of sales generated. The company can do the same with its outlets and more importantly, online business, as more and more customers use this method to shop.

Thank You!

Thank you for joining me on this case study!