

# REPORT FOR THE ANALYSIS ON UNITED STATES ADIDAS SALES 2021-2022



## UNITED STATES ADIDAS SALES REPORT 2021-2022

Region

Midwest

Northeast

South

Southeast

West

Sales Meth...

In-store

Online

Outlet

RETAILERS

9,648

STATES

50

% SALES FOR 2021

20.23%

% SALE FOR 2022

79.77%

SALES FOR 2021

\$ 182.1M

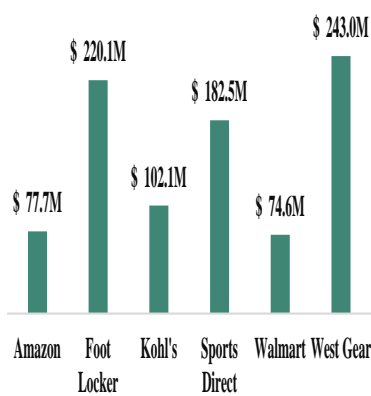
SALES FOR 2022

\$ 717.8M

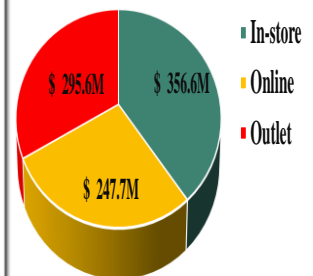
### PROFIT PER EACH REGION



### SALES FOR EACH PRODUCT



### PAYMENT METHOD



Product

Men's Apparel

Men's Athletic Footwear

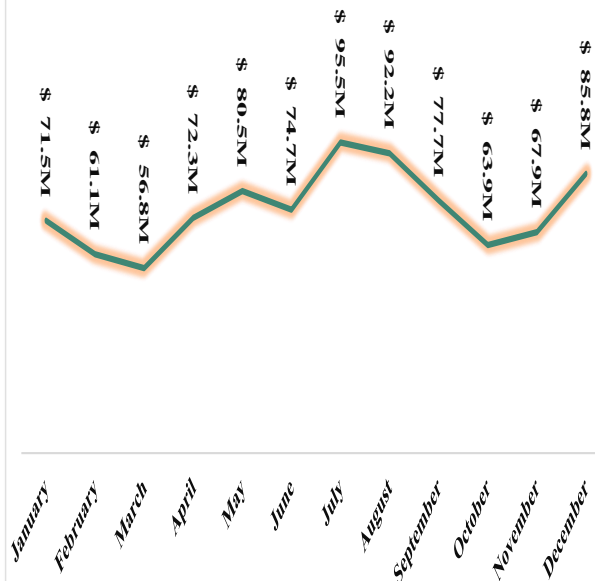
Men's Street Footwear

Women's Apparel

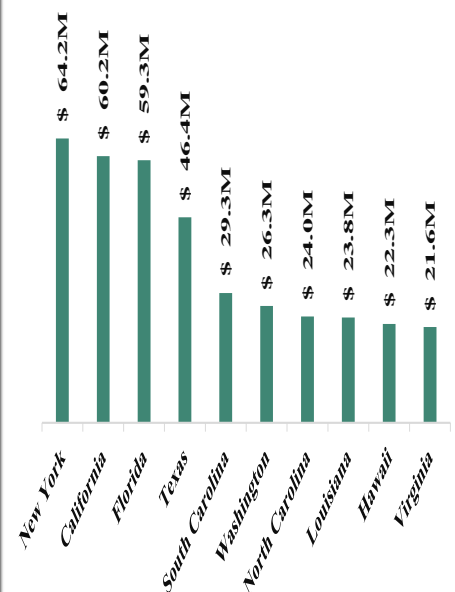
Women's Athletic Footwear

Women's Street Footwear

### REVENUE FOR EACH MONTH



### STATE AND SALES



## **Data Understanding:**

Date of adidas US sales report from 2021 to 2022.

Dataset has 15 columns and 9649 rows.

## **Introduction:**

In the world, there are different businesses that compete in order to provide their customers with essential benefit and satisfaction, Adidas is not excluded. In order to outshine competitors, businesses must look forward to identifying the areas of improvement, to achieve their goal and target, they must do a background audits.

This report shows how sales were made by Adidas Us within 2021 and 2022, with respect to the product sold and profit made in each of the regions. Analyzing the five regions (Mideast, Northeast, South, Southeast, West), the main aim is to know and understand how sales were made and profit were generated in each region.

## **Problem Statement:**

The management of Adidas US have showing concerned about the regional sales of product in the company with respect to the profit generated by each region. This report turns to address this issue by proving the insight in the relationship between total sales and the profit margin.

## **Objective:**

To show increment in product in the region leads to increase in profit generation.

To ensure sales performance in all the region to increase revenue leading to profit increment.

## **Analytical Technique:**

Descriptive Analysis

## **Business Benefit:**

Understanding the importance of regional sales to revenue generation and profit generation, the company will in turn make profound decision that will increase sale, revenue generation and profit generation.

## **Data Dictionary:**

- Index No. – represents a unique identifier for each row.
- Retailer – the company's key retail shops.
- Invoice date – shows the order date.
- Month – indicates months name (e.g., January).
- Year – indicates the year of the order.
- Region – shows the five US regions (South, Northeast, West, Midwest, Southeast).
- City – shows each city of the state.
- State – shows states in the five regions
- Product – shows the product sold.
- Price per unit – the cost of a product per unit.
- Units sold – the total number of products sold.
- Total sales – the revenue generated by each sale.
- Operating profit – the total profit made by each sale.

- Operating Margin – indicates the operating margin of each sale.
- Sales method – shows the method used in sale (online, outlet, in-store).

**Data Preparation:**

Data cleaning: Done using Power Query

Visualization: using Microsoft-Excel

**Key insight:**

Retailers in each region: providing so much clarity from the analysis it shows that the “west” has the highest number of retailers and it’s the region with the highest profit generation. It’s also having the highest number of retailers and revenue generation both in 2021 and 2022.

Profit generation: sales are the key factor that determines the profit generation in a business and Adidas US is not an exception, in 2021 the sales were not much compared to 2022, and that led to small profit generation that 2021. The sales made in each of the year were as follows:

Total sales in 2021 were 182.1 M.

Total sales in 2022 were 717.8 M.

Payment method: There are three payment methods in the company (Online, Outlet and In-store) and all these methods have so much influence on the sales leading to so much profit generation, in the 2020 there was a pandemic that hit the world and the online payment was of great influence to the Adidas company and it helped in the profit generation.

Conclusion, the number of retailers in a region determines the sales and profit generation and the number of products in demand has so much influence on revenue generation and profit margin.

**Recommendation:**

We recommend that Adidas US should look forward to enhancing sales in other regions too, by providing the regions with more of the product demanded in those regions and they should look into the payment method, because the regions with the highest profit generation used the outlet payment method. The company can continue to enhance regional sales performance towards revenue generation.