📝 Adidas Sales Analysis Project Report

📌 Introduction

The Adidas Sales Analysis project was developed to transform raw sales data into a visually interactive and insightful business intelligence tool. With the growing need for data-driven decision-making, this dashboard provides a comprehensive view of Adidas' sales performance across various regions, time periods, and product categories. It enables stakeholders to monitor key metrics, identify trends, and make informed strategic decisions to optimize sales, marketing, and inventory management.

🧠 Abstract

This project leverages a publicly available dataset from Kaggle to analyse Adidas' sales across the United States. The dashboard presents a consolidated view of total sales, units sold, average price per unit, and sales distribution by method (online, outlet, in-store). It also highlights top-performing product lines, regional contributions, and monthly/quarterly trends. The dashboard is designed with interactivity in mind, allowing users to filter and drill down into specific insights. The final product serves as a powerful tool for business analysis and performance tracking.

🛠️ Tools Used

- **Data Source**: Adidas US Sales Dataset from Kaggle

- **Data Cleaning & Transformation**: Microsoft Excel, Power Query

- **Data Modelling & Relationships**: Power BI Data Model

- **Visualization & Dashboarding**: Microsoft Power BI

- **Design Enhancements**: Custom themes, slicers, and DAX measures

- **Collaboration & Sharing**: Power BI Service for publishing and sharing reports

❇️ Steps Involved in Building the Project

1. **Data Acquisition**
   Downloaded the Adidas US Sales dataset from Kaggle, containing detailed records of transactions, product categories, regions, and time stamps.

2. **Data Cleaning & Preparation**
   Cleaned the dataset using Excel and Power Query by removing duplicates, correcting data types, and standardizing formats for consistency.

3. **Data Modelling**
   Structured the data into logical tables (Products, Regions, Time, Sales Methods) and established relationships using Power BI's data model to enable dynamic filtering and cross-analysis.

4. **Dashboard Design**
   Built interactive visuals including:

   o   KPIs for total sales, units sold, and average price

   o   Sales breakdown by method (online, outlet, in-store)

   o   Regional performance maps and charts

   o   Product line analysis (e.g., Men's Street Footwear)

   o   Time-based trends (monthly and quarterly)

5. **Insight Extraction**
   Key findings include:

   o   🥇 Best-selling product: Men's Street Footwear

   o   🏆 Top region: West

   o   🏙️ Best city: Charleston

   o   📈 Best month: July 2021

   o   📉 Lowest sales month: December 2020

   o   💰 Average monthly sales: $37.50M

6. **Publishing & Sharing**
   Published the dashboard to Power BI Service for seamless access and collaboration among team members and stakeholders.

Conclusion

The Adidas Sales Analysis Project effectively translates complex sales data into a user-friendly and insightful tool. It empowers decision-makers to monitor performance, identify growth opportunities, and optimize operations. The project showcases strong skills in data visualization, modelling, and storytelling. Future improvements could include real-time data integration, predictive analytics, and mobile responsiveness to enhance accessibility.