



adidas Sales Analysis

This project aims to provide a thorough analysis of **Adidas' sales performance** and **market presence**.

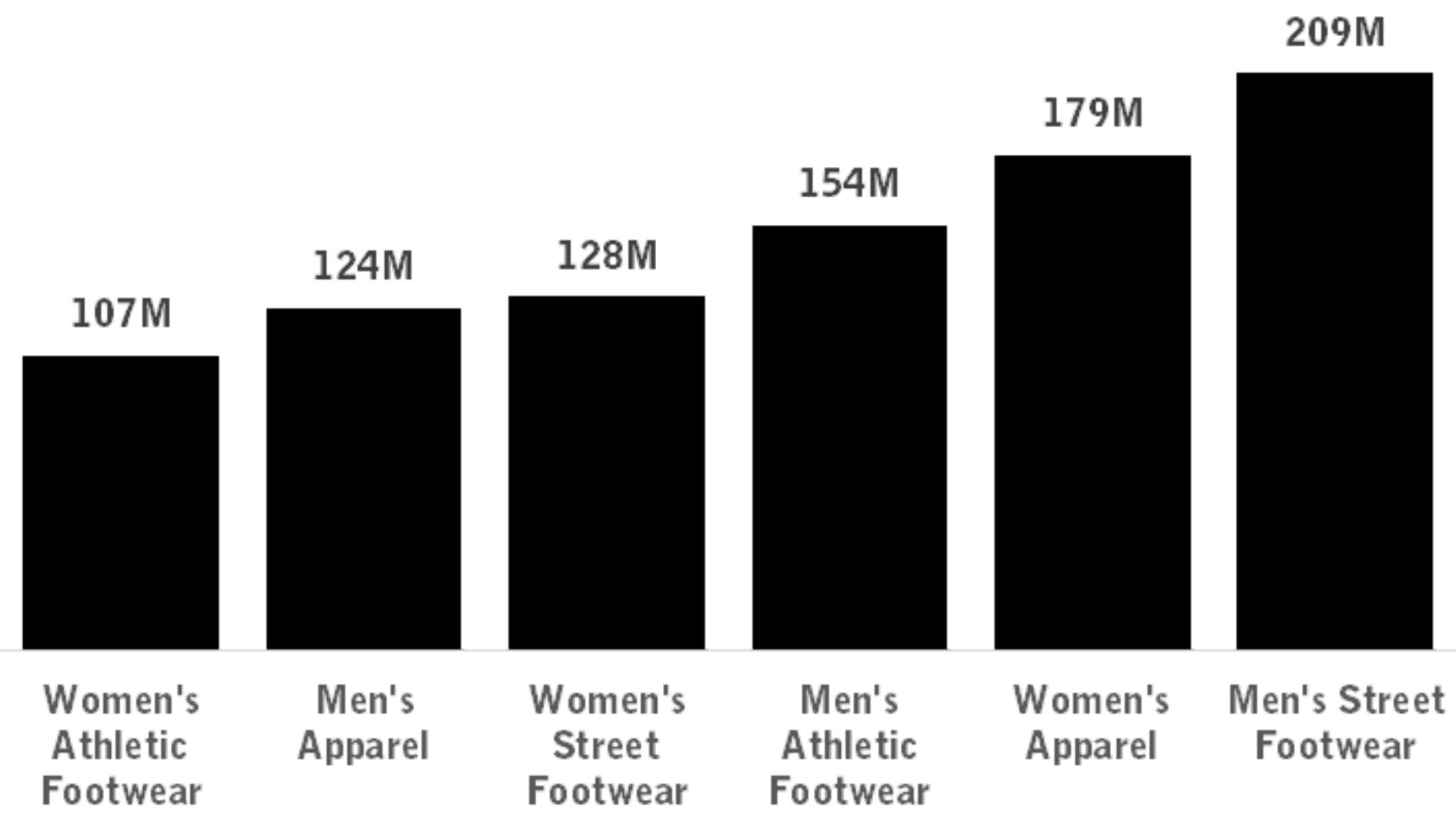
Utilizing a detailed dataset, the project explores various facets of the business, including sales trends, product popularity, regional market performance, and more.

For this project, we utilized the “Adidas Sales Dataset” from kaggle, in XLSX format. Analysis was performed using **Python** Kaggle environment, complemented by **Tableau** for creating interactive dashboards

OVERVIEW



SALES PERFORMANCE ANALYSIS



Men's Street Footwear emerges as the **top-performing category** with robust sales amounting to \$209M, highlighting a strong market preference.

In contrast, **Women's Athletic Footwear** shows a relatively **lower performance**, recording sales of \$107M.

This disparity suggests potential growth areas and indicates a need for targeted strategies to enhance the appeal of underperforming categories like Women's Athletic Footwear.

REGIONAL MARKET ANALYSIS

Top Performing Retailers in Each City

No	City	Retailer	Units Sold
1	Albany	West Gear	47,133
2	Albuquerque	Kohl's	43,752
3	Anchorage	Amazon	26,749
4	Atlanta	Sports Direct	41,414
5	Baltimore	Foot Locker	9,322

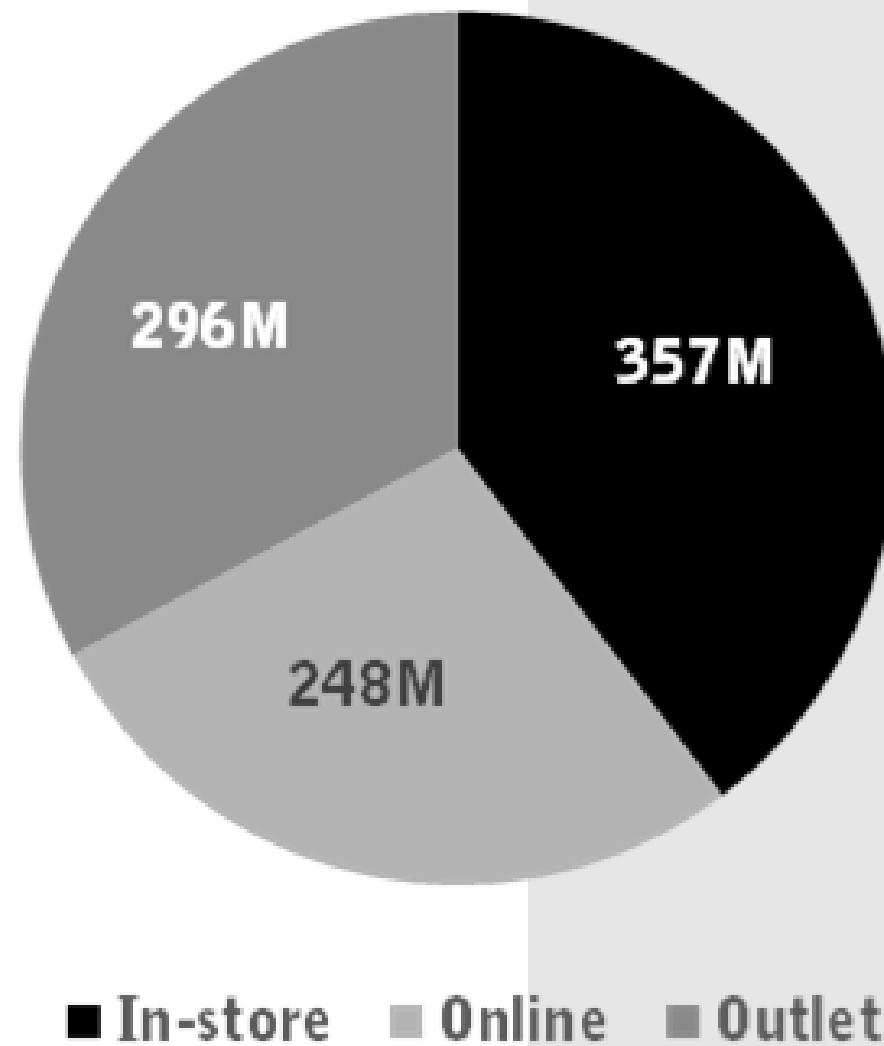
Worst Performing Retailers in Each City

No	City	Retailer	Units Sold
1	Albany	Kohl's	10053
2	Albuquerque	Sports Direct	8881
3	Anchorage	Foot Locker	4066
4	Atlanta	Foot Locker	14977
5	Baltimore	West Gear	5647

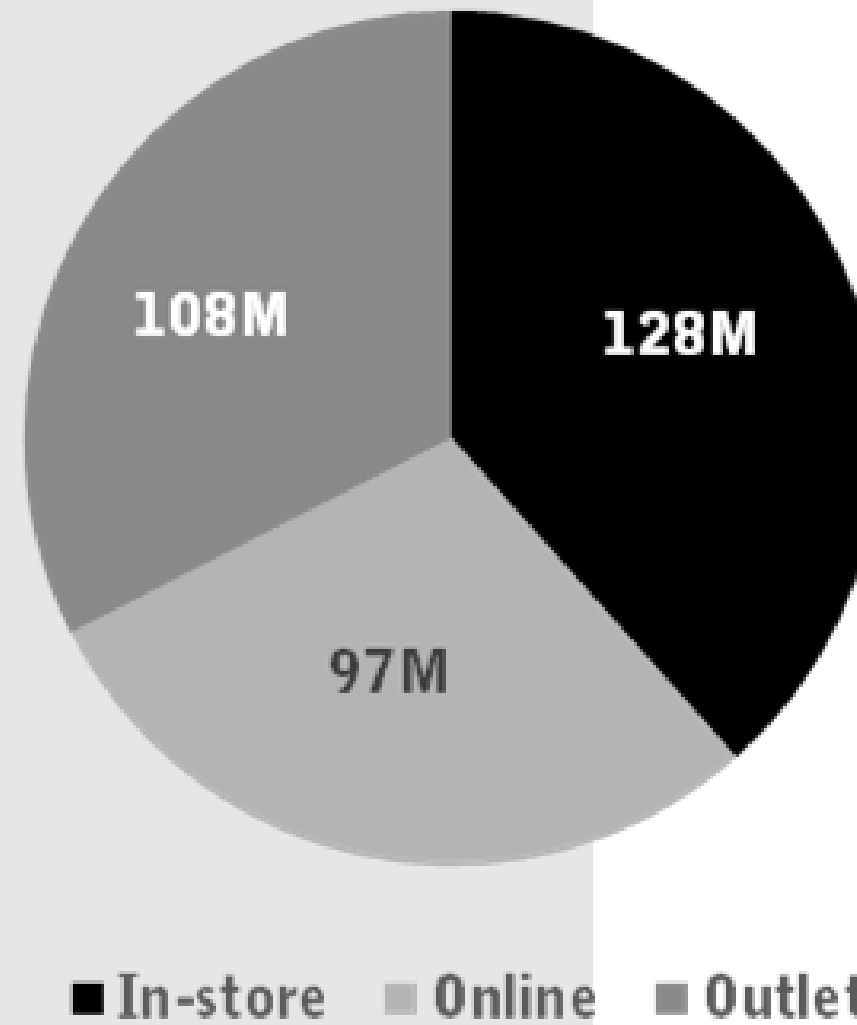
West Gear in Albany and **Kohl's in Albuquerque** emerge as the **top performers** in their respective cities, with West Gear selling 47,133 units and Kohl's selling 43,752 units. Conversely, the **lowest performers** are **Kohl's in Albany** and **Sports Direct in Albuquerque**, with sales of 10,053 and 8,881 units respectively.

EFFICIENCY OF SALES METHODS

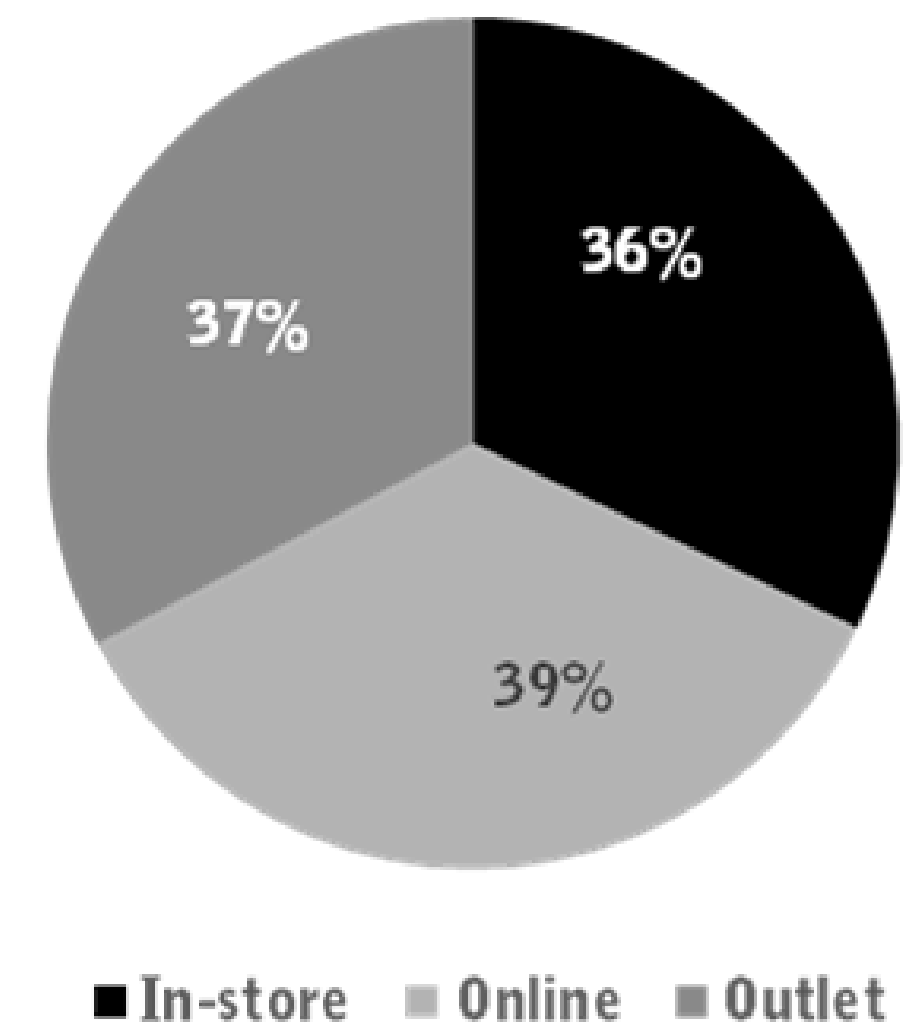
Total Sales



Operating Profit



Operating Margin



In terms of Total Sales and Operating Profit: In-store sales method is the most effective, generating the highest total sales and operating profit.

In terms of Operating Margin: Online sales are the most effective, indicating that although the total sales and operating profit are lower than in-store, the profitability relative to the sales generated is higher.

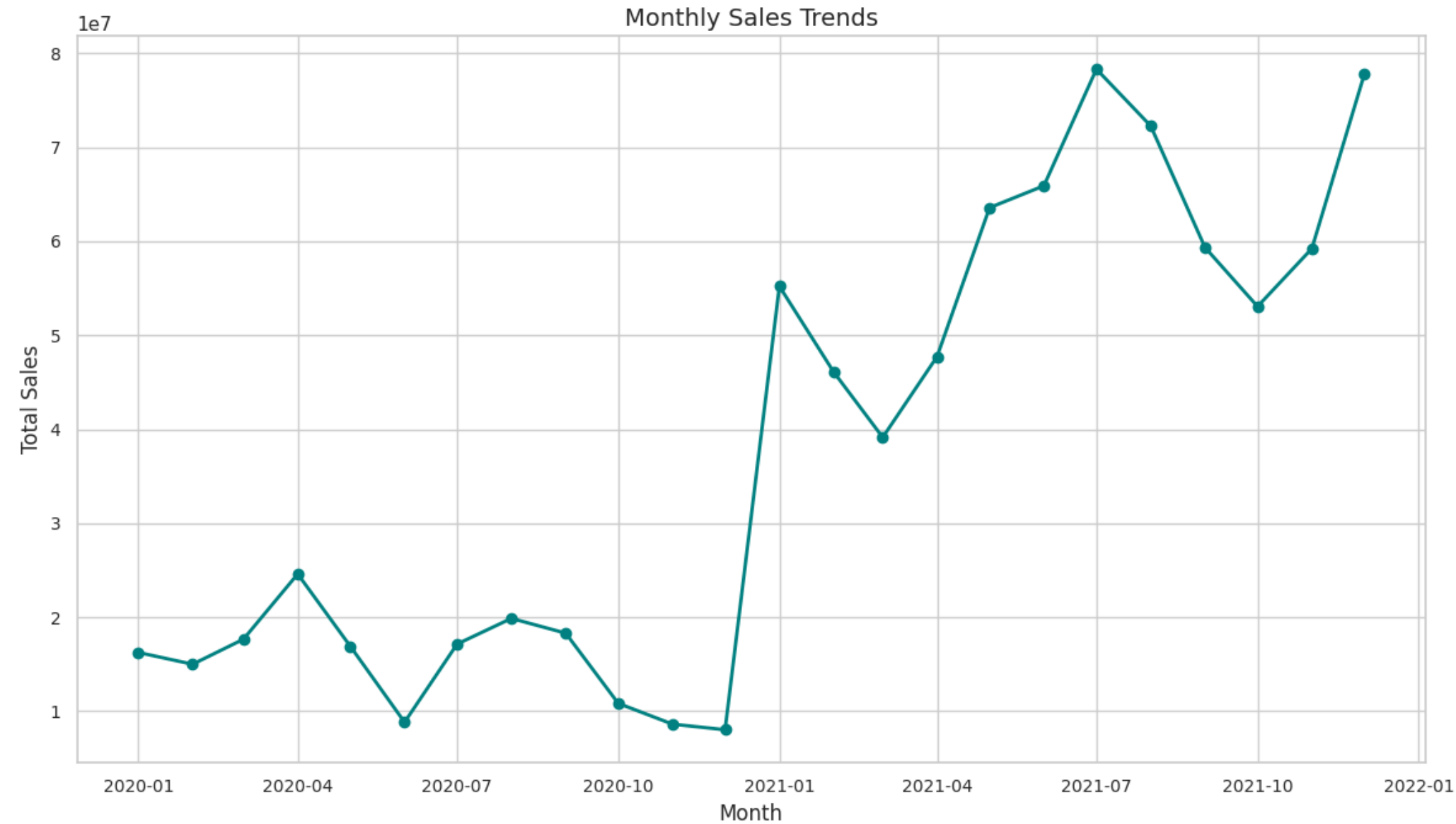
PRICE OPTIMIZATION

The **highest total sales** are in the price range of **\$40 to \$50 (\$220,666,307)**, indicating that products priced within this range are very popular or in high demand. This could indicate a sweet spot for pricing where customers are more willing to purchase.

Very low-priced products (below \$20) and **higher-priced products (above \$90)** show significantly **lower sales**. This might be due to various factors like perceived value, product quality, target customer segment, or availability.

No	Price Range	Total Sales
1	(40, 50]	220,666,307
2	(50, 60]	210,865,002
3	(60, 70]	190,679,285
4	(30, 40]	134,726,187
5	(70, 80]	52,787,579
6	(80, 90]	33,547,420
7	(20, 30]	29,636,023
8	(90, 100]	14,468,685
9	(10, 20]	6,574,478
10	(110, 120]	3,080,000
11	(100, 110]	2,785,706
12	(0, 10]	85,453
13	(120, 130]	-

TIME-SERIES ANALYSIS



This analysis suggests that while sales exhibit seasonal patterns, there's **no steady long-term growth or decline**, indicating the need for a more nuanced approach to sales strategy that accounts for these periodic fluctuations.

Monthly sales data from January 2020 to January 2022 exhibit significant variability with notable peaks around April 2021 and consistent increases in December and April of each year, potentially correlating with **holiday seasons** and **sales promotions**.

CONCLUSION

To maintain and enhance its competitive edge in the dynamic sportswear industry, Adidas should concentrate on advancing :

- **Advancing product innovation**

New, innovative products can help companies gain new customers, retain existing ones, and create brand loyalty

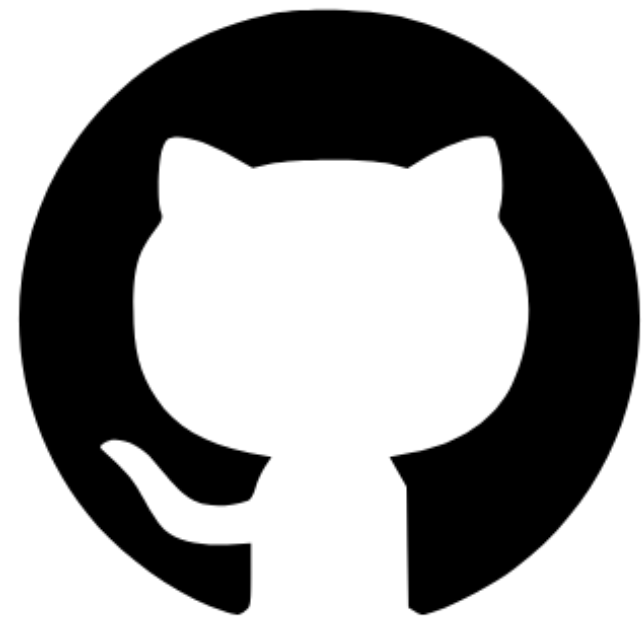
- **Refining marketing strategies**

Evaluating Existing Campaigns, Crafting a Message Platform, etc

- **Bolstering omnichannel presence**

Create a Buyer Persona, Explore Platforms Where Your Audience Exists, etc

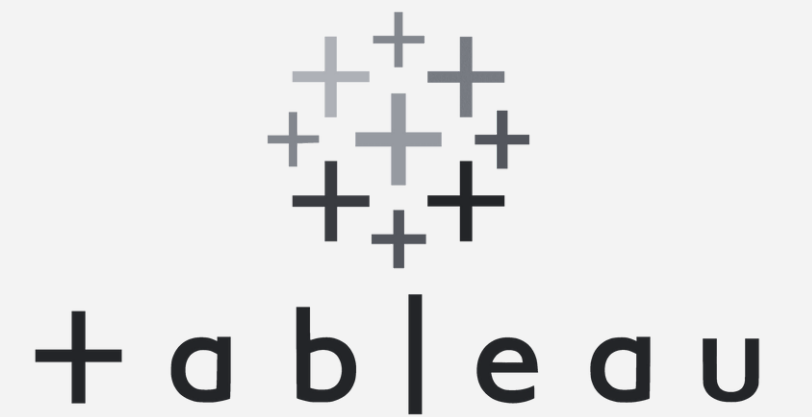




GITHUB



KAGGLE
NOTEBOOK



TABLEAU