



Adidas US Sales Case Study

ABOUT ADIDAS

Adidas AG is a multinational corporation that designs and manufactures shoes, clothing, and accessories. It is one of the top players in the sportswear industry, the second largest in the world after Nike. Established in 1949, Adidas has grown to become a key player in the global sports apparel and footwear market.

The company is committed to innovation in its products, sustainability in its operations, and sponsorship deals with athletes, teams, and sports events worldwide. Adidas aims to enhance athletic performance, comfort, and style in its product offerings, ranging from popular footwear collections to sports gear across various disciplines.



Case Study Overview

As Adidas strives to maintain its competitive edge in the US market, understanding sales dynamics, customer preferences, and operational efficiency has become crucial.

The company encountered fluctuating sales patterns, characterized by notable peaks and troughs in their records from 2020 to 2021 that are crucial to understand for sustaining its market position. They want to leverage analytics to identify growth opportunities and gain insights into sales performance, seasonal trends, regional sales variations, and the effectiveness of different sales channels.

Through meticulous visualization, you are required as a data professional to communicate these insights deploying your Dashboarding skills.



DATA DICTIONARY

Feature	Data Type	Description
Retailer	String	The name of the retailer selling Adidas products.
Invoice Date	Date	The date when the sale was invoiced.
Region	String	The geographical region where the sale occurred.
State	String	The state within the U.S. where the sale occurred.
City	String	The city where the sale occurred.
Product	String	The specific Adidas product sold.
Price per Unit	Numeric	The selling price of a single unit of the product.
Units Sold	Numeric	The total number of units sold in the transaction.
Total Sales	Numeric	The total revenue from the sale (Units Sold * Price per Unit).
Operating Profit	Numeric	The profit made from the sale after operating expenses are subtracted.
Operating Margin	Numeric	The ratio of operating profit to total sales, indicating the efficiency of sales.
Sales Method	String	The method through which the sale was made (e.g., In-store, Online).