

DATA VISUALIZATION PROJECT REPORT

(Project Semester January-May 2024)

ADIDAS US SALES DASHBOARD AND STORYTELLING

Submitted by: Gurkirat Kaur Suri

Registration Number: 12107018

Programme and Section: B.Tech in CSE / K21BS

Course Code: INTB233

Under the Guidance of

Nidhi Arora (28373)

Discipline of CSE/IT

Lovely School of Computer Science and Engineering

Lovely Professional University, Phagwara



**L OVELY
P ROFESSIONAL
U NIVERSITY**

CERTIFICATE

This is to certify that **Gurkirat Kaur Suri** bearing Registration no. **12107018** has completed **INTB233** project titled, “**ADIDAS US SALES DASHBOARD**” under my guidance and supervision. To the best of my knowledge, the present work is the result of her original development, effort, and study.

Signature and Name of the Supervisor

Designation of the Supervisor

School of Computer Science and Engineering

Lovely Professional University

Phagwara, Punjab.

Date: 18/04/2024

DECLARATION

I, Gurkirat Kaur Suri, student of Bachelor of Technology under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 18/04/2024

Signature:

Registration Number: 12107018

Name of the student: Gurkirat Kaur Suri

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who have contributed to the completion of this project on the Adidas US Sales Dashboard.

First and foremost, I extend my heartfelt appreciation to the mentors and Coursera, for their unwavering support, invaluable guidance, and insightful feedback throughout the course of this project. Their expertise and encouragement have been instrumental in shaping the direction and quality of this report.

Additionally, I would like to acknowledge the contributions of my colleagues and peers who have provided assistance and encouragement at various stages of this project. Their input and feedback have been immensely valuable in refining the analysis and presentation of findings.

Finally, I am deeply thankful to my family and friends for their unwavering support and understanding throughout this endeavour.

Their encouragement and belief in my abilities have been a constant source of motivation.

Gurkirat Kaur Suri

INTRODUCTION

In today's dynamic business landscape, data-driven decision-making has become imperative for organizations seeking to gain a competitive edge. The ability to harness and analyse vast amounts of data to derive actionable insights is key to driving strategic initiatives and achieving sustainable growth. With this in mind, the development of a comprehensive sales dashboard becomes essential for companies aiming to monitor and optimize their performance in the market.

This project report presents a detailed analysis of the Adidas US Sales Dashboard, a powerful tool designed to provide stakeholders with actionable insights into Adidas's sales performance in the United States. Through the utilization of advanced data visualization techniques and analytics, this dashboard offers a comprehensive overview of key metrics and trends, enabling informed decision-making and strategic planning.

The objective of this project is twofold: firstly, to develop a user-friendly and intuitive dashboard interface that allows stakeholders to easily navigate and interact with the data; and secondly, to provide in-depth analysis and interpretation of the sales data to uncover meaningful insights and opportunities for optimization.

Throughout the course of this report, we will delve into the methodology employed in the development of the dashboard, the key features, and functionalities it offers, as well as a comprehensive analysis of the Adidas US sales data. By leveraging the insights derived from this analysis, stakeholders can gain a deeper understanding of market dynamics, identify areas of strength and improvement, and formulate data-driven strategies to drive business growth.

OBJECTIVES OF THE PROJECT

1. Analysing Sales by Month

One of the primary objectives of this project is to analyse Adidas sales data by month, aiming to uncover trends, patterns, and seasonality in sales performance over time. This objective serves as a fundamental component in understanding the dynamics of sales fluctuations and identifying the underlying factors driving variations in performance across different months.

2. Analysing Sales by State

The objective to analyse Adidas sales data by state is paramount in understanding regional performance variations, consumer preferences, and market dynamics across the United States. This objective serves as a pivotal component in dissecting the geographical landscape of sales distribution, enabling deeper insights into regional trends and opportunities for strategic growth.

3. Analysing Sales by Retailer

Analysing Adidas sales data by retailer serves as a crucial objective in understanding the distribution channels, retail partnerships, and sales performance across various retail outlets. This objective aims to provide insights into the effectiveness of different retail partnerships, optimize distribution strategies, and enhance collaboration with key retail partners.

4. Analysing Sales by Sales Method

Analysing Adidas sales data by sales method is pivotal for understanding the effectiveness of different sales channels, strategies, and tactics employed to drive product sales. This objective aims to provide insights into the performance of various sales methods, optimize sales strategies, and allocate resources effectively to maximize sales growth and market share.

5. Identifying Top 10 Cities by Profit

The objective of identifying the top 10 cities by profit in the Adidas sales data is crucial for understanding the geographic distribution of profitability and identifying key market areas that contribute significantly to overall revenue generation. This objective serves as a strategic tool to prioritize resource allocation, target marketing efforts, and optimize operational strategies for enhanced profitability and market dominance.

SOURCE OF DATASET

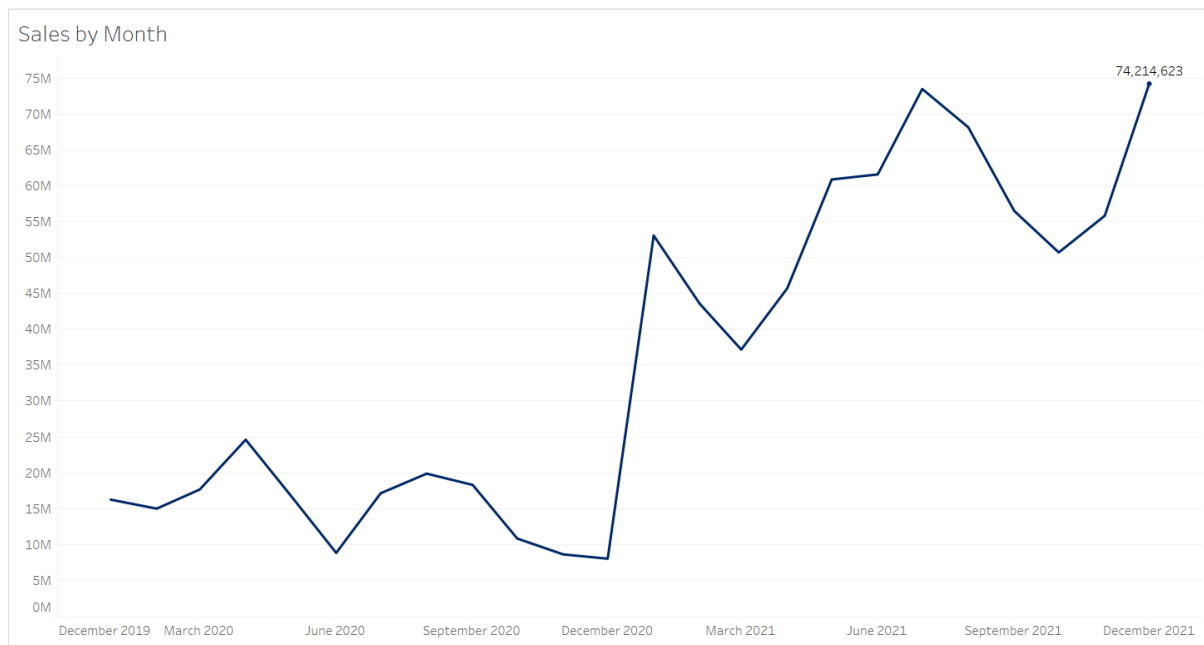
The dataset utilized for this project, focusing on Adidas sales analysis, originates from Kaggle, a prominent platform for sharing and discovering datasets, as well as for participating in data science competitions. Kaggle hosts a diverse array of datasets across various domains, contributed by researchers, data scientists, and enthusiasts worldwide.

The Adidas sales dataset available on Kaggle serves as a valuable resource for conducting in-depth analysis and deriving actionable insights into the sales performance of Adidas products. This dataset likely encompasses a wide range of relevant variables, including sales figures, geographic information, product details, and perhaps additional metadata such as customer demographics or purchase behaviour.

ANALYSIS ON DATASET

1. Analysing Sales by Month

The objective to analyse sales by month is instrumental in gaining a holistic understanding of Adidas's sales performance dynamics, informing strategic decision-making, and driving continuous improvement initiatives aimed at enhancing business performance and competitiveness in the market. Through rigorous analysis and interpretation of sales data, we aim to unlock actionable insights that drive value creation and foster long-term success for the organization.

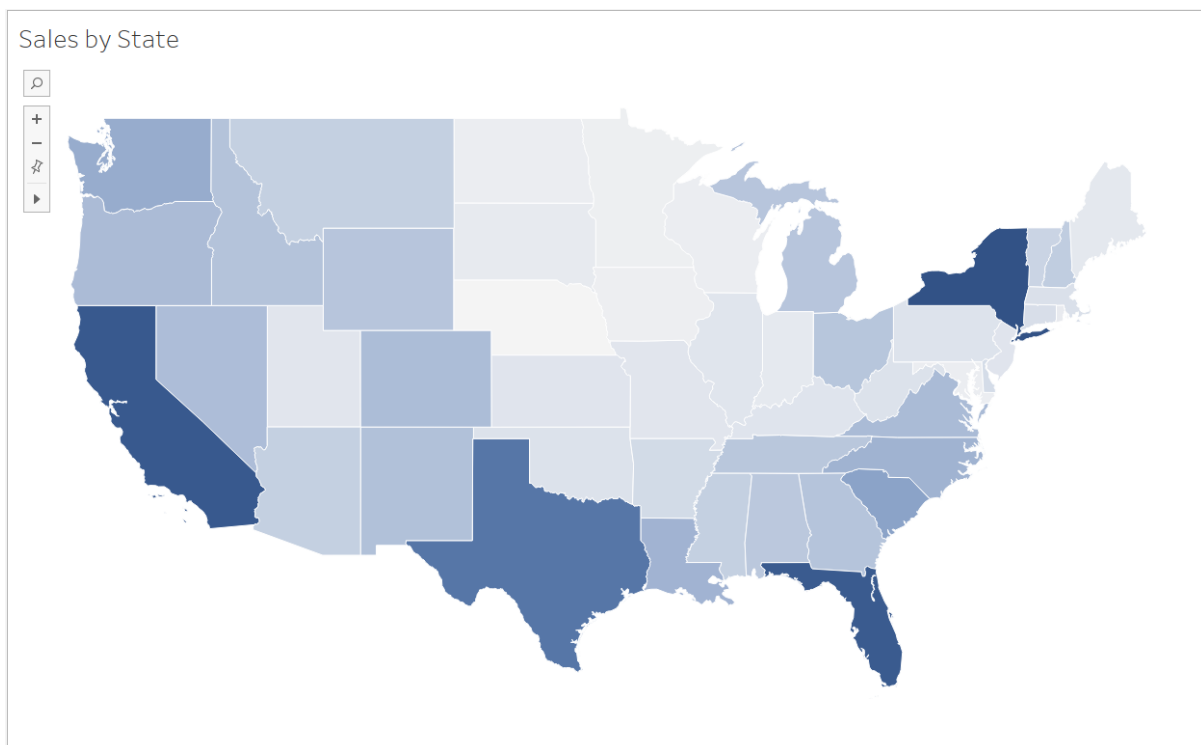


Analysis Results:

- The sales were lowest in December 2020.
- Maximum sales were recorded in December 2021.
- Sales rose rapidly between December 2020 and January 2021.
- Although the sales have seen their ups and downs but overall, sales have escalated tremendously over the months.

2. Analysing Sales by State

The objective to analyse sales by state is integral to gaining a comprehensive understanding of regional sales performance, consumer behaviour, and market dynamics across the United States. Through rigorous analysis and interpretation of sales data at the state level, we aim to uncover actionable insights that drive strategic decision-making, fuel growth initiatives, and position Adidas for sustained success in the competitive marketplace.

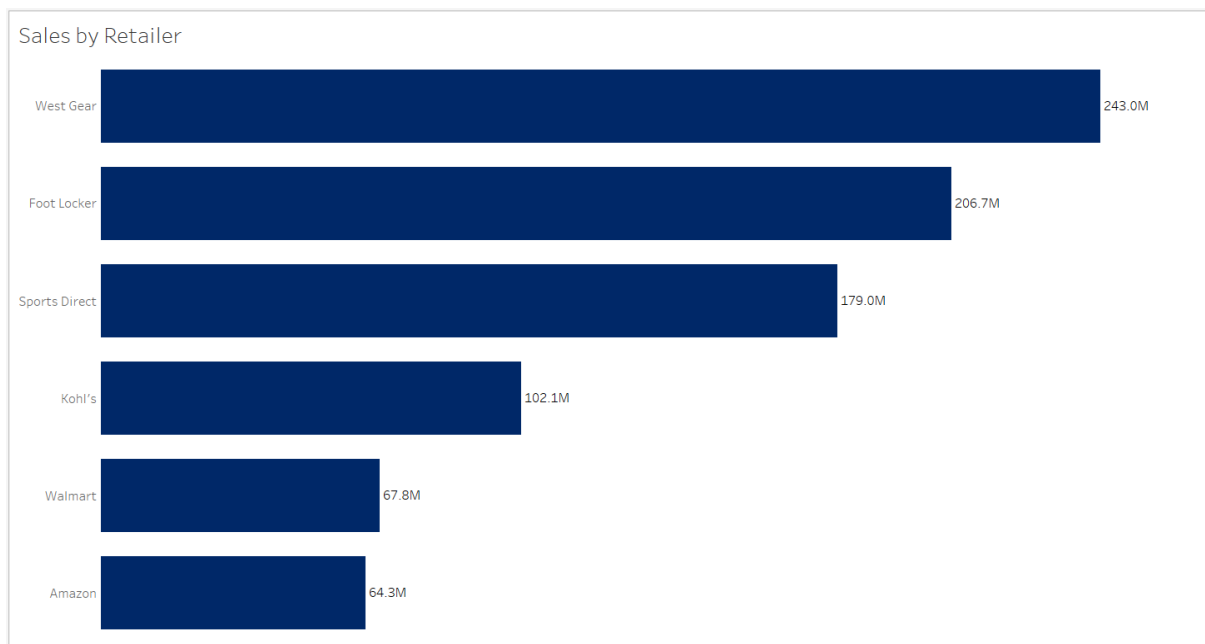


Analysis Results:

- New York was the state with the highest sales of 64M.
- Nebraska recorded the lowest sales of around 6M.
- California had the second highest sales i.e. 60M.
- There was a dramatic distinction between New York and Nebraska.

3. Analysing Sales by Retailer

The objective to analyse sales by retailer is instrumental in gaining insights into distribution channels, retail partnerships, and sales performance across various retail outlets. Through rigorous analysis and interpretation of sales data by retailer, we aim to uncover actionable insights that drive strategic decision-making, optimize distribution strategies, and foster collaborative relationships with key retail partners to drive sustainable growth and competitive advantage.



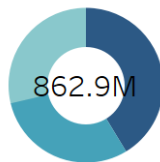
Analysis Results:

- West Gear had the highest sales of 243M.
- Amazon saw mediocre sales of 64M.
- Walk-in stores performed much better than the online stores.

4. Analysing Sales by Sales Method

the objective to analyse sales by sales method is integral in gaining insights into the effectiveness of different sales channels, strategies, and tactics employed to drive product sales. Through rigorous analysis and interpretation of sales data by sales method, we aim to uncover actionable insights that drive strategic decision-making, optimize sales strategies, and maximize sales growth and market share in a competitive marketplace.

Sales by Sales Method



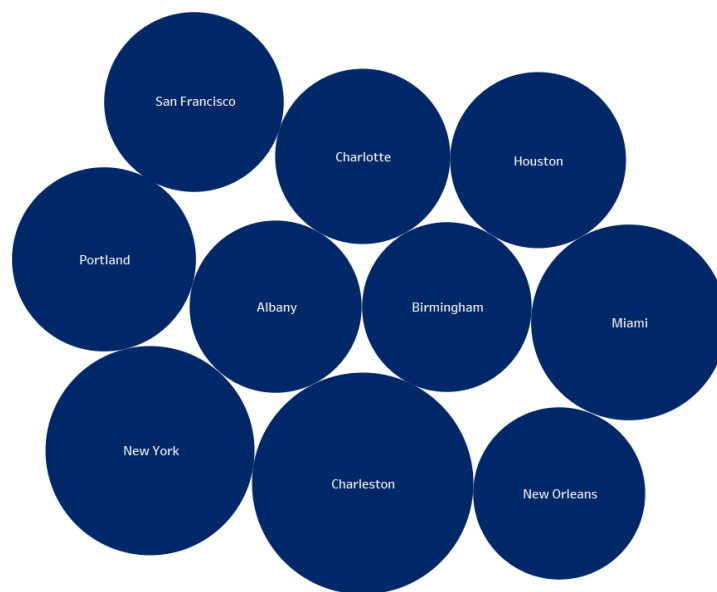
Analysis Results:

- The total sales were phenomenal.
- In-store and Outlet sales were way higher than the online sales.

5. Identifying Top 10 Cities by Profit

The objective to identify the top 10 cities by profit is instrumental in gaining insights into geographic profitability patterns, prioritizing market opportunities, and optimizing operational and marketing strategies for enhanced revenue generation and profitability. Through rigorous analysis and interpretation of sales data, we aim to uncover actionable insights that drive strategic decision-making, maximize profitability, and position Adidas for sustained success in the competitive marketplace.

Top 10 Cities by Profit

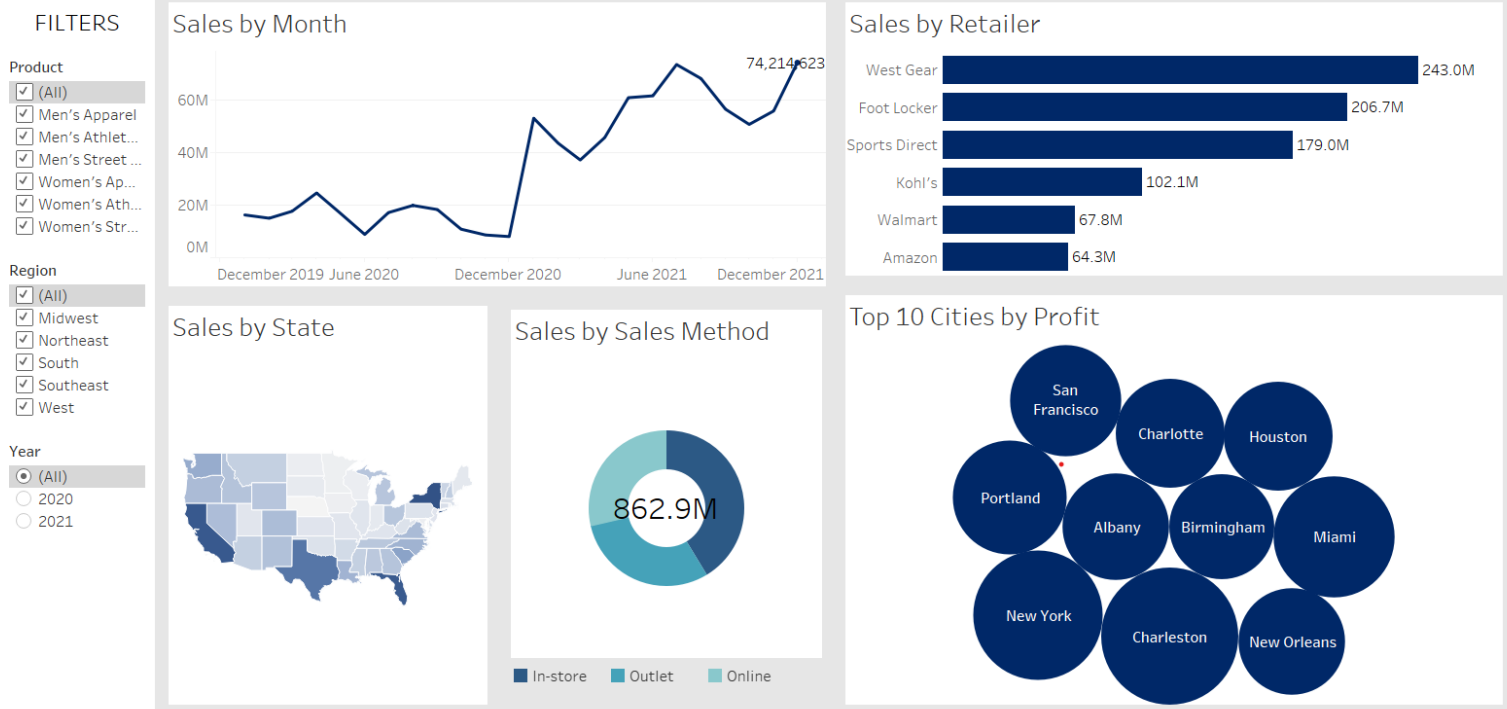


Analysis Results:

- The operational profit was highest in the city of Charleston, which was 15.6M.
- Among the top 10, Birmingham was at the 10th position with an operating profit of 9M.
- The operational profit in Charleston was even higher than the state of New York which had the highest overall sales.

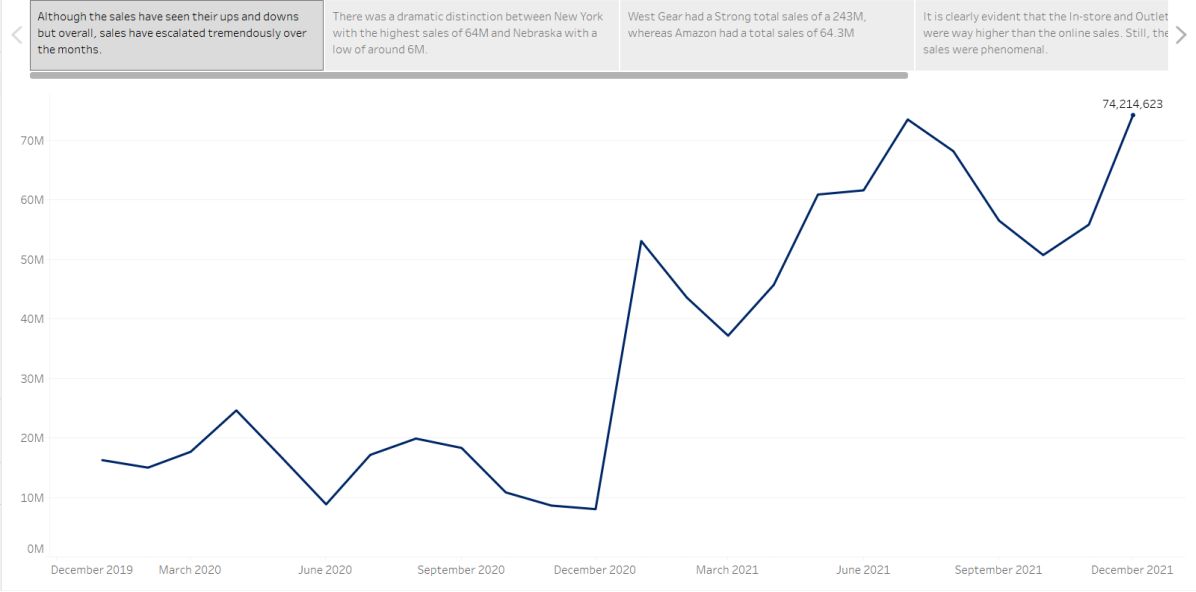
DASHBOARD

Adidas US Sales Dashboard

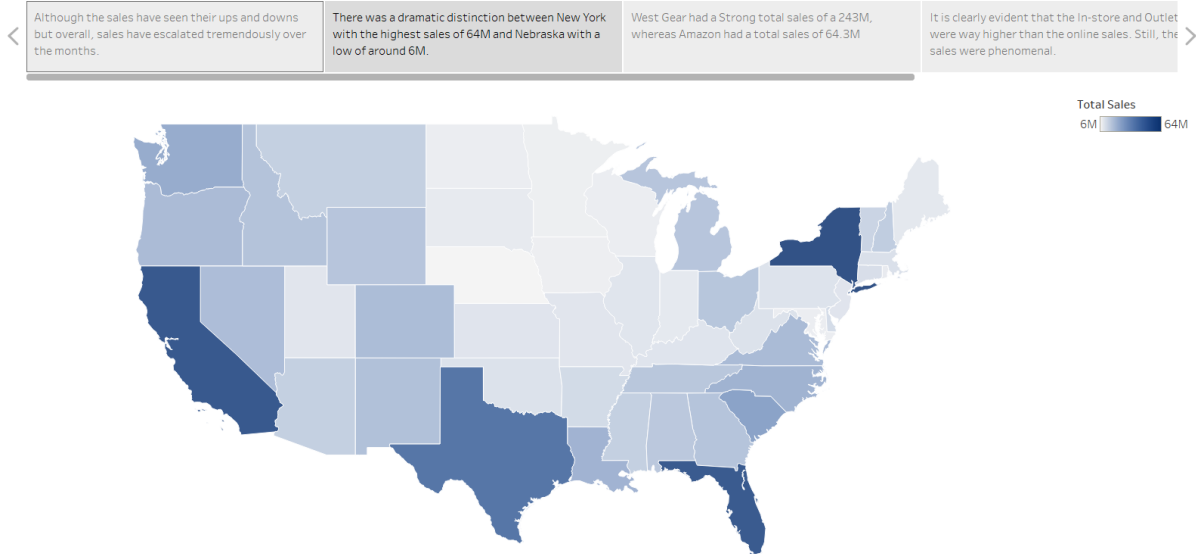


STORYTELLING

Sales Story



Sales Story



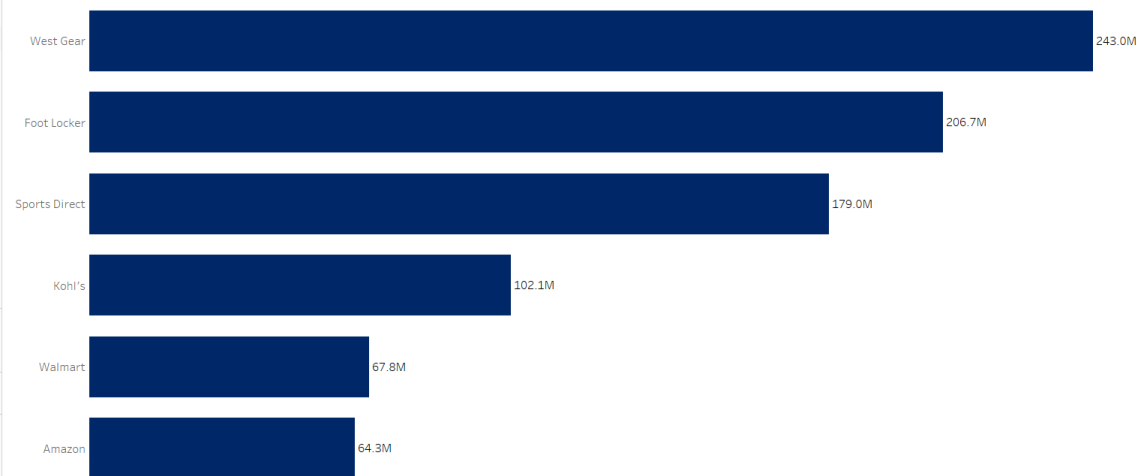
Sales Story

Although the sales have seen their ups and downs but overall, sales have escalated tremendously over the months.

There was a dramatic distinction between New York with the highest sales of 64M and Nebraska with a low of around 6M.

West Gear had a Strong total sales of a 243M, whereas Amazon had a total sales of 64.3M

It is clearly evident that the In-store and Outlet were way higher than the online sales. Still, the sales were phenomenal.



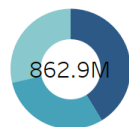
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Charleston city saw a lucrative operating profit of 15M, which is more than New York that had the highest sales among all the states.



- Product**
- ☒ (All)
 - ☒ Men's Apparel
 - ☒ Men's Athletic ...
 - ☒ Men's Street F...
 - ☒ Women's Appa...
 - ☒ Women's Athl...
 - ☒ Women's Stre...
- Region**
- ☒ (All)
 - ☒ Midwest
 - ☒ Northeast
 - ☒ South
 - ☒ Southeast
 - ☒ West
- Year**
- ☒ (All)
 - ☐ 2020
 - ☐ 2021
- Sales Method**
- ☒ In-store
 - ☒ Outlet
 - ☒ Online

Sales Story

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