ADIDAS SALES AND PROFIT ANALYSIS

DATASET DESCRIPTION

The Dataset consist of 9,641 rows with 12 columns which consist of:

- Retailer
- Retailer ID
- Invoice Date
- Region
- State
- City
- Product
- Price per Unit
- Units Sold
- Total Sales
- Operating Profit
- Sales Method

OBJECTIVES

- Design an interactive dashboard for business stakeholders.
- Provide insights into sales, profit, products, and regions.

RESULTS

1. Sales Trend

- Total sales increased steadily across the months, with the highest sales recorded in **JULY.**
- A few key products contributed the majority of revenue.

RESULTS

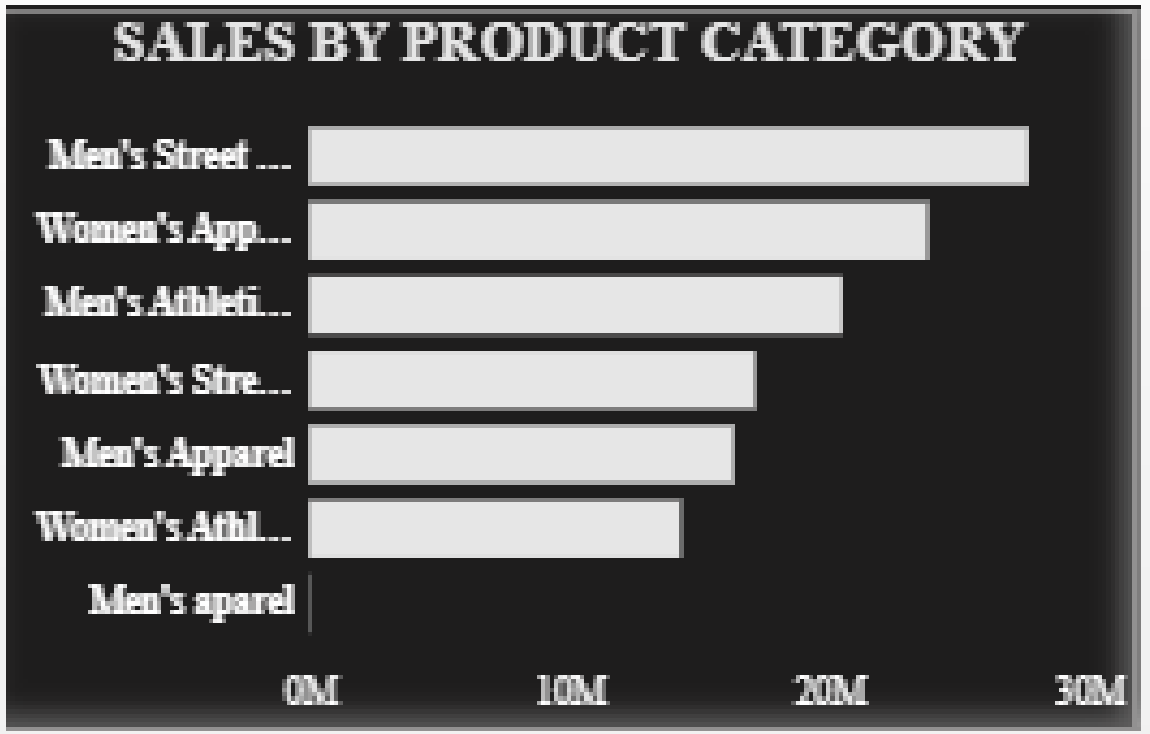
2. Profit Trend Over Time

- Profit followed a similar upward trend as sales, showing strong operational efficiency.
- Months showed high sales and high profit, indicating no discounts or increase in the price of goods.

RESULTS

3. Product Insights

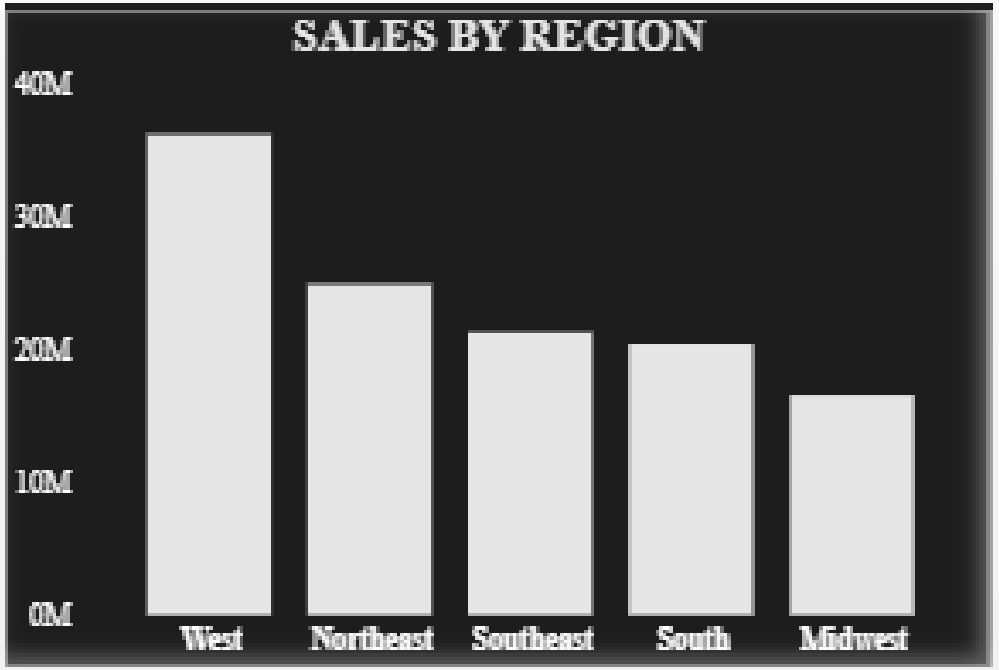
- Top performing products generated the highest sales and profit.
- Low performing products contributed minimal revenue and may require review or marketing support.



RESULTS

4. Regional Insights

- High-profit and sales regions demonstrated strong customer base and growth potential.
- Low-profit and sales regions may face issues like poor demand, distribution challenges, or higher operating costs.



OBSERVATION

- **Sales Distribution :** Sales are not evenly distributed across all regions, some regions show significantly higher total sales, indicating stronger market presence.
- **Profit Patterns :** Profit closely follows sales trends but varies depending on product type and region.
- **Product Performance :** Certain product categories are consistently top sellers while some products have high unit sales but lower profit margins, while others have lower volume but strong profitability.
- **Sales Channel Effectiveness :** Some sales methods like Online and Outlet, show stronger performance.
- **Retailer Behavior :** Some retailers consistently outperform others, possibly due to better location, marketing, or inventory management.

RECOMMENDATION

1.Strengthen High-Performing Products : Invest in marketing, supply availability, and bundle offers for top-selling items.

- Increase inventory in high-demand seasons to avoid stockouts.

2. Improve Profit Margins : Review cost structure for months with high sales but lower profit and negotiate better supplier pricing or optimize logistics.

3. Focus on Underperforming Regions : Investigate reasons for low revenue (logistics, competition, awareness).

4. Expand in High-Growth Regions : Channel more sales agents, advertising, and product availability to regions showing consistent profit growth.

CONCLUSION

- The sales and profit analysis shows that ADIDAS is performing well overall, with steady growth and strong contributions from key products and regions. However, there are opportunities to improve profitability by addressing underperforming areas and optimizing product cost structures.
- By focusing on high-performing regions, improving margins, and applying data-driven decision-making, ADIDAS can strengthen financial performance and achieve sustainable long-term growth.