





SUMMARY REPORT

Objective

To analyze Adidas' regional and product-level sales performance using Power BI. The dashboard covers KPIs, regional breakdowns, monthly trends, and retail performance from 2020–2021.

Key KPIs Tracked




-  Total Sales: \$900 Million
 -  Units Sold: 2 Million
 -  Price per Unit: \$45.22
 -  Operating Profit: \$332 Million
 -  Operating Margin: 42.30%
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Monthly Sales Trends

- Highest Sales: March (\$95M), November (\$92M), February (\$86M)
- Lowest Sales: April (\$57M), September (\$61M)

- Average Monthly Range: ~\$60M–\$95M

Sales by Region

-  West: \$270M (30%)
-  Northeast: \$186M (20.7%)
-  Southeast: \$163M (18.1%)
- South: \$145M (16.0%)
- Midwest: \$136M (15.1%)

Top Product Categories by Sales

- Men's Street Footwear: \$209M
- Women's Apparel: \$179M
- Men's Athletic Footwear: \$154M
- Women's Street Footwear: \$128M
- Men's Apparel: \$124M
- Women's Athletic Footwear: \$107M



Sales by Retail Region (Same as Region-Wise):

- West and Northeast are top-performing retail regions
 - Midwest is the lowest-contributing region
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Key Insights

- March and November are peak-performing months, suggesting strong seasonal or promotional impacts
- Footwear (Men's Street & Athletic) dominates the product mix
- West Region accounts for nearly 1/3rd of total sales, making it a key strategic focus
- Balanced performance across regions, but opportunity for Midwest optimization