ADIDAS SALES REQUIREMENT

BUSINESS REQUIREMENT

Through this Power BI-driven analysis, Adidas aims to empower its decision-making with data-driven

Insight, forecast strategic growth and competitiveness in the dynamic sports and athletic industry.

* Enhance understanding of Sales dynamic and performance drivers.
* Identification of geographical area with and ow sales potential.
* Insight into product performance, aiding in inventory and making decision.
* Informed pricing and margin strategic for improved profitability.
* Actionable recommended for optimize sales and profit across various dimensions.

PROBLEM STATEMENT(KPI)

* **Total Sales Analysis:** understand the overall sales performance of adidas over time.
* **Profitability Analysis:** Evaluate the total profit generate by adidas cross different dimension.
* **Sales Volume Analysis:** Examine the total unit sold to gain insight into product demand.
* **Pricing Strategy:** Determine the avg price per unit to access the pricing strategy.
* **Margin Analysis:** Evaluate the avg margin to understand overall profitability of sales.

**Charts Requirement**

**1.Total Sales by month (Area Chart)**

Visualize the monthly distribution of total sales to identify peak period.

2.Total Sales by State (Filled Map)

Geographical represent total sales across different state using a filled map.

3. Total Sales by Region (Donut Chart)

Represent the contribution of different regions to total sales.

4.Total Sales by Product (Bar Chart)

Analysis the sales distributions among various Adidas products using a bar chart.

5.Total Sales by Retailor (Bar Chart)

Visualize the contribution of different retailor to total sales using a bar chart.