

BUSINESS REQUIREMENTS

Through this Power BI-driven analysis, Adidas aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.

- ** Enhanced understanding of sales dynamics and performance drivers.
- * Identification of geographical areas with high and low sales potential.
- * Insights into product performance, aiding in inventory and marketing decisions.
- ** Informed pricing and margin strategies for improved profitability.
- ** Actionable recommendations for optimizing sales and profit across various dimensions.

. ADIDAS SALES ANALYSIS PROBLEM STATEMENT

1. Total Sales Analysis:
Understand the overall sales performance of Adidas over time.
2. Profitability Analysis:
Evaluate the total profit generated by Adidas across different dimensions.
3. Sales Volume Analysis:
Examine the total units sold to gain insights into product demand.
4. Pricing Strategy:
Determine the average price per unit to assess the pricing strategy.
5. Margin Analysis:
Evaluate the average margin to understand the overall profitability of sales.

ADIDAS SALES ANALYSIS

PROBLEM STATEMENT

Charts Requirements

1. Total Sales by Month (Area Chart):
Visualize the monthly distribution of total sales to identify peak periods.
2. Total Sales by State (Filled Map):
Geographically represent total sales across different states using a filled map.
3. Total Sales by Region (Donut Chart):
Use a donut chart to represent the contribution of different regions to total sales.
4. Total Sales by Product (Bar Chart):
Analyze the sales distribution among various Adidas products using a bar chart.
5. Total Sales by Retailer (Bar Chart):
Visualize the contribution of different retailers to total sales using a bar chart.