



Executive Summary

Project: Analysis and Visualization of P&L Data in Excel

Company Analyzed: Adidas (Ticker: ADS GY Equity)

Tools Used: Microsoft Excel (Lookup Functions, PivotTables, Combo Charts, Conditional Formatting)

Period Covered: FY 2016–2023 (Focus: 2019–2023)

🎯 Objective

The objective of this project was to transform **raw, unstructured Bloomberg financial exports** into a professionally formatted and analytically sound **Profit & Loss (P&L) report** in Excel.

The final output needed to:

1. Present a clean P&L up to EBIT level.
 2. Calculate key profitability and growth metrics.
 3. Visualize revenue and margin trends for management decision-making.
 4. Provide clear financial insights between FY2019 and FY2023.
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Methodology

1. Data Preparation & Structuring:

- Imported detailed Bloomberg extracts covering multi-year financial data (2016–2023).
- Built a **standardized P&L format** including Revenue, Cost of Sales, Gross Profit, Operating Expenses, and EBIT.
- Applied professional formatting (consistent fonts, accounting number style, and color-coded headers).

2. Automation & Calculation:

- Used **nested lookup functions** (SUMIFS, XLOOKUP) to dynamically pull data by item and year.
- Computed key ratios:
 - **Gross Profit Margin = Gross Profit / Revenue**
 - **EBIT Margin = EBIT / Revenue**

$$\bullet \quad \text{CAGR (Revenue)} = (\text{End} / \text{Start})^{(1/\text{Years})} - 1$$

- Incorporated formulas to automatically update margins and growth rates when new data is added.

3. Visualization & Interpretation:

- Developed a **combo chart** (Revenue bars + EBIT Margin line) to display revenue growth and profitability trends simultaneously.
 - Enhanced readability with chart annotations, consistent color scheme, and professional labeling.
 - Interpreted performance focusing on growth trajectory and margin expansion.
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Key Findings

Metric	FY2019	FY2023	Change / CAGR
Revenue (Total)	Base Year —	—	7.33% CAGR
Retail Segment	—	—	14.49% CAGR
Wholesale Segment	—	—	4.82% CAGR
Other Businesses	—	—	9.66% CAGR
Gross Profit Margin	46%	50%	+4 pts
EBIT Margin	5%	9%	+4 pts / 22.79% CAGR

Interpretation

- **Sustained Growth:** Adidas demonstrated steady top-line growth with a balanced revenue mix across segments.
- **Profitability Improvement:** Gross Profit and EBIT margins improved significantly, reflecting efficient cost management and strategic pricing.
- **Operational Excellence:** The sharp increase in EBIT margin from 5% to 9% signals improved operating leverage and disciplined expense control.
- **Segment Dynamics:** Retail was the key growth driver, while Wholesale showed slower but stable expansion — highlighting diversification benefits.

Business Impact

This project delivered a **decision-ready Excel dashboard** that management can use to:

- Track performance across years and business units.
 - Monitor profitability trends and margin improvements.
 - Quickly identify growth segments and cost efficiencies.
 - Refresh data automatically with updated Bloomberg exports, ensuring real-time accuracy.
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Outcomes

- Created a **self-updating, professional-grade P&L workbook** for financial analysis.
 - Reduced manual effort in data cleaning and calculation by automating lookups and metrics.
 - Produced clear, presentation-ready visuals for executive reporting.
 - Provided actionable financial insights driving better strategic discussions.
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Conclusion

This project showcases the power of Excel for **data transformation, financial storytelling, and decision support**.

By combining analytical precision with clear visualization, the resulting P&L dashboard turns complex Bloomberg data into meaningful insights — enabling business leaders to see not just the numbers, but the story behind them.