

ADIDAS SALES REPORT

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Introduction:

After understanding the analysis goal, I gathered initial data and context and clarified objectives. The dataset was an excel sheet and I used Power Query and PowerBI, then I started analysis and based on insights, I developed actionable recommendations to enhance sales.

Key Insights from the Dashboard:

Total Sales and Quantity:

- Total Sales: \$120M
- Total Quantity Sold: 2M units

Sales by Region:

- The West region leads in total sales with over \$35M.
- Other regions (Northeast, Southeast, South, Midwest) have sales ranging from \$20M to \$25M.

Sales by Date:

- There are visible spikes in sales during certain periods in 2020 and 2021.
- Analyzing these spikes can help identify successful campaigns or seasonal trends (with regards to the pandemic affect)

Sales by Product:

- Top Products: Men's Street Footwear and Women's Apparel.
- Other notable categories include Men's Athletic Footwear and Women's Athletic Footwear.

Suggested KPIs for the Report:

Revenue Growth Rate:

A year-on-year comparison showcased a remarkable 59.6% increase in sales during 2021.

Sales by Region:

Southeast Territory stood out for the highest sales volume, with Miami reigning as the city with the top sales figures

Top Performing Products:

"Men's Street Footwear" dominated sales, showcasing an impressive average sales figure, then "Women Apparel" and "Men's Athletic Footwear" by order.

Seasonal Sales Trends:

significant surge in purchases during March-April of 2020, while 2021 witnessed substantial spikes in June, July, and August.

Key Insights:

Total Sales and Quantity:

The total sales for the period are \$120M with 2M units sold.

Sales Trends:

There are noticeable sales spikes during certain periods, indicating successful promotions or seasonal trends.

Recommendations for Enhancing Corporate Performance:

1. Focus on High-Performing Regions:

- Allocate more marketing budget to the West region, which shows the highest sales.
- Identify and replicate successful strategies from this region to underperforming regions.

2. Promote Top Products:

- Increase inventory and marketing efforts for Men's Street Footwear and Women's Apparel.
- Launch targeted campaigns during peak seasons to boost sales further.

3. Seasonal Promotions:

Plan for seasonal promotions based on historical sales trends to maximize revenue during peak times

Conclusion:

As a recap for recommendations, I would allocate more marketing budget to the West region and Men's Street Footwear, and I would suggest further analysis for datasets in other countries to compare insights with the US ones.