

ADIDAS STORE SALES DATA ANALYSIS PROJECT

**Tool Used: Power BI | Domain:
Retail Analytics | Role: Data Analyst**



Project Objective:

To analyze Adidas store sales data and develop an interactive Power BI dashboard that provides deep insights into total sales, profit margins, customer segments, and performance across cities, states, product categories, and sales methods.



Key Features of the Dashboard:

- **Sales Analysis:** Visualized total sales of \$249M and operating profit of \$88.77M, helping assess profitability across different channels and demographics.
- **Product Category Insights:** Identified Street Footwear as the highest-grossing category followed by Athletic Footwear and Apparel.
- **Sales Channel Comparison:** Compared performance across in-store, online, and outlet sales, highlighting the dominance of in-store sales.
- **Gender-Based Sales:** Showed that men generated higher average sales (\$101K) compared to women (\$86K), supporting targeted marketing efforts.
- **Geographical Insights:** Mapped city-wise sales, revealing Orlando, San Francisco, and Albany as top performers.
- **State-Level Retailer Distribution:** Highlighted Texas and California with the highest number of retailers and sales.
- **Yearly Performance:** Tracked operating margin trends between 2020 and 2021, indicating stable or improving performance.

Adidas Store Sales Dashboard



88.77M

Sum of Operating Profit

269.12

Average of Units Sold

2592

Count of Retailer ID

249M

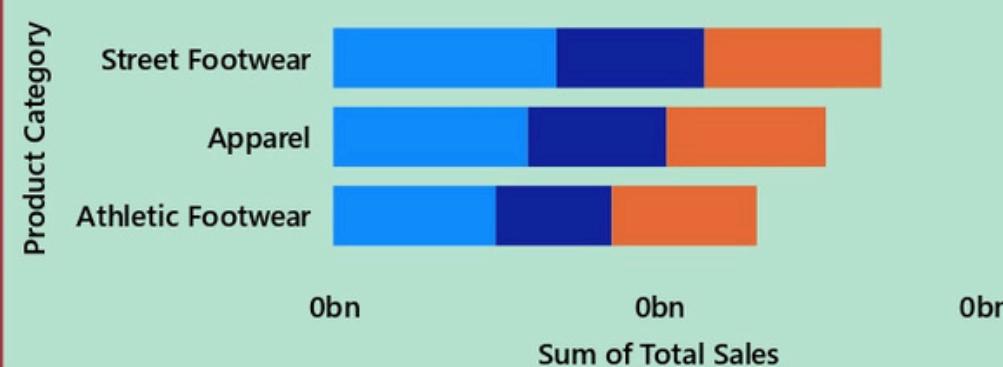
Sum of Total Sales

State

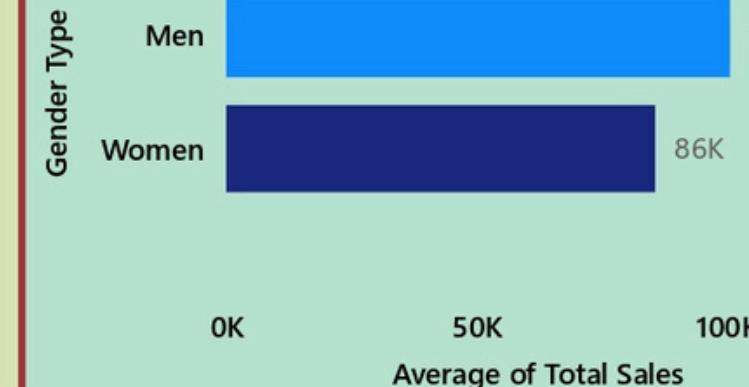
All

Total Sales by Product Category and Sales Method

Sales Method ● In-store ● Online ● Outlet



Average of Total Sales by Gender

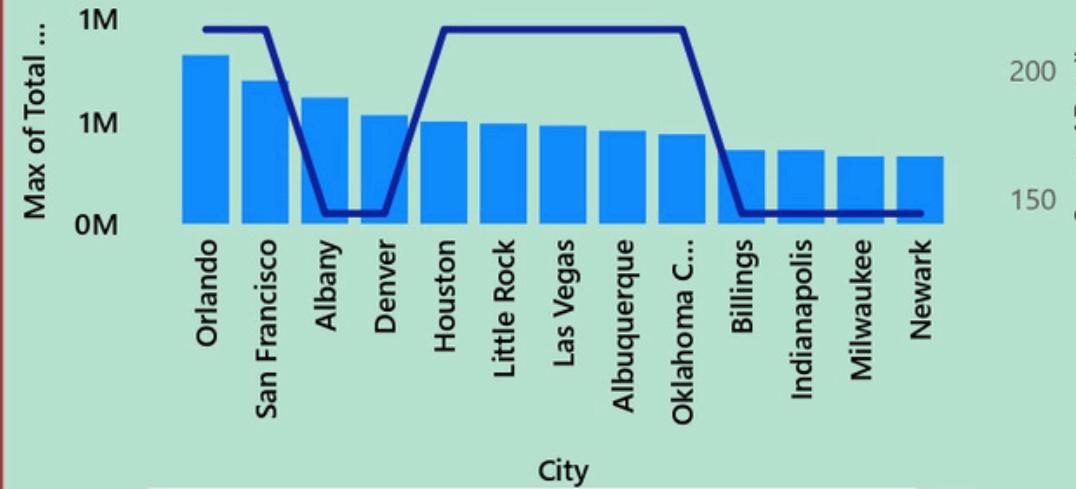


Region

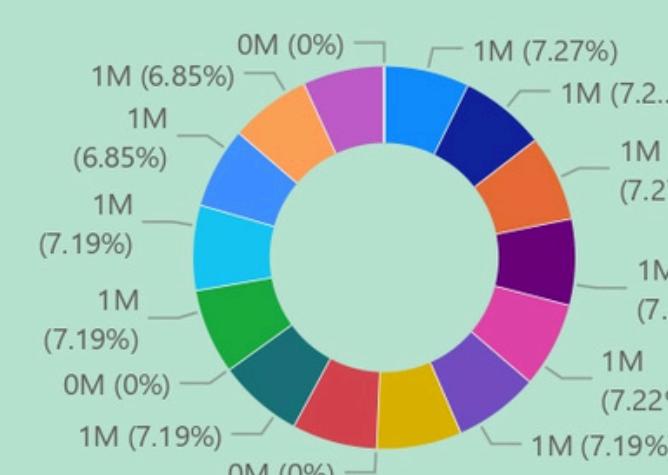


Total Sales by City

● Max of Total Sales ● Count of Retailer ID



Product Category by State based on Maximum Retailer ID



Count of Operating Margin by Invoice Year

● Increase ● Decrease ● Total





Skills Applied:

Data Cleaning & Transformation
Power BI Data Modeling (Fact & Dimension Tables)
DAX Measures for KPIs
Interactive Visualizations & Drill-through
Geo-mapping and KPI Indicators
Performance Trend Analysis

How to increase the sales of Adidas Store

1. Focus on High-Performing Product Categories

Street Footwear and Athletic Footwear are top sellers.

 Action: Launch targeted marketing campaigns and bundle offers for these categories.

 Introduce limited-edition releases or seasonal collections to boost urgency and sales.

2. Strengthen Online and Outlet Channels

In-store sales dominate, but online and outlet have growth potential.

 Action:

Improve online user experience, mobile shopping, and offer exclusive online discounts.

Use geo-targeted promotions for outlet stores based on underperforming regions.

3. Personalize Based on Gender-Based Insights

Men generate higher average sales.

 Action:

Analyze customer preferences and customize offerings for women to boost engagement.

Promote unisex products or female-focused campaigns to balance the revenue stream.

4. Optimize City & State-Specific Sales Strategies

Top cities like Orlando, San Francisco, and Albany are sales leaders.

 Action:

Deep-dive into local preferences and replicate successful city strategies in lower-performing regions.

Expand retailer presence in underrepresented states with potential like Arkansas and Montana.

How to increase the sales of Adidas Store

5. Leverage Seasonal & Year-over-Year Trends

- Growth in operating margin from 2020 to 2021 suggests improvement.
-  Action:
 - Identify peak seasons and run timely campaigns.
 - Use year-over-year trend analysis to predict and prepare for sales fluctuations.

6. Improve Inventory Based on Data Insights

- Use product category sales to adjust stock levels.
-  Action: Implement dynamic inventory systems that allocate high-demand products to the best-performing stores or regions.

7. Launch Loyalty & Referral Programs

- Use customer data to reward repeat purchases.
-  Action: Offer loyalty points, early access to new drops, and referral incentives to increase customer retention and acquisition.

8. Enhance Visual Merchandising & Store Experience

- Use insights from top-performing cities to improve store layouts and customer experiences elsewhere.
-  Action: A/B test different store designs and displays based on what works best in top stores.



THANK YOU