

## About Dataset

An Adidas sales dataset is a collection of data that includes information on the sales of Adidas products. This type of dataset may include details such as the number of units sold, the total sales revenue, the location of the sales, the type of product sold, and any other relevant information.

Adidas sales data can be useful for a variety of purposes, such as analyzing sales trends, identifying successful products or marketing campaigns, and developing strategies for future sales. It can also be used to compare Adidas sales to those of competitors, or to analyze the effectiveness of different marketing or sales channels.

There are a variety of sources that could potentially provide an Adidas sales dataset, including Adidas itself, market research firms, government agencies, or other organizations that track sales data. The specific data points included in an Adidas sales dataset may vary depending on the source and the purpose for which it is being used.

## Column

- **Retailer** : Represents the business or individual that sells Adidas products directly to consumers.
- **Retailer ID** : A unique identifier assigned to each retailer in the dataset.
- **Invoice Date** : The date when a particular invoice or sales transaction took place.
- **Region** : Refers to a specific geographical area or district where the sales activity or retail operations occur.
- **State** : Represents a specific administrative division or territory within a country.
- **City** : Refers to an urban area or municipality where the sales activity or retail operations are conducted.
- **Product** : Represents the classification or grouping of Adidas products.
- **Price per Unit** : The cost or price associated with a single unit of a product.
- **Units Sold** : The quantity or number of units of a particular product sold during a specific sales transaction.
- **Total Sales** : The overall revenue generated from the sales transactions.
- **Operating Profit** : The profit earned by the retailer from its normal business operations.
- **Sales Method** : The approach or channel used by the retailer to sell its products or services.

# Create an Interactive Dashboard

Key Performance Indicators (KPIs) : like Total Revenue , total unit sold ,.....

Sales Performance Overview:

- **Revenue Trend Line Chart:** Daily sales from Jan 1 - Feb 7, 2020
- **Sales by Product Category:** Pie chart showing distribution across Men's/Women's products
- **Profit by Retailer**
- **Monthly Comparison:** Bar chart comparing January vs February performance
- **Units Sold vs Revenue:** Dual-axis chart showing correlation

Geographic Performance

- **Sales by Region:** Currently showing Northeast only
- **State/City Performance:** New York dominance analysis

Product Analysis

Top Performing Products

- Men's Street Footwear: Highest volume (6,830 units)
- Men's Athletic Footwear: Strong performance (4,275 units)
- Women's Apparel: Consistent sales (5,650 units)

**Price Point Analysis:** Scatter plot of Price vs Units Sold