**Adidas Data Analysis:**

**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**.**

1. **Enhanced understanding of sales dynamics and performance drivers.**
2. **Identification of geographical areas with high and low sales potential.**
3. **Insights into product performance, aiding in inventory and marketing decisions.**
4. **Information pricing and margin strategies for improved profitability.**
5. **Actionable recommendation for optimizing sales and profit across various dimensions.**

**Problem Statement:**

**KPI’s (Key Point Indicator):**

1. **Total Sales Analysis:**

Understand the overall sales performance of Adidas over time**.**

1. **Profitability Analysis**

Evaluate the total profit generated by Adidas across different dimension.

1. **Sales Volume Analysis**

Examination the total unit sold to gain insights into product demand.

1. **Pricing Strategy**

Determine the average price unit to access the pricing strategy.

1. **Margin Analysis**

Evaluate the average margin to understand the overall profitability sales.

**Chart Requirements:**

1. **Total Sales By Month (Area Chart)**

Visualize the monthly distribution of total sales to identify peak periods.

1. **Total Sales By State (Filled Map)**

Geographically represent total sales across different status using a filled map.

1. **Total Sales By Region (Donut Chat)**

Use a donut chat to represent the contribution of different regional to total sales.

1. **Total Sales By Product (Bar Chat)**

Analyz the sales distribution among various Adidas Products using a bar chat.

1. **Total Sales BY Retailer (Bar Chat)**

Visualize the contribution of different retailers to total sales using a bar chart.