# Project Proposal

In this project, I have decided to work on a well-known sports brand, **Adidas**. Adidas AG is a German manufacturer among the top choice of athletes. Being a sports lover, I was looking for something in the sports industry. Then came across multiple sports product brands. Adidas is the second largest sports brand in the world, after Nike. This dataset is from the covid-19 period (2020-2021), when most companies struggled with their sales. We are using this data set to profoundly analyze and understand Adidas sales performance in the covid period for various products in different regions of the United States of America.

**Data Set Source*:*** We found this dataset from Data World website. I have provided the link to the dataset below:

[***https://data.world/stellabigail/adidas-us-sales-datasets/workspace/file?filename=Adidas+US+Sales+Datasets.xlsx***](https://data.world/stellabigail/adidas-us-sales-datasets/workspace/file?filename=Adidas+US+Sales+Datasets.xlsx)

1. **Objective**

* Sales data analysis tells us how well the brand performs in the market.

In this Dataset, I have decided to implement my learning from the marketing analytics course your guidance that I have taken this semester. Finding the patterns from the available data and comprehending how this data will be helpful in the brand’s growth in revenue and visibility. In addition, sales analysis is imperative for a brand to find its weak points.

1. **Marketing Problem Research**

* Planning marketing without any understanding is futile. There is a different marketing problem to be worked on before planning anything big, as it involves a lot of money. In this project, I’ll focus on one part of marketing, **sales analysis**, which is the first step before planning any strategy for marketing. It is vital to generate insights from historical sales data we have and detect if there are any particular trends and matrices to set targets.
* Research on making data-driven decisions instead of relying on your intuition. This will help us understand the brand market, the performance of products, and our customer’s behaviour. With this analysis, we can serve the customer in a better way.

**c) Approach**

* In this dataset, there are 13 attributes. Will start with the filtering and cleaning process. Segmenting data with retailer information, Product, and Sales Methods.
* Once we are done with the data cleaning process, we will start exploring the data to make sense of it. We will inspect the data and its properties. As in our Data set, we have both numerical and categorical data, which will have a different approach to performing the analysis.
* Once data has been cleaned and processed, we will perform descriptive statistics and use correlation to find if there is any relationship between variables. In our data set, we have multiple variables that affect the overall sales of a product.
* Also, we will use data visualization techniques to find patterns and trends in our data set, giving us a better understanding of the data story. We will create some charts to know the trend of our data set with the use of Tableau.

1. **Accomplishment**

* After sales analysis, we can answer the top retailer, which product, and which sales methods contribute to revenue generation. Once we know these things, we can look for each product’s performance with respect to region, state, and city. With all these insights, we can recommend different marketing strategies to the stakeholders and manufacturer.