Achievement 6 | Adidas Sale Trends

Data

- **Sourcing:** This data is from Adidas. This dataset was found through Kaggle ([Kaggle Dataset](#)).

- **Data Collection**: This data is collected from the website "Kaggle." The invoice dates are between 2020-2021.

- **Data Content:** The data content consists of 1 tab in the Excel sheet.
    - Tab 1 details:
        - Retailer
        - Retailer ID
        - Invoice Date
        - Region
        - State
        - City
        - Product
        - Price Per Unit
        - Units Sold
        - Total Sales
        - Operating Profiles
        - Operating Margins
        - Sales Method

- **Data Relevancy:**
    - This dataset is relevant to the project as it allows me to look at the different variables that impact the total sale trends of Adidas footwear.

- **Limitations:**
    - Only includes data between 2020-2021.

- **Ethics:**
    - None, of the ratings were accounted for through an objective lens.

- **Data Profile:**
    - The data has 9648 rows and 13 columns.
    - Added two new columns "Month" and "Year" from "Invoice Date" for better analysis. Now 9648 rows and 15 columns.
    - Deleted "Retailer ID" because not necessary for analysis. Now 9648 rows and 14 columns.
    - Clean Data = 9648 rows and 14 columns.

Column	Description	Quantitative/ Qualitative	Time Variant/Invariant	Nominal/Ordinal	Discrete/Continuous
Retailer	Name of the retail company.	Qualitative	Invariant	Nominal	N/A
Retailer ID	Unique identifier for retailer ID.	Quantitative	Invariant	N/AI	N/A
Invoice Date	Date invoice was generated for the product.	Qualitative	Time-Variant	Ordinal	Discrete
Region	Region where the retailer is located.	Qualitative	Invariant	Nominal	N/A
State	State the retailer is from.	Qualitative	Invariant	Nominal	N/A
City	City the retailer is from.	Qualitative	Invariant	Nominal	N/A
Product	Type of Adidas product for men and women.	Qualitative	Invariant	Nominal	N/A
Price Per Unit	Price per unit of each item sold.	Quantitative	Invariant	N/A	Continuous
Units Sold	Number of individual items Adidas sold.	Quantitative	Invariant	N/A	Discrete
Total Sales	Total amount of revenue generated from sales.	Quantitative	Invariant	N/A	Continuous
Operating Profit	Money left after paying all business costs.	Quantitative	Invariant	N/A	Continuous
Operating Margin	Percentage of how much Adidas makes after paying all business costs.	Quantitative	Invariant	N/A	Continuous
Sales Method	The type of method Adidas sold their product to customers.	Qualitative	Invariant	Nominal	N/A

Questions:
- ○ What states and regions account for the most sales?
- ○ Which retailer has the highest total sales?
- ○ Does sales method type effective the total sales of products?
- ○ Is there a seasonality component to the Adidas sales?
- ○ What are the top-selling products for Adidas?