Problem Statement – Adidas Sales Analysis (Power BI)

Background

Adidas operates across multiple U.S. regions, retailers, and product categories, generating a vast amount of sales and profitability data. However, the distributed nature of this data makes it difficult to understand performance trends, identify growth opportunities, and evaluate the effectiveness of pricing, product strategy, and regional sales efforts. To support strategic planning and operational efficiency, Adidas requires a unified analytical view that can translate raw sales data into actionable insights.

Role

As a **Business Intelligence Analyst**, your role is to clean, model, and visually analyze Adidas' sales dataset using Power BI. You are responsible for designing an interactive dashboard that will help stakeholders track performance metrics, compare trends across dimensions, monitor profitability, and make informed business decisions.

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3. Problem Statement

Adidas needs a comprehensive sales analytics solution that reveals how the business is performing across time, states, regions, retailers, and product categories. The organization struggles to pinpoint which areas are driving revenue, which regions underperform, how pricing influences profit, and which products generate the highest demand.

This project aims to solve these challenges by developing a Power BI dashboard capable of:

- Analyzing **monthly sales trends** to identify peak and low-performing periods.

- Comparing **state-wise and region-wise sales** to highlight geographical strengths and gaps.

- Evaluating **product-level and retailer-level performance** to support inventory and marketing decisions.

- Measuring **profitability, margins, pricing strategy, and sales volume** through key KPIs.

- Delivering **actionable, data-driven insights** that help Adidas optimize revenue, improve margins, and strengthen strategic growth.

The dashboard must consolidate all critical metrics into a single, easy-to-navigate analytical tool, enabling leadership to make faster and smarter decisions based on real-time data.