**Sales Analysis for** 

The report seeks to answers a number of business questions for the sales team and the business team.

These are:

**Sales Team**

* What are the total sales revenue and the number of units sold across different regions?
* Which products are the top-selling items in each region?
* How have monthly and quarterly sales trended over the past year?
* What is the breakdown of sales by product category (e.g., footwear, apparel, accessories)?
* Are there any seasonal patterns in sales performance?
* How is the Year-over-Year growth?

**Marketing Team**

* How effective have promotions and discounts been in driving sales?
* Which retailer has generated the most sales revenue in the US?
* How is the operating profit on the basis of different products?

*Data source* <https://www.kaggle.com/datasets/heemalichaudhari/adidas-sales-dataset>