

WELCOME TO FP20 ANALYTICS CHALLENGE “Sport Products Sales Analysis”

ABOUT

Welcome to FP20 Analytics Challenge 7! With this challenge, we are going to dive into sales analysis about sport products. As more sports brand emerged in the market, the sales analysis is significant to provide insights for the investors to compete with rivals and see market trend.

INTRODUCTION

Below is fun part. Read me carefully!

Timeline

The challenge will run from **28/06/2023 at 15:00pm UK time, closing at 11:59pm UK time on 17/07/2023.**

Tools

Reports will be presented in **Excel** or **Power BI** only.

Access to the Group and Forum

Link to our challenges group can be found here:

<https://www.linkedin.com/groups/12751070/>

Link to FP20 Analytics Challenges website can be found here:

<https://fp20analytics.com/challenge>

THE BRIEF

IMPORTANT

Within this challenge, you will be given access to a rich dataset that shows the historical sales record in some main sport retailers in the USA.

The investors expect you to find the geographical sales trend by different retailers. You will need to interpret the data, identify key trends and patterns, and present your findings clearly, comprehensively, and compellingly.

Briefly, we highly encourage you to explore some areas listed as below (not limited for these):

- **Sales analysis by region/state**
- **Sales analysis by product category**
- **Sales analysis by sales channel**
- **Sales analysis by customer segmentation**
- **Profitability analysis by product**
- **Price strategy for products**

*Reports is limited to 2 pages, feel free to use all the techniques at your disposal – tooltips, drill throughs, page navigations, etc.

The Resources

There is 1 Excel dataset.

1. An Excel spreadsheet.
2. A PBI File fully modelled.
3. PDF with the Intro and Brief.
4. PDF with the Intro and Brief in the Spanish Language.

Submission of entries

IMPORTANT

Please enter the 2 pages of your report as screenshots in a LinkedIn post with the following wording.

“I am participating in FP20 Analytics Challenge 7” please see screenshots of my report pages in PDF format.

Enter a small summary about you report.

Use the hashtag **#fp20analytics** and **#fp20analyticssportproductsanalysis** and tag **@Federico Pastor**.

Please post the same in the **Community Group** in LinkedIn.

*If you want to post your report in novyPro – please see link to video of how to do it.

NovyPro:

<https://www.novypro.com/>

Instruction Video:

<https://www.youtube.com/watch?v=jkcAYgFGWUY>