



Adidas US Sales Analysis

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About Dataset

An **Adidas US Sales dataset** is a collection of data that includes **information on the sales of Adidas products**. This type of dataset may include details such as the number of units sold, the total sales revenue, the location of the sales, the type of product sold, and any other relevant information.

This data can **be useful for a variety of purposes**, such as analyzing sales trends, identifying successful products or marketing campaigns, and developing strategies for future sales. It can also be used to compare Adidas sales to those of competitors, or to analyze the effectiveness of different marketing or sales channels.

Business Requirements

Through this Power BI-driven analysis, Adidas **aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.**

01

Enhanced understanding of sales dynamics and performance drivers.

02

Identification of geographical areas with high and low sales potential.

03

Insights into product performance, aiding in inventory and marketing decisions.

04

Informed pricing and margin strategies for improved profitability.

05

Actionable recommendations for optimizing sales and profit across various dimensions.

Problem Statements (Key Performance Indicators)

01

Total Sales Analysis

Understand the overall sales performance of Adidas over time.

02

Profitability Analysis

Evaluate the total profit generated by Adidas across different dimensions.

03

Sales Volume Analysis

Examine the total units sold to gain insights into product demand.

04

Pricing Strategy

Determine the average price per unit to assess the pricing strategy.

05

Margin Analysis

Evaluate the average margin to understand the overall profitability of sales.

Problem Statements (Chart Requirements)

01

Total Sales by Month

Visualize the monthly distribution of total sales to identify peak periods.

02

Total Sales by State

Geographically represent total sales across different states.

03

Total Sales by Region

Represent the contribution of different regions to total sales.

04

Total Sales by Product

Analyze the sales distribution among various Adidas products.

05

Total Sales by Retailer

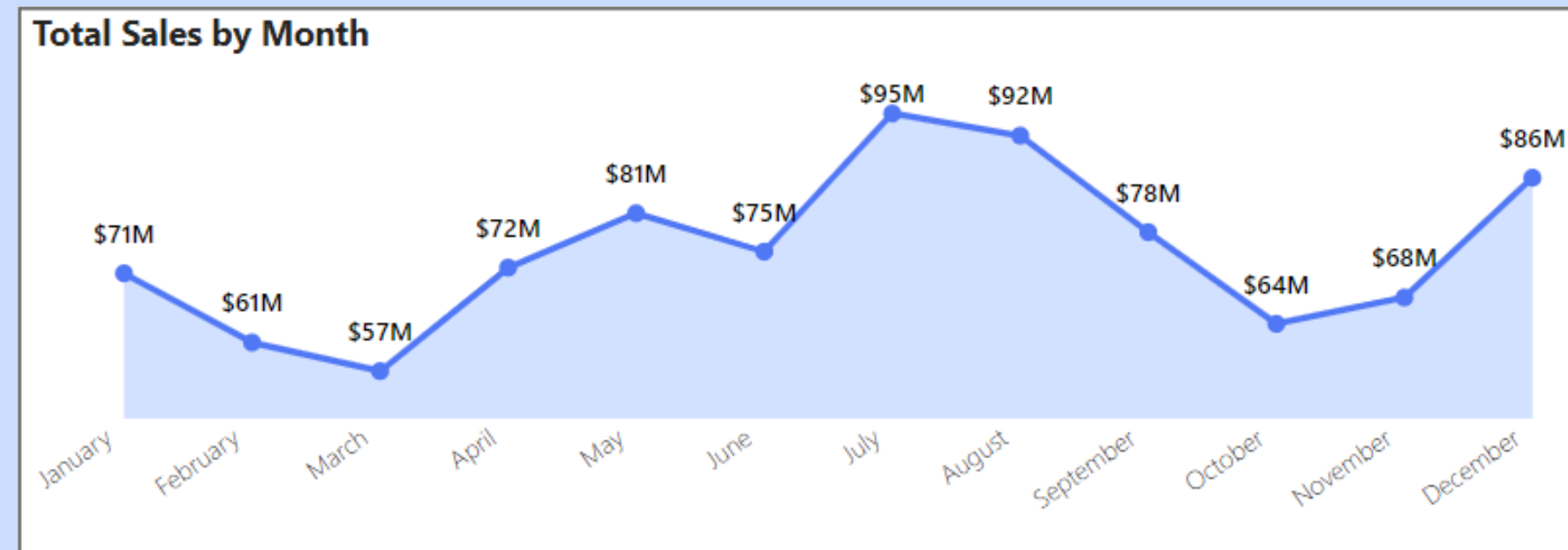
Visualize the contribution of different retailers to total sales.

Key Performance Indicators

Total Sales	Operating Profit	Units Sold	Price per Unit	Operating Margin
\$899.9M	\$332.1M	2M	\$45.2	42.3%

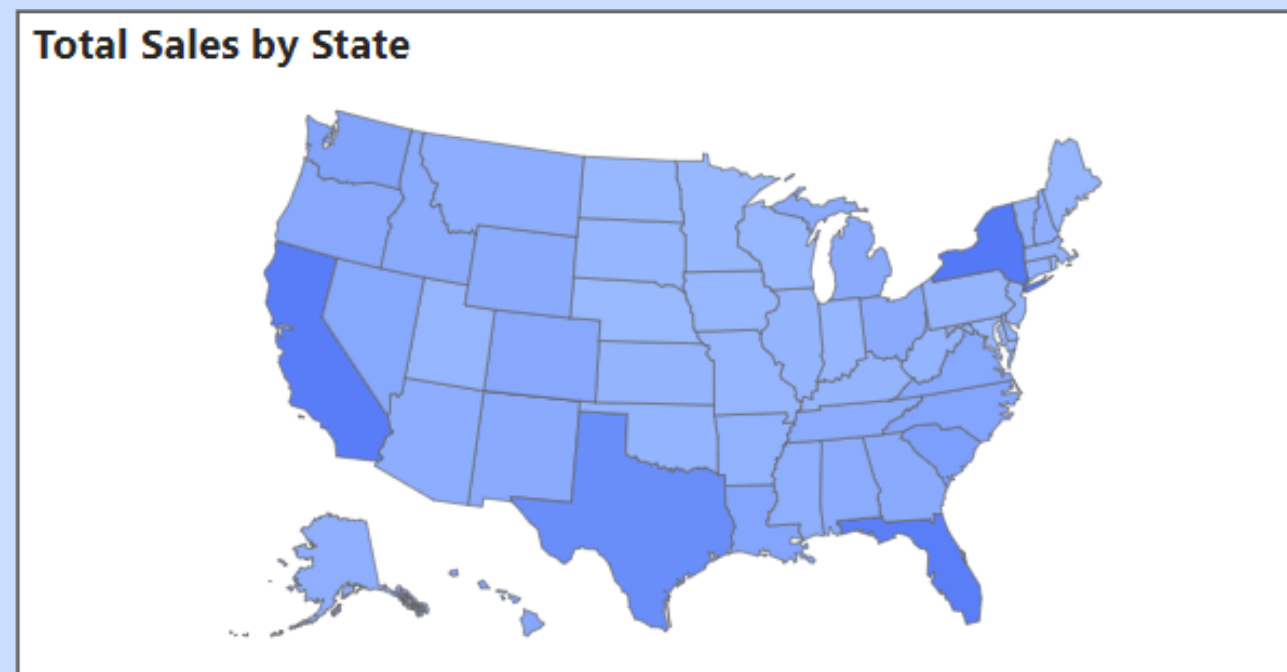
The key performance indicators (KPIs) reflect **Adidas US's financial performance**, with **total sales** reaching **\$899.9 million** and an **operating profit** of **\$332.1 million**. During this period, Adidas US sold **2 million units** at an **average price of \$45.2 per unit**. The **operating margin** indicates that Adidas US successfully **converted 42.3% of its total sales into operating profit**, demonstrating strong efficiency in managing operational costs.

Total Sales by Month



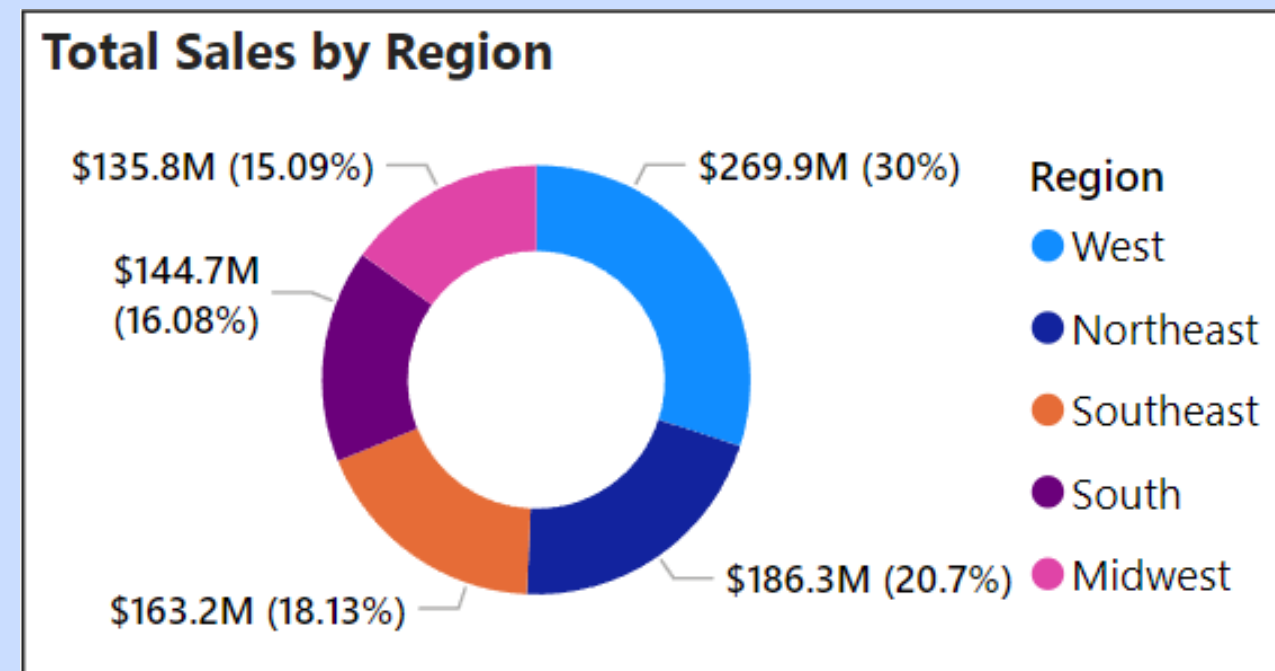
The graph illustrates the **fluctuating sales pattern of Adidas US throughout the year**, with certain months showing significant increases while others experience declines. **Sales peaked in the middle of the year**, likely due to high demand during summer or the launch of new products. However, there is a decline towards the end of the year, possibly influenced by seasonal factors or decreased consumer interest. Interestingly, there is a **rebound in December**, which could be linked to the holiday season and year-end shopping. In conclusion, the graph reflects the sales dynamics driven by **external factors like seasonality and market trends**.

Total Sales by State



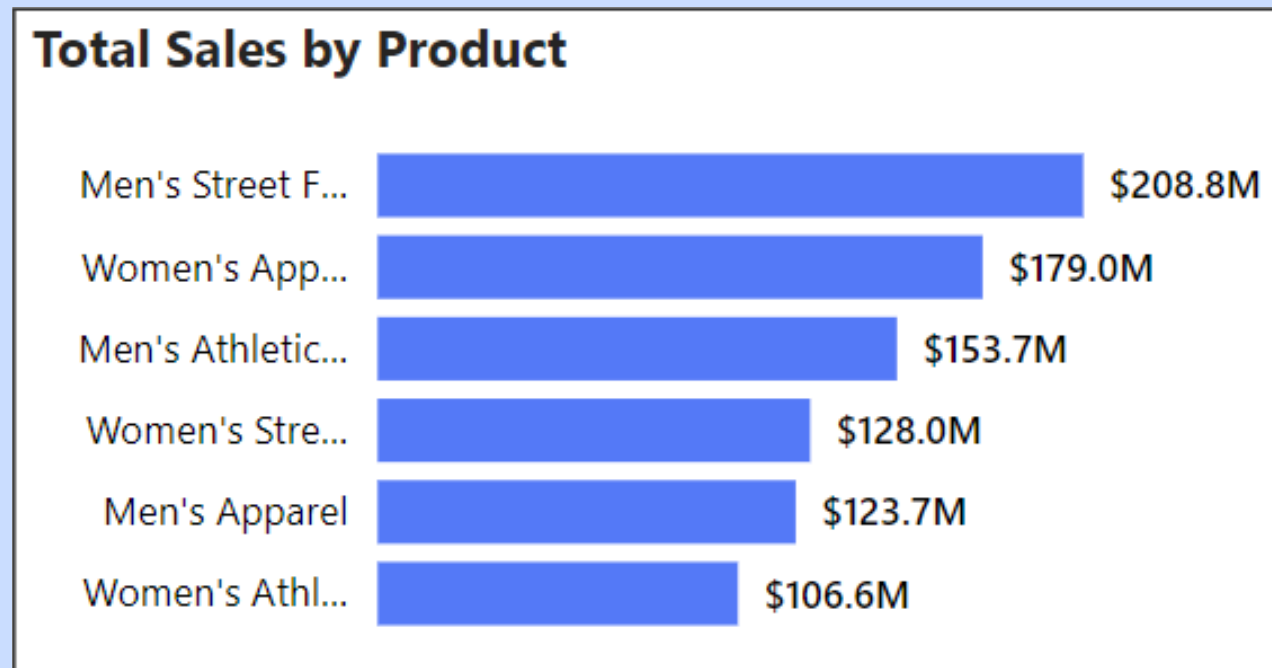
The map illustrates the **distribution of Adidas US sales across various states**, with darker shades representing higher sales volumes. States in the West and Northeast regions, such as **California and New York show stronger sales**. This suggests that Adidas has a strong market presence in these areas, potentially driven by **urban centers and higher population densities**. Meanwhile, lighter shades in the Midwest and Southern states indicate lower sales, reinforcing the opportunity for **market expansion** in these regions. Overall, the map highlights the importance of regional focus in driving sales performance.

Total Sales by Region



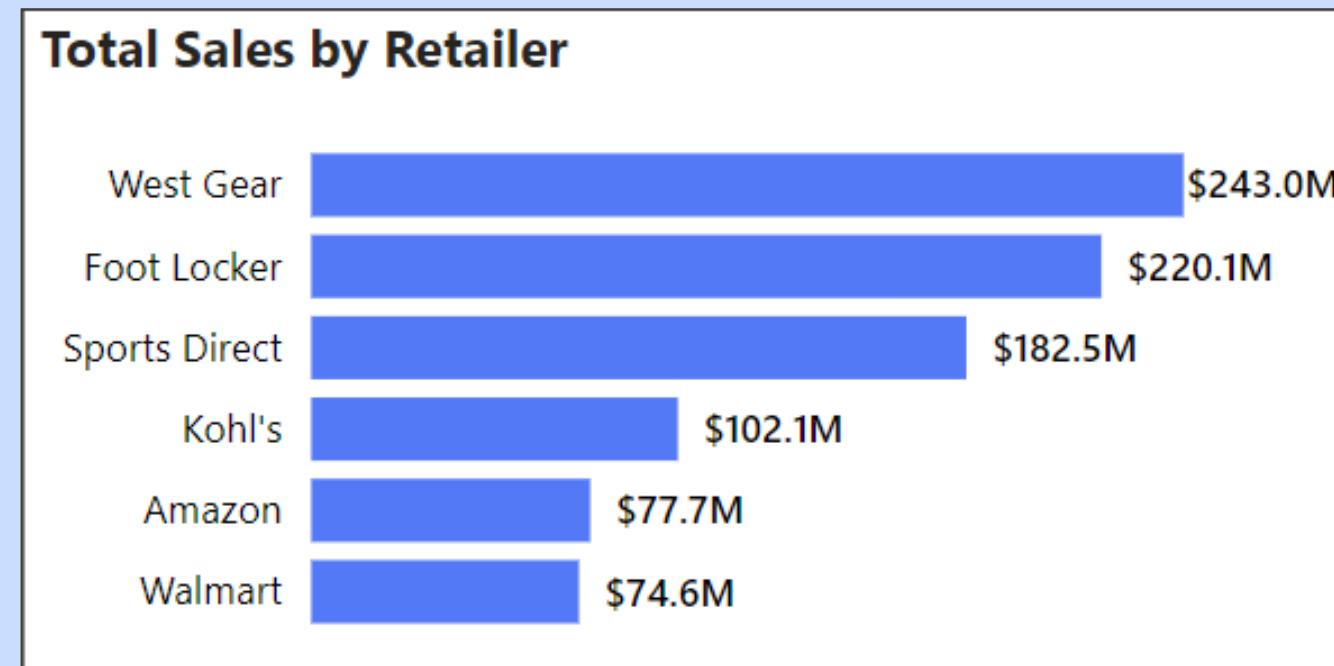
The graph shows that the **West region is the largest contributor to Adidas US's total sales**, followed by the **Northeast** and **Southeast** regions. This indicates that demand for Adidas products is higher in the western and northeastern areas, likely reflecting **population concentration, lifestyle, or market trends** in these regions. Meanwhile, the Midwest and South regions contribute less to sales, highlighting potential growth opportunities in those areas. In conclusion, Adidas's distribution strategy should consider these **regional differences** to maximize market penetration and boost sales in the less dominant regions.

Total Sales by Product



The graph indicates that **Men's Street Fashion is the top-selling product category for Adidas US**, followed by **Women's Apparel** and **Men's Athletic Gear**. Overall, **men's products dominate sales**, reflecting strong consumer preference for street fashion and athletic wear for men. On the other hand, women's products also perform well, though not as strongly as men's. In conclusion, Adidas US's focus on the street fashion and athletic wear markets, particularly for men has proven to be a successful strategy in driving their sales.

Total Sales by Retailer



The graph illustrates that **West Gear and Foot Locker are the leading retailers for Adidas US sales**, significantly outperforming other retailers. This suggests that these channels are crucial for Adidas's distribution strategy, particularly in **reaching their core customers**. Retailers like Sports Direct also play a strong role, while Amazon and Walmart contribute less to the overall sales. The dominance of specialized sports and fashion retailers highlights Adidas's alignment with targeted retail partners that cater specifically to their market demographic, emphasizing the **importance of strategic retail partnerships**.

Dashboard



Adidas US Sales Analysis

Region

All

Invoice Date

1/1/2020

12/31/2021

Total Sales

\$899.9M

Operating Profit

\$332.1M

Units Sold

2M

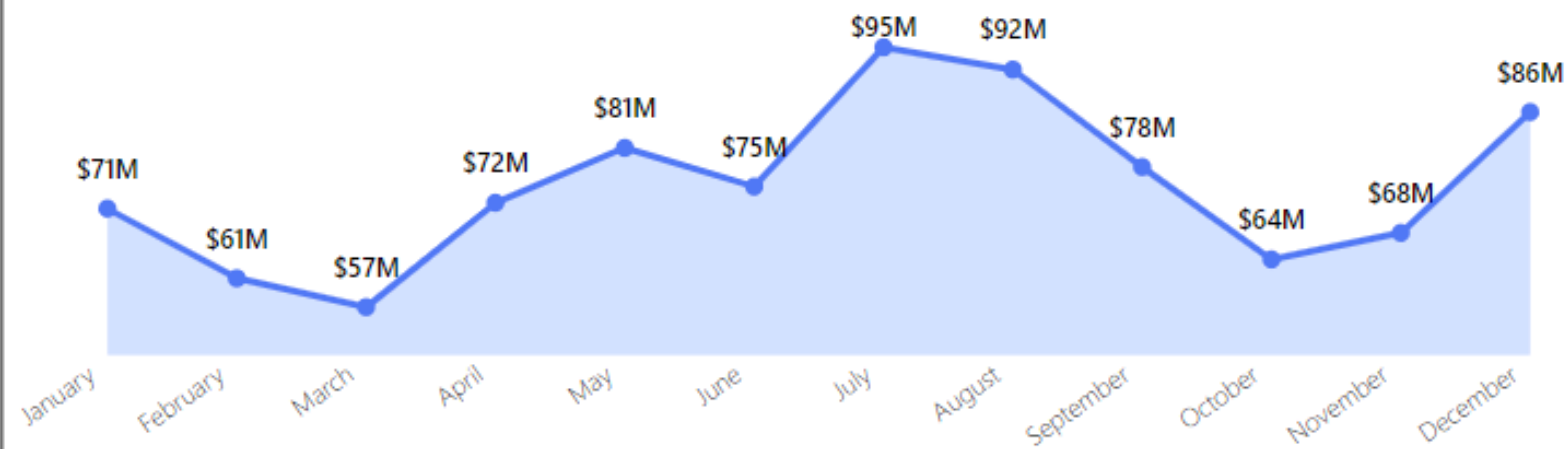
Price per Unit

\$45.2

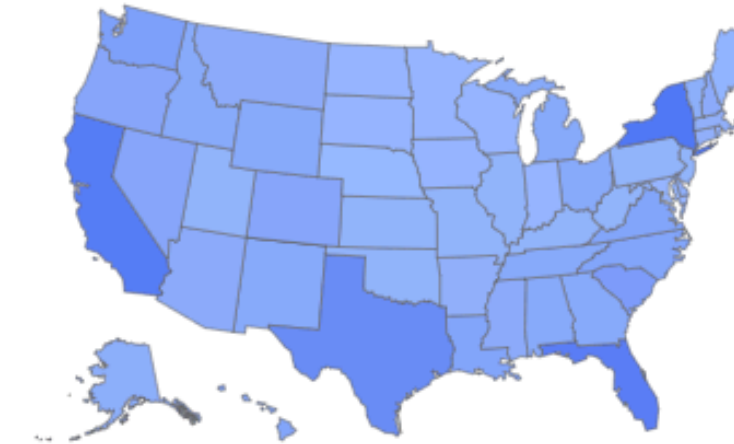
Operating Margin

42.3%

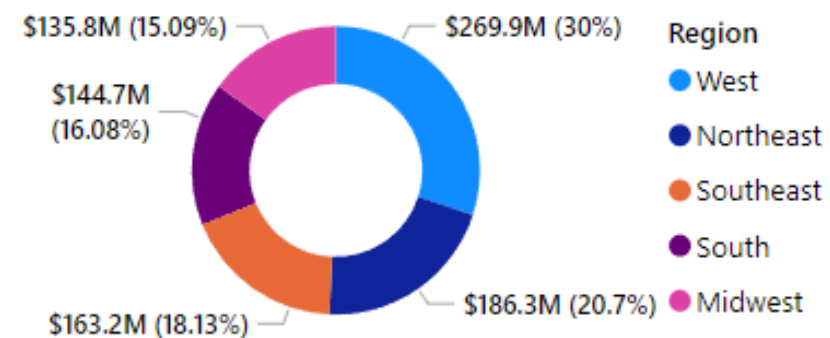
Total Sales by Month



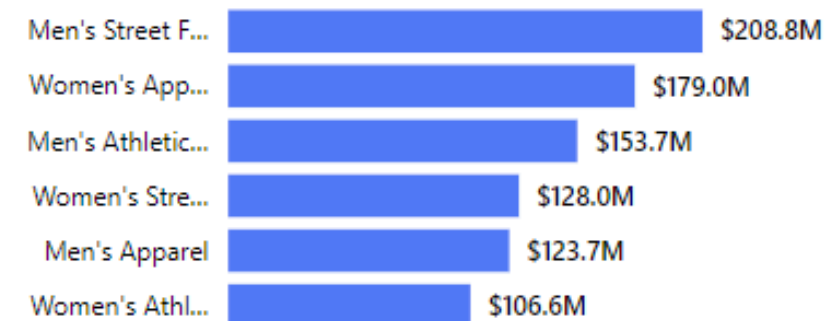
Total Sales by State



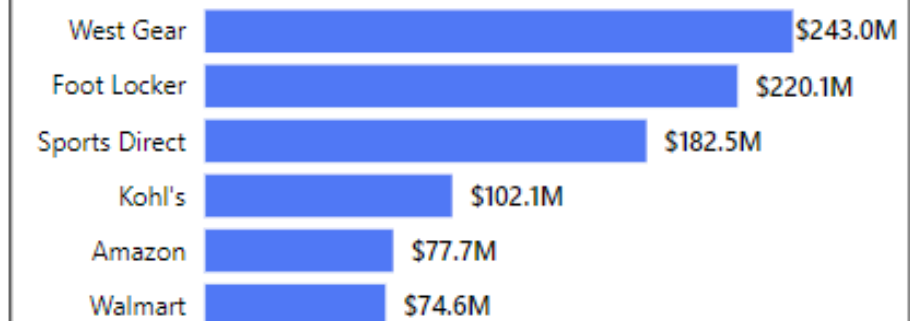
Total Sales by Region



Total Sales by Product



Total Sales by Retailer



Assets Link

[Dataset - Adidas Sales in United States](#)

[Dashboard - Adidas US Sales Analysis](#)

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