



# ADIDAS SALES PERFORMANCE OVERVIEW

DASHBOARD SUMMARY REPORT

# TOTAL SALES PERFORMANCE

TOTAL= \$899,902,125  
(\$899.90M)





# DATA PRE PROCESSING

## OVERVIEW

### Data Formatting

- All monetary values are formatted in US Dollars (\$), not INR.

### Date Extraction

- Extracted Month and Year from full Date column using Excel formulas:
  - Month: =TEXT(Date, "MMMM")
  - Year: =YEAR(Date)

### Chart-Friendly Columns Created

- Created separate columns to enable pivot tables and dashboards.
- Added slicers and filters for easy dashboard interactivity.





# Problem Solving – Business Need & Dashboard Objective

*#Problem Statement: Adidas needed a clear, data-driven way to monitor and evaluate its sales performance across different channels, regions, product categories, and time periods.*

## *What I Did to Solve This:*

- *Collected and cleaned raw sales data to prepare it for analysis.*
- *Removed inconsistencies and ensured all financials were in USD.*
- *Created interactive visualizations (charts, graphs, pivot tables).*
- *Separated data by retailer, city, region, product, and time.*
- *Use formulas like TEXT, YEAR, etc. to break down dates for time-based analysis.*
- *Created fields for custom filtering and comparison*
- *Found highest/lowest performing categories, regions, and channels*



# Summary & Recommendations

## Key Insights:-

- *West region and Instore sales are the strongest contributors.*
- *Men's footwear is the best-performing product category.*
- *Holiday months bring peak revenue.*

## Recommendations:

- *improve the outlet or change the location.*
- *Promote underperforming regions and categories.*
- *Run seasonal offers or limited time discounts.*

The background features a dark blue gradient with abstract, glowing wireframe structures. On the left, a blue wireframe structure resembling a series of connected triangles or a low-poly mesh extends from the bottom left towards the center. On the right, a teal wireframe structure, also composed of interconnected triangles, extends from the top right towards the center. These structures create a sense of depth and modern, technological aesthetics.

# THANK YOU!

FOR YOUR ATTENTION