Adidas Sales Analysis

Business Requirements
- Enhance understanding of sales dynamics and performance drivers.
- Identification of geographical areas with high and low sales potential .
- Insight into product performance, aiding in inventory and marketing decisions.
- Informed pricing and margin strategies for improved profitability .
- Actionable recommendations for optimizing sales and profit across various dimensions .

Problem statement

KPI's (Key Point Indicators) - Summary of any business
1. Total Sales Analysis : Understand the overall sales performance of Adidas over time .
2. Profitability Analysis: Evaluate the total profit generated by Adidas across different dimensions.
3. Sales Volume Analysis: Examine the total units sold to gain insights into product demand.
4. Pricing Strategy: Determine the average price per unit to assess the pricing strategy .
5. Margin Analysis: Evaluate the average margin to understand the overall profitability of sales .

Charts Requirements
1. Total Sales by Month (Area Chart) : Visually the monthly distribution of total sales to identify peak periods.
2. Total Sales by State (Filled Map): Geographically represent total sales across different states using a filled map.
3. Total Sales by Region (Donut Chart): Use a donut chart to represent the contribution of different regions to total sales.
4. Total Sales by Product (Bar Chart) : Analyze the sales distribution among various Adidas products using a bar chart .
5. Total Sales by Retailer (Bar Chart) : Visualize the contribution of different retailers to total sales using a bar chart .