**Insights and Analysis:**

**Year-on-Year Sales Growth:**

In 2021, Adidas experienced remarkable sales growth, with a nearly 294% increase over the previous year, resulting in $717.82 million in sales. The total sales over these two years reached $899.9 million. This substantial growth can be attributed to various factors, including effective marketing strategies, product innovation, and increased consumer demand.

**Top Products and Retailers:**

'Men's street footwear' consistently dominated as the top-selling product throughout 2020 and 2021. West Gear was the top retailer in 2020, but Foot Locker replaced it in 2021, highlighting the dynamic nature of retail partnerships. These findings indicate that product popularity can persist over time, while shifts in retailer partnerships reflect changing market dynamics and consumer preferences.

**Monthly Performance:**

July consistently performed exceptionally well with the highest sales and profit, while March consistently had the lowest sales and profit. The lower sales at the end of the month can be attributed to the timing of salary payments, with most people receiving their salaries at the beginning of the month, resulting in fewer sales toward month-end.

**Sales Methods and Monthly Peaks:**

In 2020, online sales were less prominent, but in 2021, they became the dominant sales method, partially due to the COVID-19 pandemic. Lockdowns and restrictions imposed in 2021 led to a significant surge in online sales, as consumers shifted towards safer and more convenient shopping options. The 17th day of each month consistently saw the highest sales, while month-end recorded the lowest sales, underscoring the changing consumer behavior influenced by the pandemic. This observation highlights the adaptive nature of businesses and consumers in response to external challenges like the global health crisis.

**Sales by Region and Top Retailer:**

The west region accounted for 30% of total sales, with West Gear being the top retailer in all observations. The dominance of the west region could be due to various factors, including a higher population, stronger brand presence, and effective marketing efforts. West Gear's consistent performance as the top retailer could be attributed to its strategic locations, marketing initiatives, and customer loyalty.

**Amazon's Entry:**

In 2021, Amazon entered the sales channel, contributing to 37% of the total profit, equivalent to $268.76 million. This significant profit share is attributed to the lockdown imposed in 2021 due to COVID-19, which led to a surge in online sales. Consumers turned to Amazon for safe and convenient shopping options during the pandemic, driving up the company's profit share. The entry of a major online retailer like Amazon can significantly impact the market landscape and competition.

**Significance of KPIs:**

* *YOY Sale:* Measures the dramatic growth in sales.
* *Total Profit:* Sums up overall profitability.
* *Total Sum of Sale:* Shows the cumulative sales figure for the period.
* *Previous Year Sales:* Provides context for sales growth.
* *Profit %:* Evaluates profit as a percentage of sales, indicating efficiency.
* *Current Year Sales:* Reflects the current year's sales.
* *Current Year Profit:* Represents the current year's profitability.
* *Current Year Profit Percentage:* Assesses profitability as a percentage of sales, offering insights into efficiency.

**Sales Dashboard Visualizations:**

The visualizations in the sales dashboard provide a clear and intuitive representation of the data, making it easier to grasp the insights. These visualizations include:

* *Monthly Sale Sum Bar Chart:* Highlights monthly sales trends.
* *Product Sales Bar Chart:* Provides insights into top-performing products.
* *Sale Method Donut Chart:* Displays the shift in sales methods towards online sales.
* *Region Donut Chart:* Illustrates sales distribution across regions.
* *Retailer Tree Map:* Visualizes retailer performance.
* *Daily Area Chart:* Captures daily sales trends.
* *Cards (Total Sale, Total Profit, Profit %):* Offers a quick summary of essential KPIs for sales and profitability.

**CY Sales Dashboard Visualizations:**

* *Monthly Area Chart (Sales Comparison):* Facilitates year-over-year sales comparison.
* *Region Bar Chart (Year Comparison):* Allows for year-over-year regional sales analysis.
* *Retailer Bar Chart (Year Comparison):* Compares retailer performance over the two years.
* *Cards (Current Year Total Sale, Total Profit, Profit %, Current Year Online Sales, Current Year Outlet Sales, Current Year In-store Sales):* Provides a quick overview of key KPIs and sales distribution within the current year.

In summary, the combination of insightful KPIs and well-designed visualizations in the sales dashboard offers a comprehensive understanding of Adidas's sales data. These insights are essential for informed decision-making, strategy development, and ongoing assessment of performance, helping the company adapt and thrive in a competitive and evolving market.