**User Guide of the Dashboard**

Welcome to the documentation for this Power BI dashboard, which presents an analysis of Adidas sales data from 2020 to the end of 2021. This document will help you navigate and interact with the dashboard effectively, providing insights and actionable information from the dataset.

**Introduction:**

This Power BI dashboard focuses on analyzing Adidas sales data spanning the years 2020 and 2021. The dataset offers valuable insights into Adidas' sales performance during this period, showcasing significant trends and factors that have influenced the company's success.

**Data Sources:**

The dataset comprises Adidas sales data which I’ve downloaded it from Kaggle, providing detailed information about sales, products, retailers, sales methods, and regional performance. The data is drawn from Adidas' sales records, covering the specified timeframe.

**Data Preparation:**

The data was imported into Power BI, and necessary data cleaning, transformation, and modeling processes were executed to prepare it for analysis. This included data cleansing, spelling errors correction, and ensuring data integrity.

**Data Modeling:**

In the Power BI project, three main tables were created to represent different aspects of the dataset. Relationships between these tables were established where necessary to facilitate data analysis.

**Key Performance Indicators (KPIs):**

I identified and defined several Key Performance Indicators (KPIs) that are crucial for understanding the dataset:

* Year-on-Year Sale Growth: Measures the annual growth in sales.
* Total Profit: Sums up the overall profitability.
* Profit Percentage: Evaluates profit as a percentage of sales, indicating efficiency.
* Current Year Total Sale: Reflects the current year's total sales.
* Current Year Online Sales: Indicates the current year's online sales.
* Current Year Outlet Sales: Illustrates the current year's outlet sales.
* Current Year In-store Sales: Represents the current year's in-store sales.
* Previous Year Sales: Provides context for sales growth.
* Current Year Profit: Represents the current year's profitability.
* Current Year Profit Percentage: Assesses profitability as a percentage of sales, offering insights into efficiency.

**Visualizations:**

The dashboard incorporates various visualizations to communicate insights effectively, including Monthly Sale Sum Bar Chart, Product Sales Bar Chart, Sale Method Donut Chart, Region Donut Chart, Retailer Tree Map, Monthly Area Chart, Region Bar Chart, and Retailer Bar Chart. Each of these visualizations conveys specific insights from the dataset.

**Cards:**

I've included cards within the dashboards to provide quick, at-a-glance summaries of essential KPIs and sales distribution. These cards include:

* Total Sale: Displays the cumulative sales figure for the period.
* Total Profit: Summarizes the overall profitability.
* Profit Percentage: Evaluates profit as a percentage of sales, indicating efficiency.
* Current Year Total Sale: Reflects the current year's total sales.
* Current Year Online Sales: Shows the current year's online sales.
* Current Year Outlet Sales: Illustrates the current year's outlet sales.
* Current Year In-store Sales: Represents the current year's in-store sales.

**Interactivity**:

You can interact with the dashboard using slicers, filters, and other features within Power BI. This interactivity allows you to explore the data, customize your views, and extract actionable insights.

**Conclusion:**

This user guide aims to assist you in effectively using the Power BI dashboard to explore the dataset and gain valuable insights. I encourage you to interact with the dashboard, explore different aspects of the data, and draw conclusions that can inform decision-making and strategy. Enjoy your journey through the data!