ADIDAS US SALES ANALYSIS(2020-2021)

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AGENDA

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- **Problem Statement**

- **Process**

- **Features**

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INTRODUCTION

Adidas is a global leader in sportswear, renowned for its innovative footwear, apparel, and accessories.

The Adidas US Sales Data project utilizes a dataset spanning from 2020 to 2021, offering insights into over 2 million sales transactions. The analysis highlights key sales trends, regional performance, and product category success, providing valuable insights into the company's market dynamics.
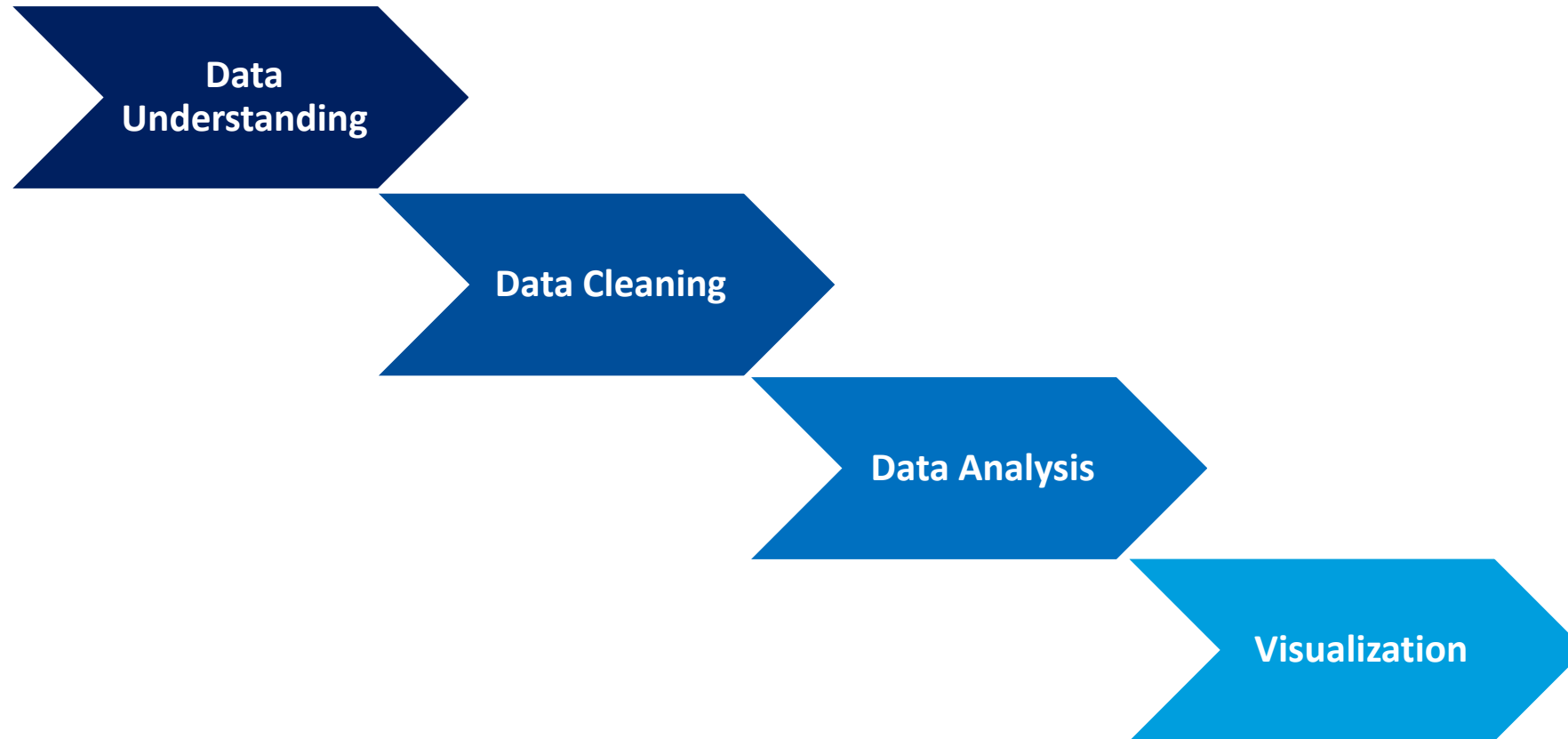
PROBLEM STATEMENT

The objective of this project is to analyze the Adidas sales database for the year 2020 and 2021 and identify key insights to help improve sales performance and optimize business strategies.

PROCESS

Data Understanding

Data Cleaning

Data Analysis

Visualization

FEATURES

- **Retailer:** Entity selling Adidas products directly to consumers.
- **Retailer ID:** Unique identifier for each retailer.
- **Invoice Date:** Date of the sales transaction.
- **Region:** Geographic area of sales operations.
- **State:** Administrative division within a country.
- **City:** Urban area of sales activities.
- **Gender Type:** Classification by gender.

- **Product Category:** Grouping of Adidas products.
- **Price per Unit:** Cost per product unit.
- **Units Sold:** Number of units sold.
- **Total Sales:** Total revenue from sales.
- **Operating Profit:** Profit from regular operations.
- **Operating Margin:** Measure of profitability and efficiency.
- **Sales Method:** Channel used to sell products

ADIDAS SALES DASHBOARD

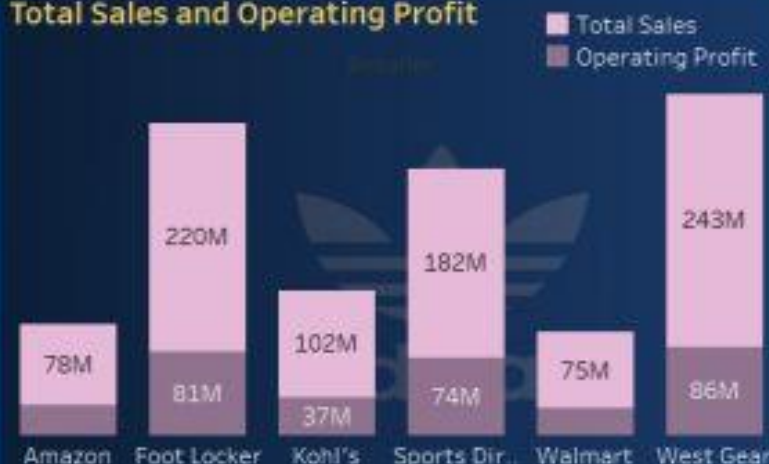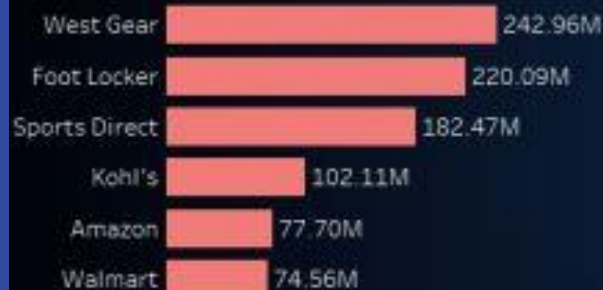| Total Units Sold	Operating Profit	Total Sales	Retailers	Products	State
2M	332M	900M	6	6	(All)

Sales by Method

- In-store — 39.63% 356.64M
- Online — 32.85% 295.59M
- Outlet — 27.52% 247.67M

Total Sales and Operating Profit

Legend: Total Sales, Operating Profit

	Total Sales	Operating Profit
Amazon	78M	
Foot Locker	220M	81M
Kohl's	102M	37M
Sports Dir..	182M	74M
Walmart	75M	
West Gear	243M	86M

Total Sales: 6M — 64M

Alaska, Washington, New Hampshire, California, South Carolina, Hawaii

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Total Sales by Retailers

Retailer	Sales
West Gear	242.96M
Foot Locker	220.09M
Sports Direct	182.47M
Kohl's	102.11M
Amazon	77.70M
Walmart	74.56M

Quaterly Sales

48.91M 50.35M 55.33M 27.49M 140.48M 177.24M 209.98M 190.13M

Quarter of Invoice Date: 2020 Q2, 2020 Q4, 2021 Q2, 2021 Q4

Total Sales by Product

Product	Sales
Men's Street Footw..	209M
Women's Apparel	179M
Men's Athletic Foot..	154M
Women's Street Foo..	128M
Men's Apparel	124M
Women's Athletic Fo..	107M

adidas
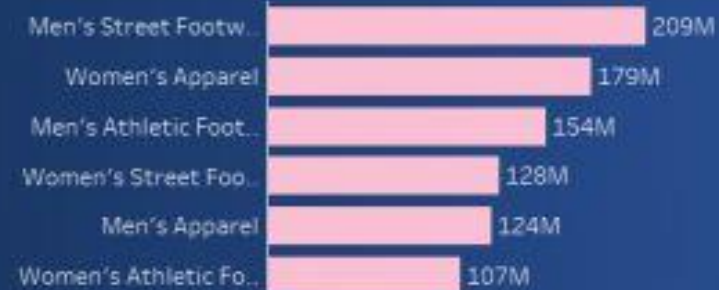
INSIGHTS

- **Total Sales:** Achieved $900M.

- **Total Number of Retailers and Products**: 6

- **Top Sales Regions:** California, New York, Florida.

- **Sales Channels:** In-store sales led at 39.64%.

- **Profit:** Operating profit reached $332M.

- **Top Retailer:** West Gear with $243M in sales.

- **Top Product:** Men's street footwear.

- **Sales Growth:** Significant increase in 2021, with peak in Q4.

RECOMMENDATIONS

Targeted Marketing

Focus marketing efforts and in store promotions in California, New York, and Florida, as these states are already showing strong sales.

Boost E-commerce

Invest in online marketing, improve the website experience, and offer exclusive deals to grow online sales beyond 27.52%.

Expand Key Products

Focus on men's street footwear and target promotions to boost sales of underperforming women's athletic footwear.

Strengthen Retail Partnerships

Deepen ties with top retailers like West Gear and reassess strategies with lower performers like Walmart.

THANK YOU

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