



ADIDAS SALES ANALYSIS

BUSINESS REQUIREMENTS

Through this Power BI-driven analysis, Adidas aims to empower its decision-makers with data-driven insights, fostering strategic growth and competitiveness in the dynamic sports and athletic industry.

- ❖ Enhanced understanding of sales dynamics and performance drivers.
- ❖ Identification of geographical areas with high and low sales potential.
- ❖ Insights 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.



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PROBLEM STATEMENT

KPI's (Key Point Indicators)

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.



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PROBLEM STATEMENT

Charts Requirements

1.Total Sales by Month (Area Chart):

Visualize 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.