

INTRODUCTION :

The United States is a key market for Adidas, one of the world's leading sports brands. To optimize their sales strategies and identify untapped opportunities in different regions, it is important for businesses to analyze sales data and regional trends. The dataset contains sales data for Adidas products in the United States from 2015 to 2020. It consists of 45,674 rows and 13 columns, including information on sales revenue, units sold, product categories, sales channels, and geographic regions. I used the ggplot2, ggthemes, RColorBrewer, maps packages in R

STORY:

The dataset reveals a fascinating trend in Adidas sales across the United States, with the East Coast being the most lucrative region in terms of sales revenue. Interestingly, the Midwest region has the highest sales volume, despite generating lower revenue than the East Coast.

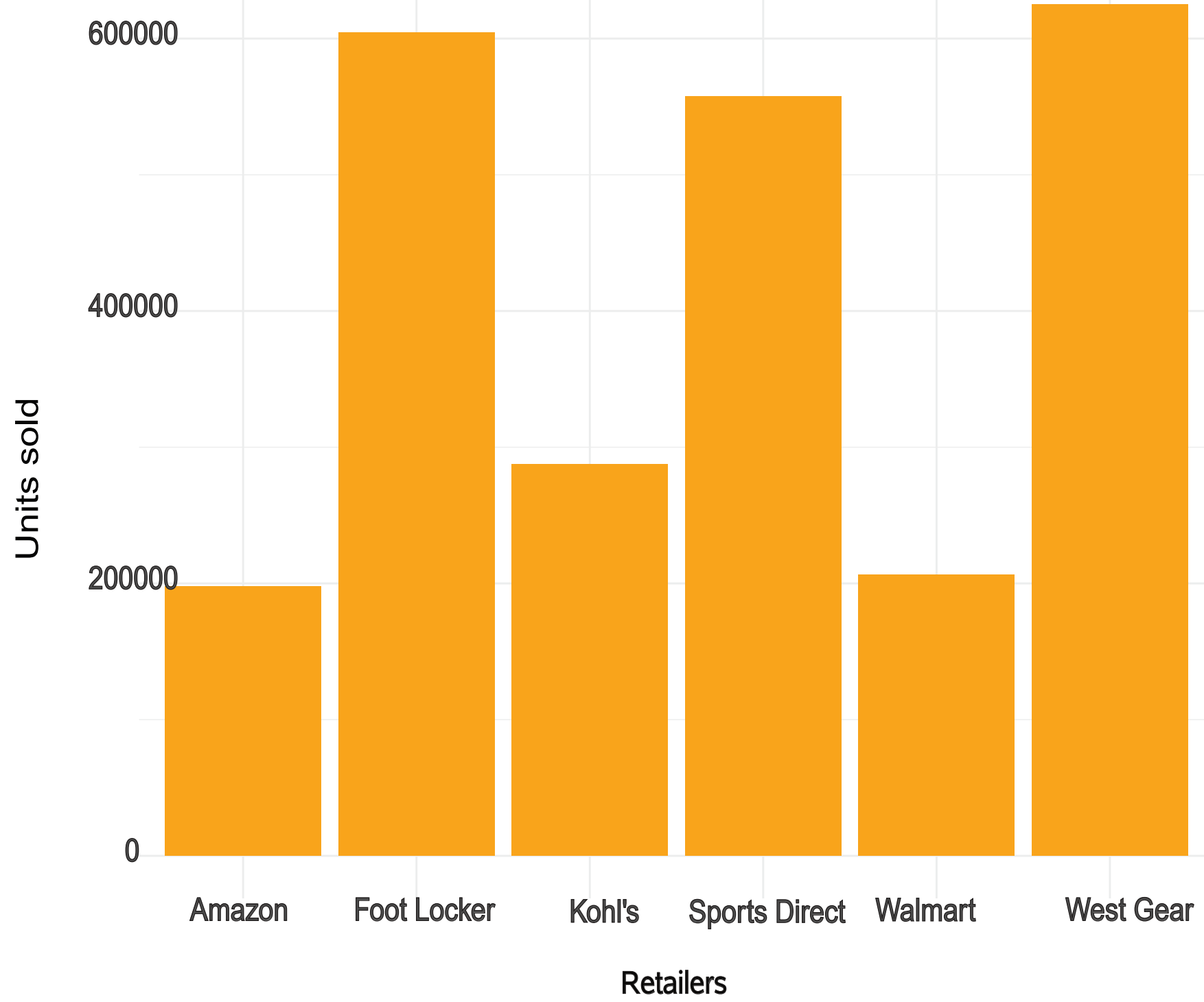
MOTIVATION:

This data may be of interest to Adidas executives, marketers, and retailers who want to optimize their sales strategies and identify untapped opportunities in different regions. By analyzing the sales data and regional trends, businesses can gain valuable insights into consumer behavior and preferences and make informed decisions about their product offerings and marketing strategies.

QUESTIONS

1. In what ways do customer preferences vary across different platforms and across geographic demographics?
2. How do demographic factors relate to the financial performance of Adidas across different regions in the US?

CUSTOMER INSIGHTS

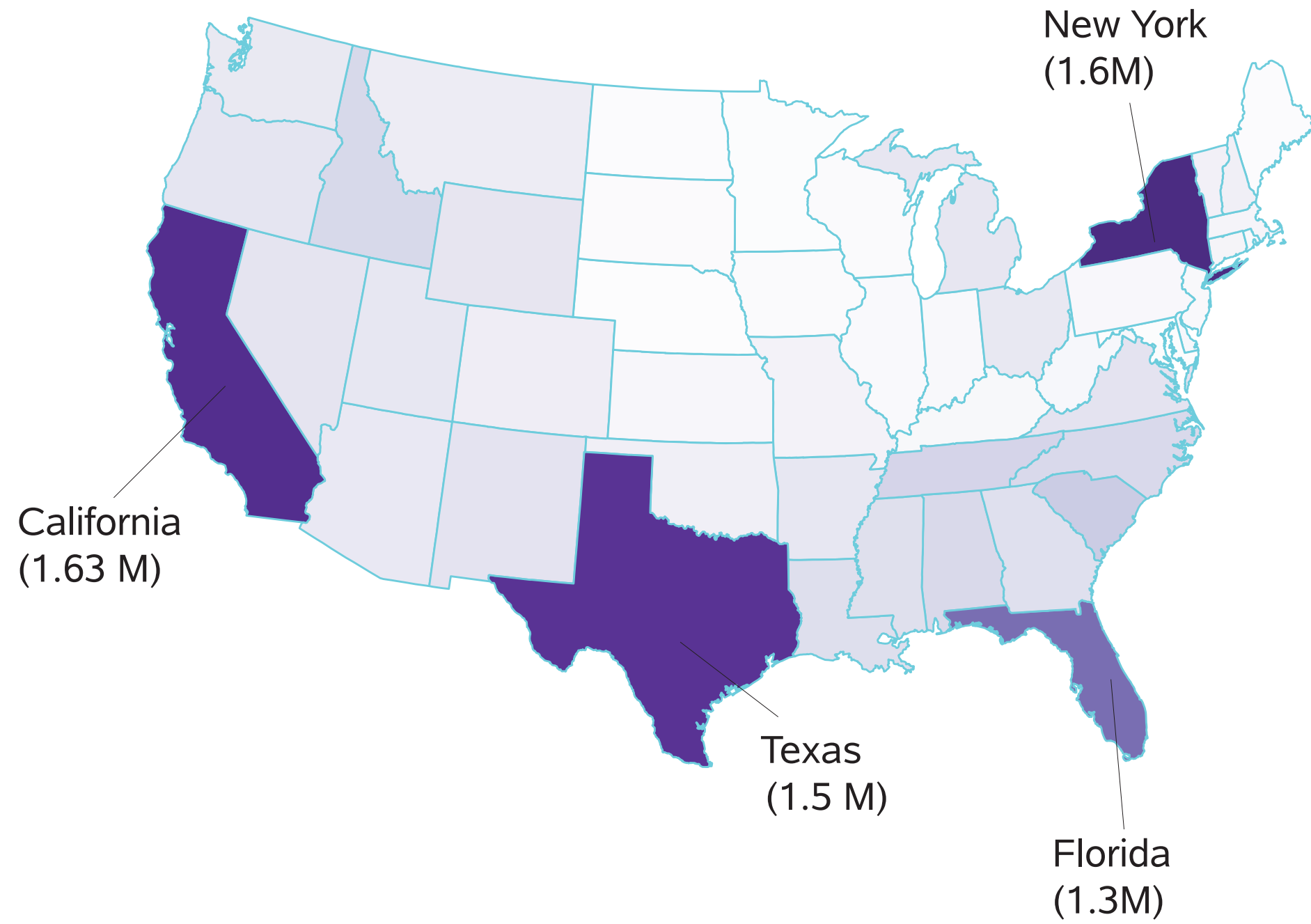
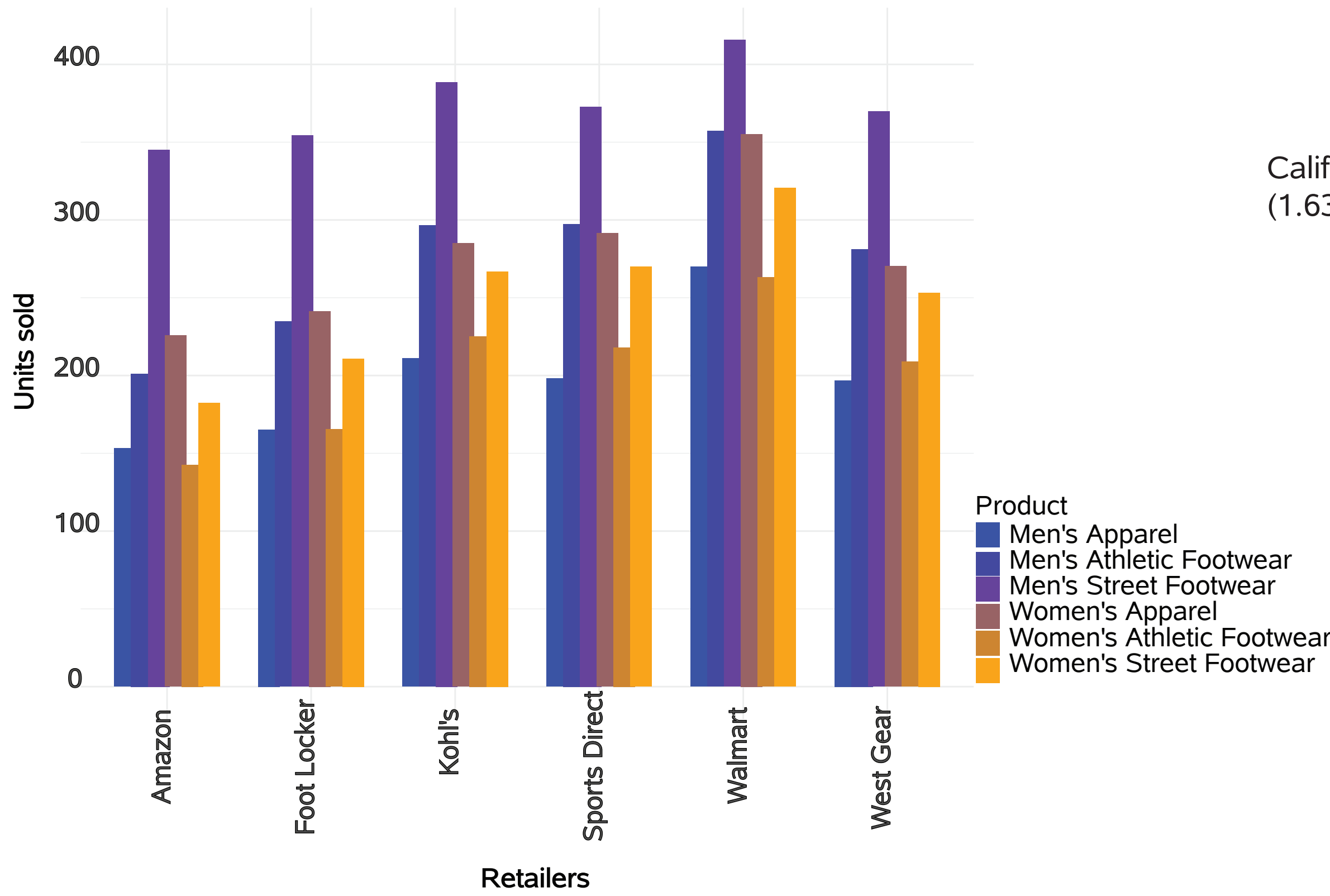


Highly sought-after platform

Identifying the most sought-after platform to buy Adidas sneakers across different regions can help the company optimize its distribution channels and target marketing efforts to reach customers more effectively. This information can also inform decisions about where to focus resources and partnerships to increase visibility and sales.2020 & 2021

Retailers Product Analysis

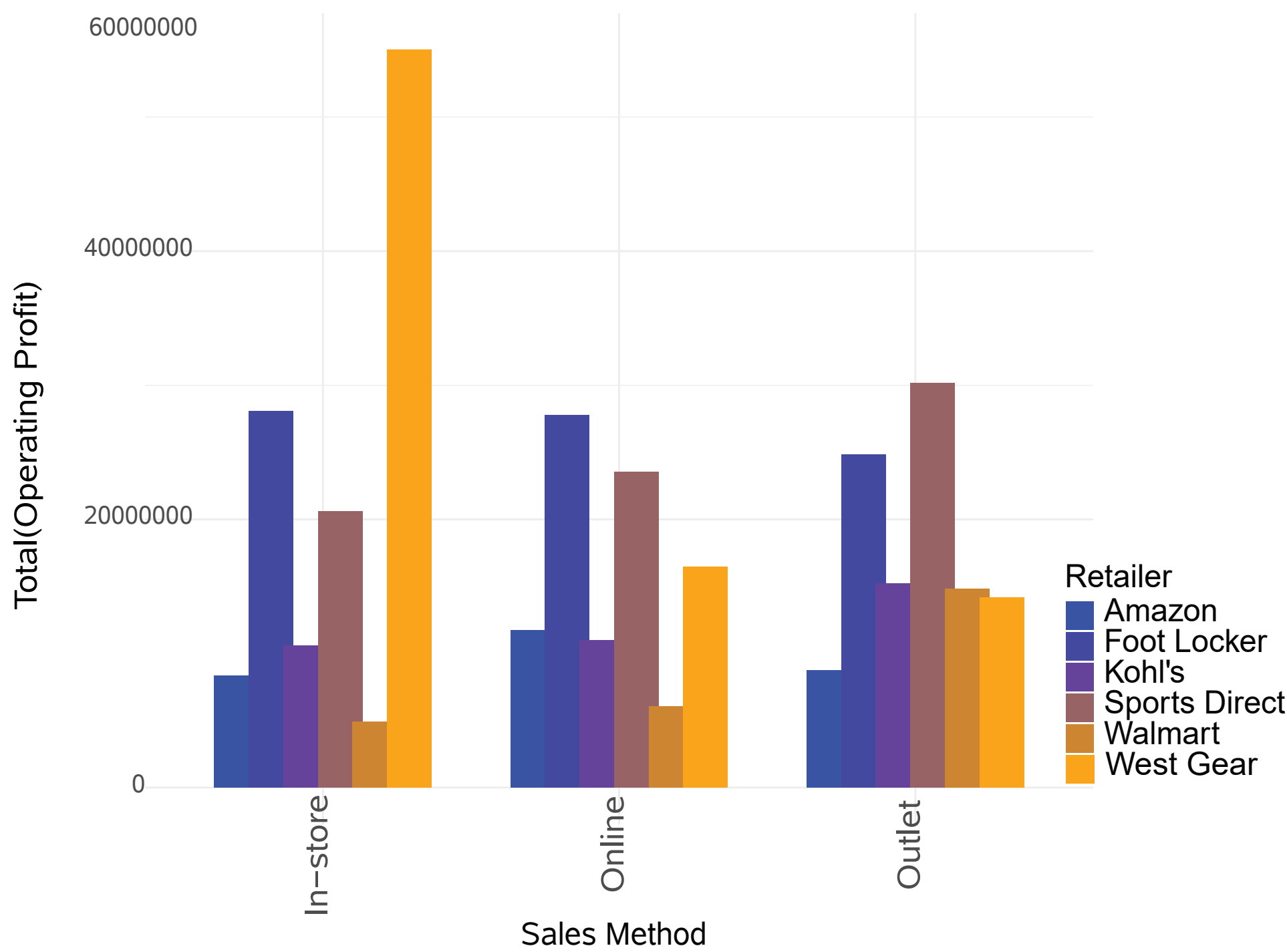
Conducting a product analysis among retailers can also provide valuable information about the popularity of specific adidas products and which ones are driving sales. This information can help the company make informed decisions about which products to prioritize and how to allocate resources effectively.



Geographic Analysis

Identifying the top states with the highest adidas merchandise purchase can help the company focus its marketing efforts and tailor its product offerings to specific regions. It can also provide valuable insights into consumer behavior and preferences in those regions, which can inform future business strategies.

FINANCIAL PERFORMANCE AND DEMOGRAPHICS

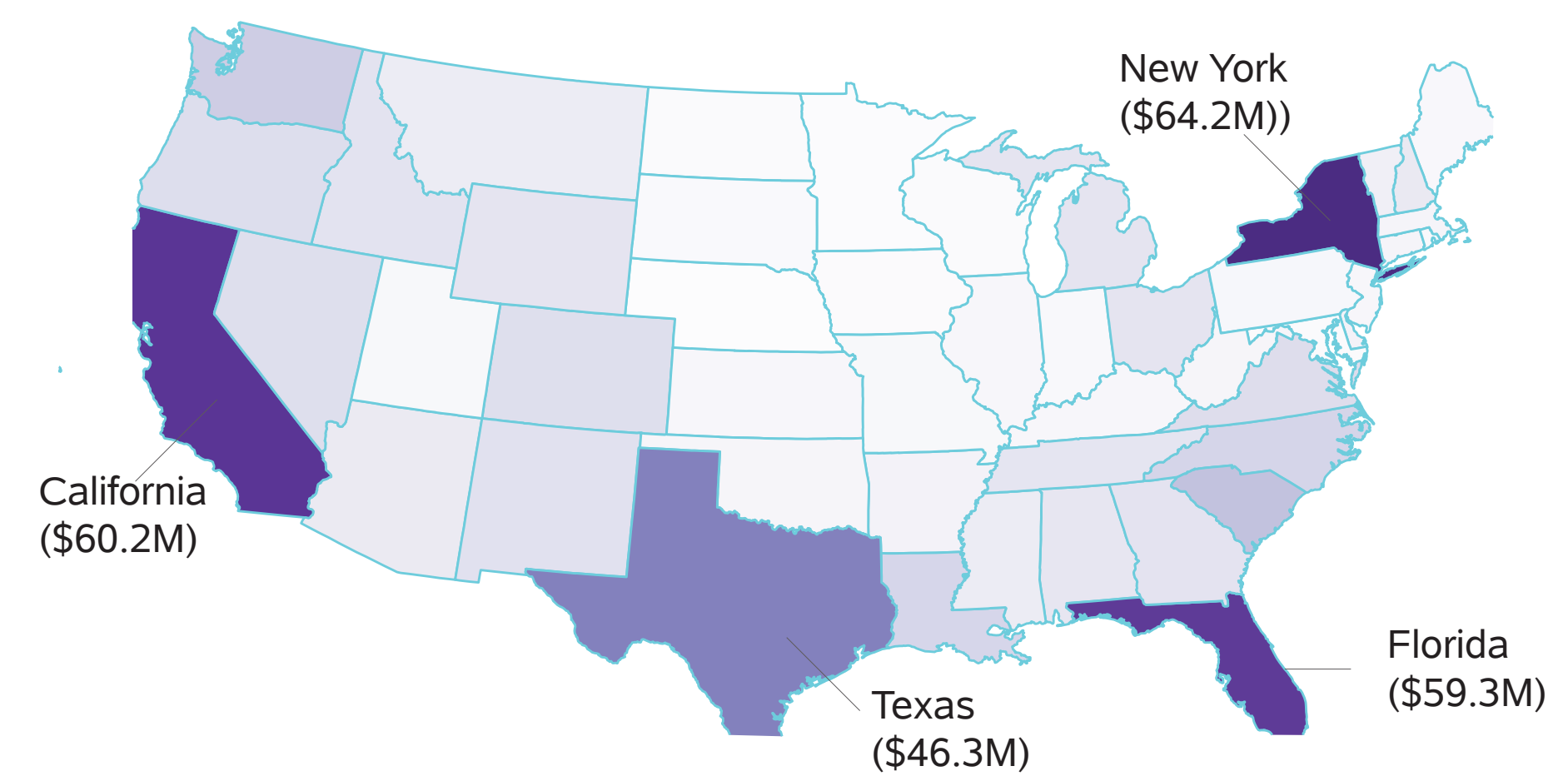
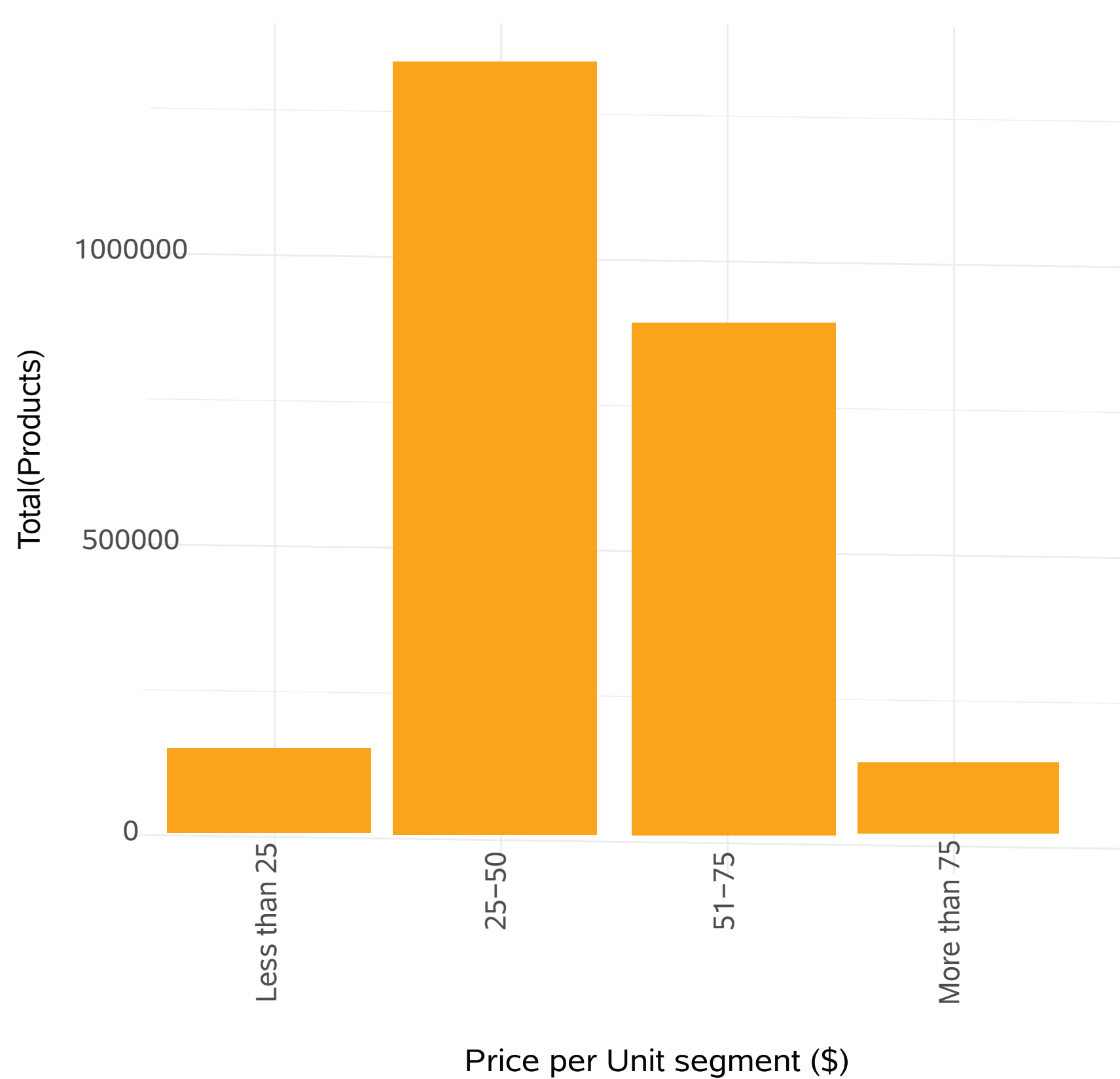


Sales Platform most Profitable

Identifying the most profitable sales platform to sell Adidas sneakers across different regions can help the company allocate its resources effectively and optimize its sales strategies. This information can inform decisions about which platforms to prioritize, where to invest marketing efforts, and which partnerships to pursue to increase profitability., 2020 & 2021

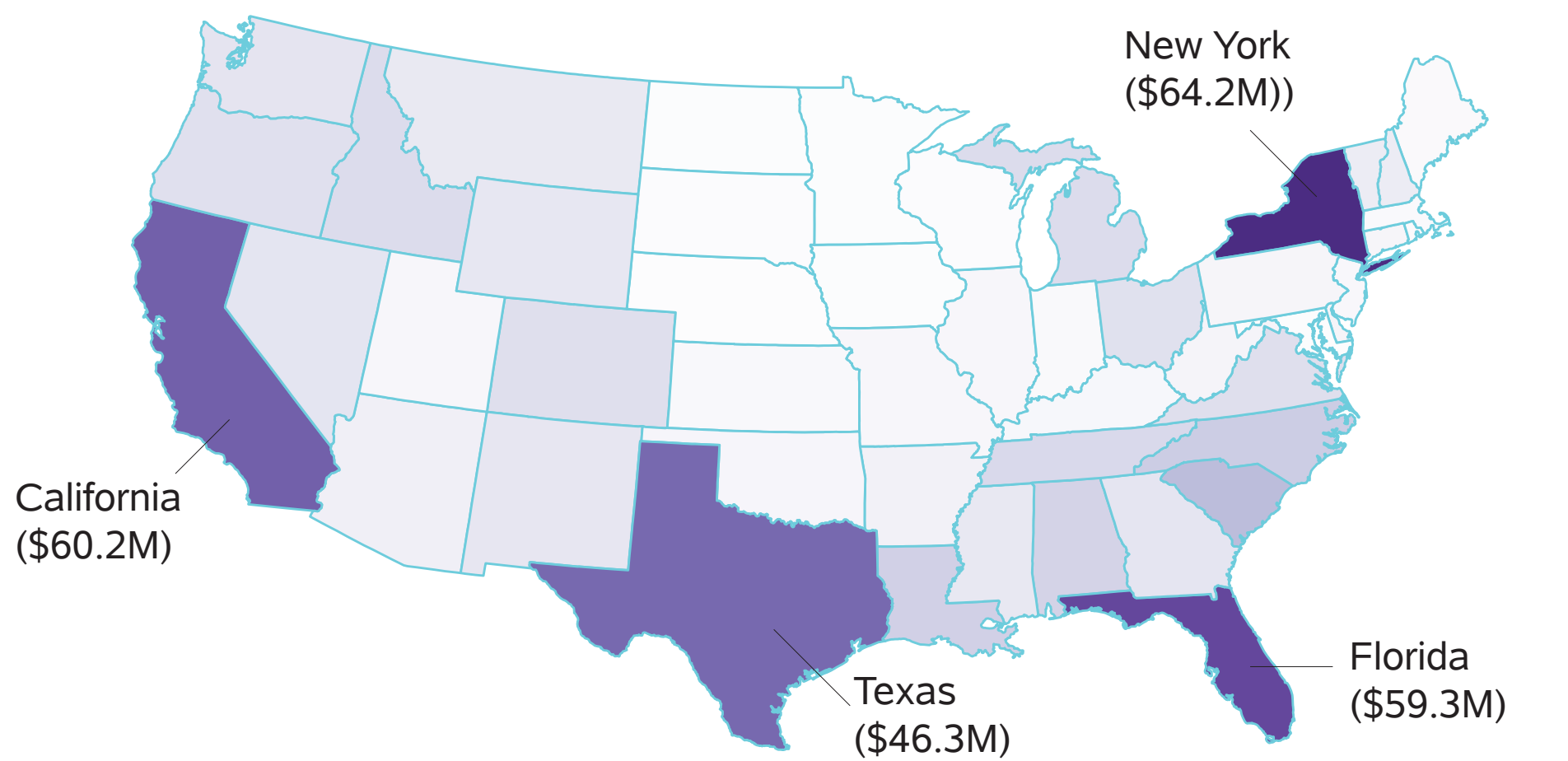
The quantity of items sold within each pricing category

Analyzing the quantity of items sold within different pricing categories can provide valuable insights into consumer behavior and preferences. This information can be used by businesses to optimize their pricing strategies and product offerings to better meet the demands of their target audience.



Statewise Sales Analysis

Regional sales analysis for Adidas products can help the company identify the most lucrative regions and sales channels to optimize their marketing and sales strategies.



Statewise Profit Analysis

Analyzing regional profits for Adidas products provides insights into the company's profitability in different regions and identify potential areas for improvement.