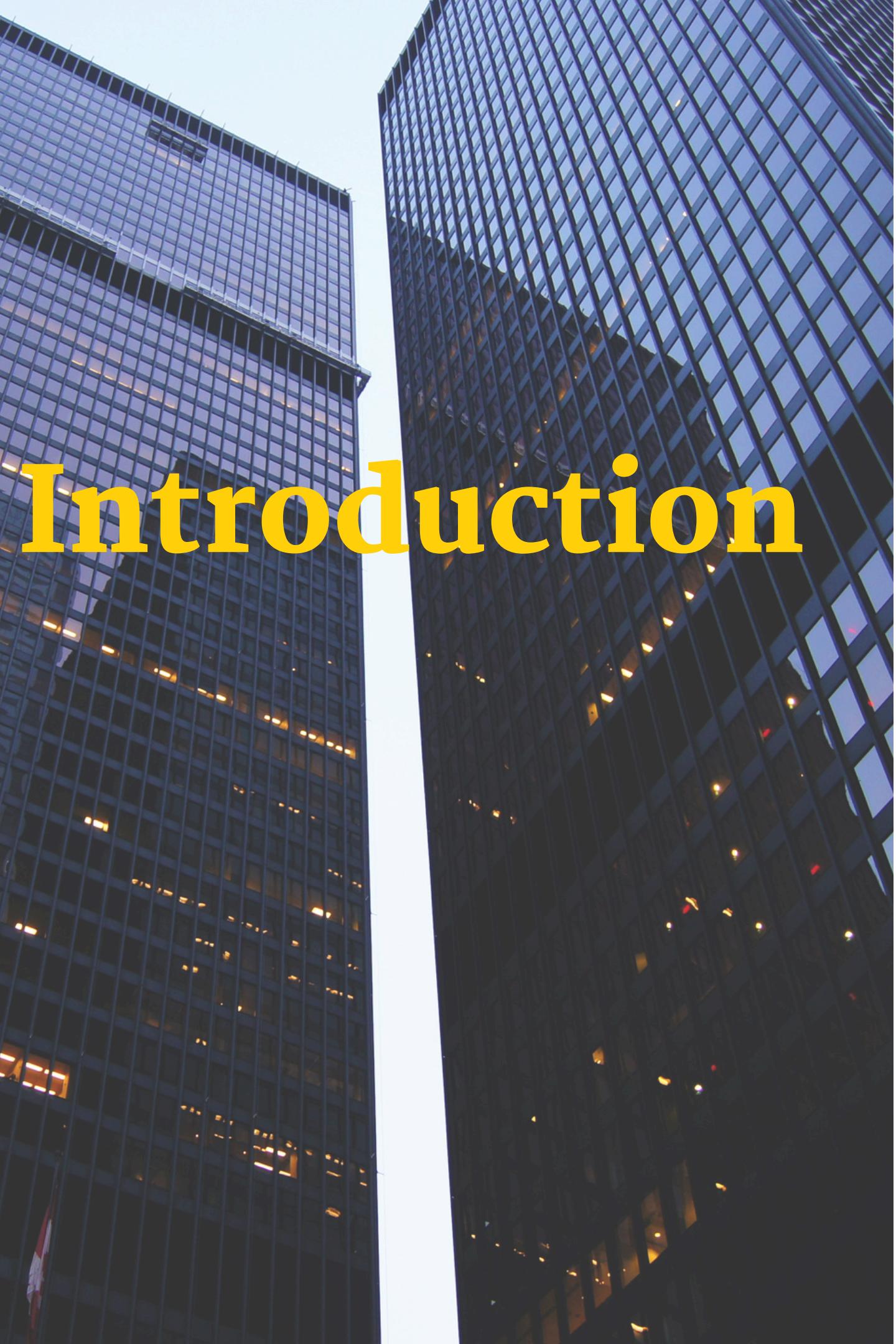




DATE :- 15-06-2024

Adidas Sales Data Analysis

BY SUMAN DHANDA



Introduction

Project Overview:

- **Objective:** Analyzing Adidas sales data to uncover trends and performance insights.
- **Tools Used:** Excel for data analysis and visualization.
- **Visualization Techniques:** Utilized pivot charts including:
 - Bar graph: Visualizing sales by retailers.
 - Pie chart: Showing distribution of sales methods.
 - Map graph: Illustrating regional sales performance.
 - Line graph: Depicting seasonal sales trends over years.

Interactivity: Enhanced dashboard usability with slicers for year, product, and regions.

Key Points:

- Leveraged data-driven insights to inform strategic decisions.
- Demonstrated proficiency in Excel for data manipulation and visualization.
- Emphasized user interactivity through slicers for enhanced exploration.

Dataset Overview:

- **Size and Scope:** The dataset comprises 9,647 entries capturing Adidas sales data across 13 key columns.
- **Key Variables:** Analyzed variables include sales method, regions, products, and sales figures.
- **Data Preprocessing:**
 - Cleaning:** Addressed null values and inconsistencies to ensure data accuracy.
 - Transformation:** Standardized formats and prepared data for analysis.
 - Filtering:** Focused analysis on relevant time periods and regions for deeper insights.





Adidas US Interactive Sales Dashboard



Note

Last updated 11/06/24

Settings

Years (Invoice Date)

2020 2021

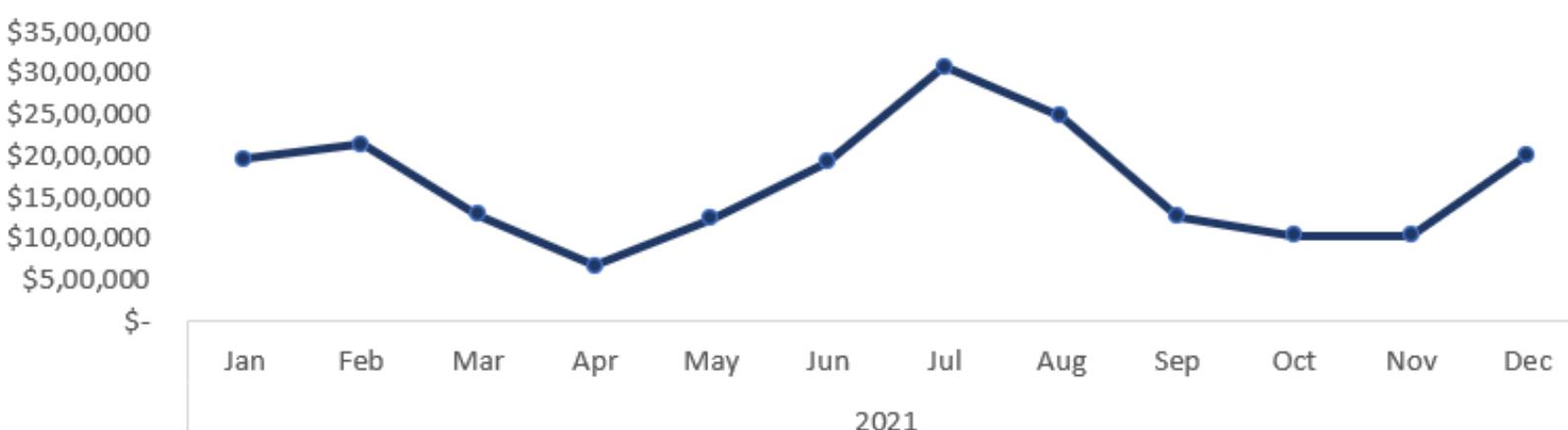
Product

Men's Apparel Men's Athletic ...
Men's Street Fo... Women's Apparel
Women's Athle... Women's Stree...

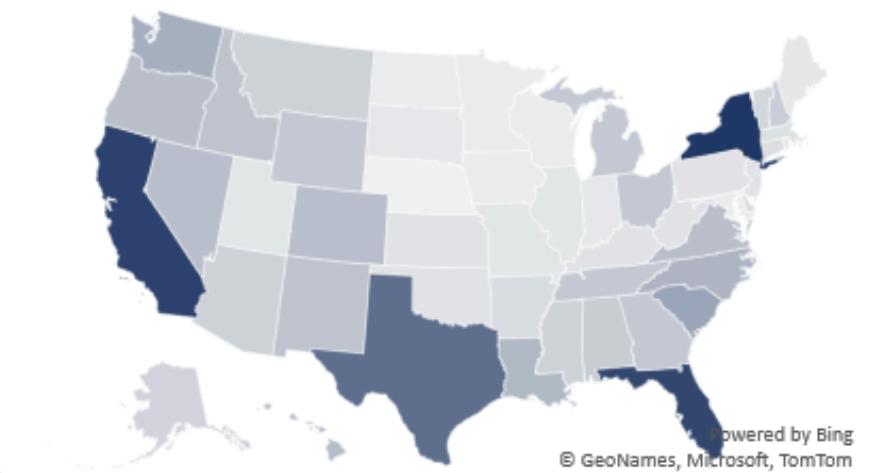
Region

Midwest Northeast
South Southeast
West

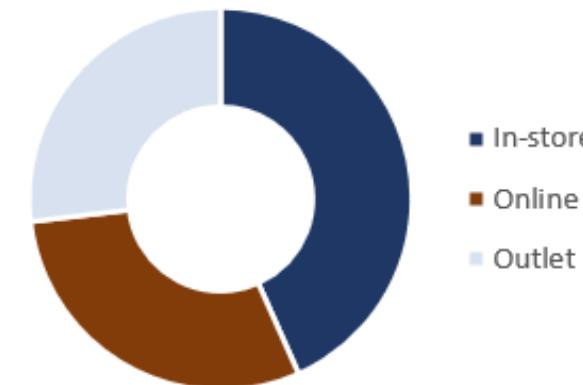
Sales in USD



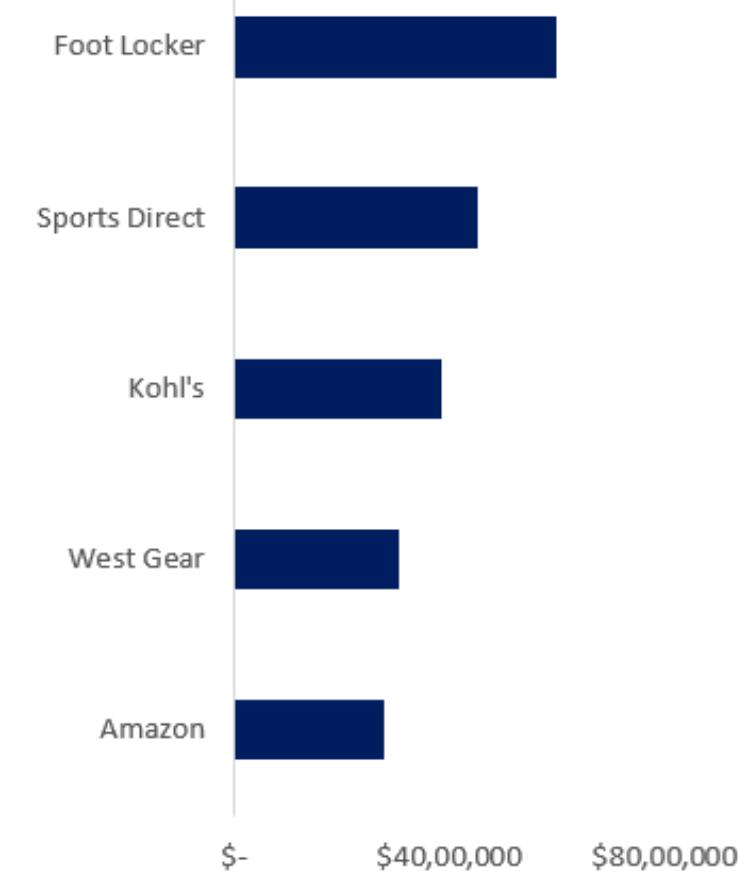
Sales By Region



Sales Method



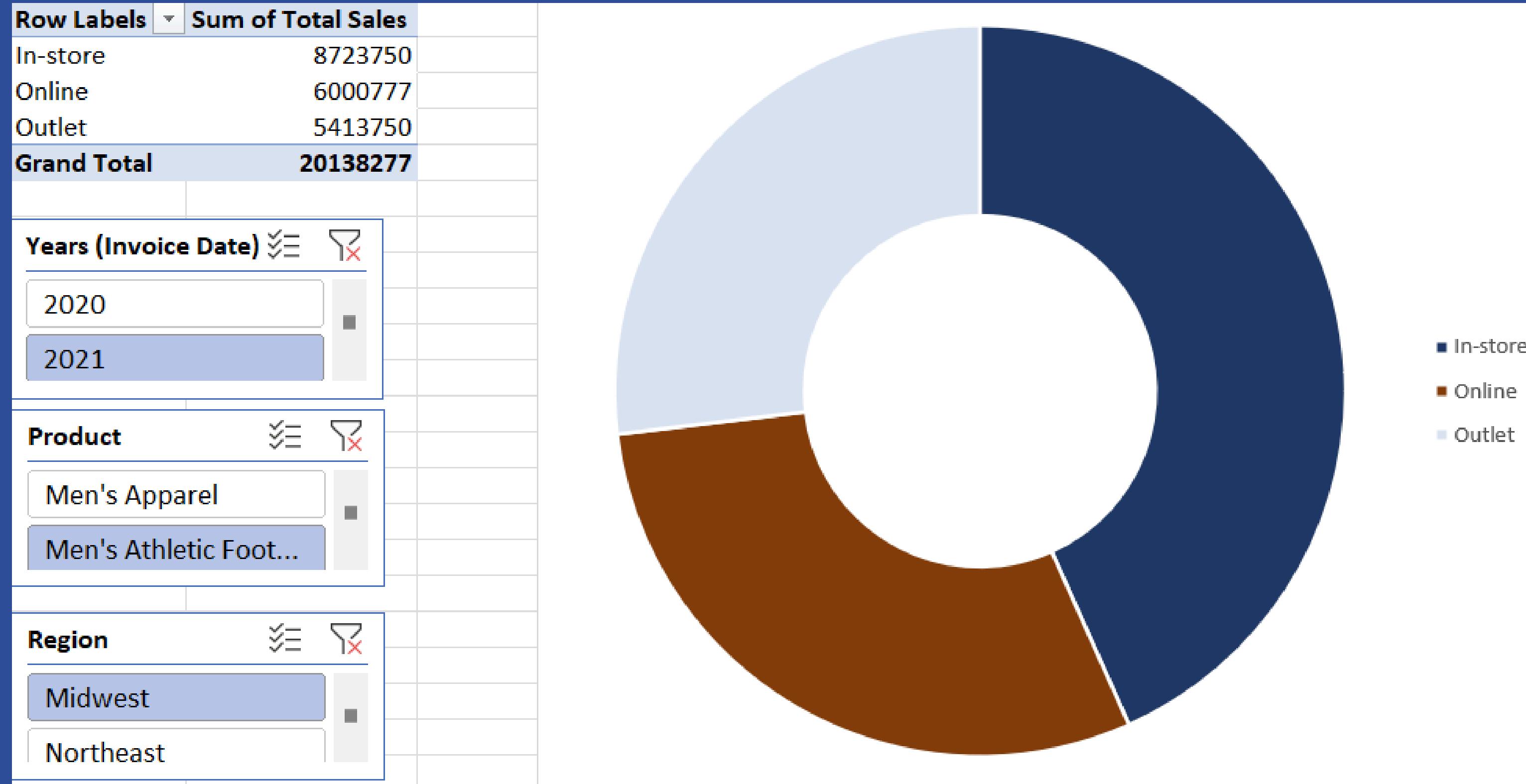
Salea By Retailer



Sales by Retailers

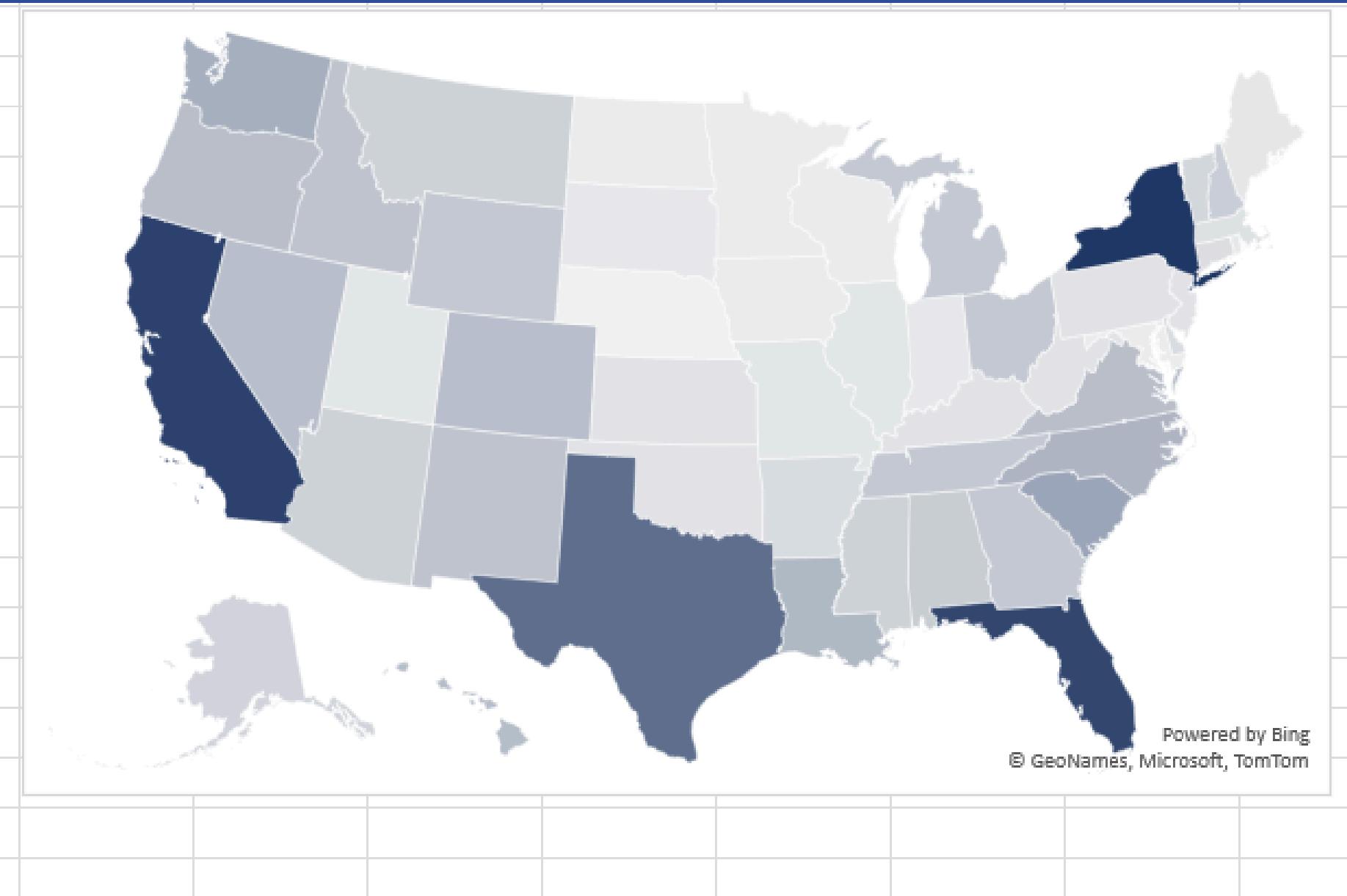


Distribution of Sales Methods

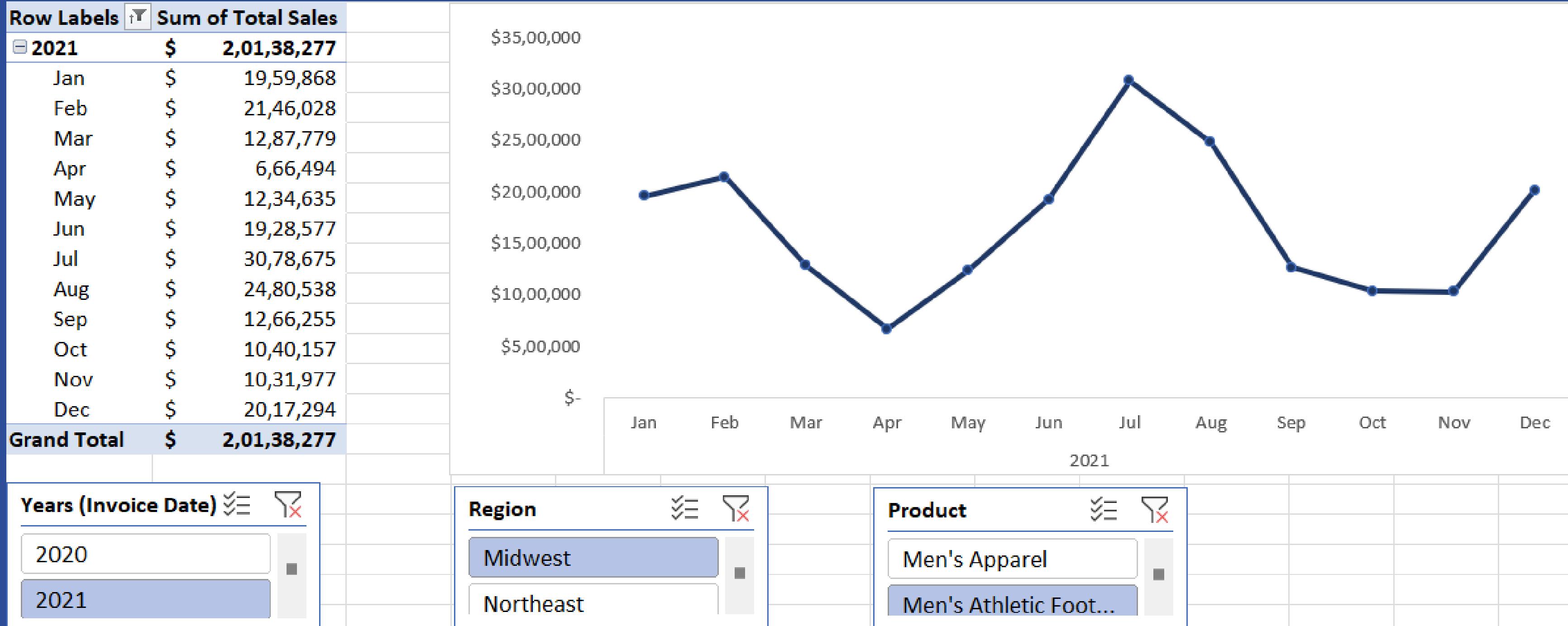


Regional Sales Performance

Row Labels	Sum of Total Sales	State	Sales
Illinois	1560270	Alabama	17633424
Indiana	1306839	Alaska	14753103
Iowa	1088837	Arizona	15782221
Kansas	1469278	Arkansas	12639347
Michigan	2900751	California	60174133
Missouri	1472432	Colorado	20996536
Montana	3051104	Connecticut	11573448
Nebraska	942983	Delaware	12298412
North Dakota	1147762	Florida	59283714
Ohio	2770609	Georgia	18997466
South Dakota	1284513	Hawaii	22282457
Wisconsin	1142899	Idaho	19276878
Grand Total	20138277	Illinois	9797488
		Indiana	8836198
		Iowa	7424011
		Kansas	9972864
		Kentucky	10072848



Seasonal Sales Trends



Key Takeaways:

- Enhanced proficiency in data manipulation, visualization, and interpretation.
- Demonstrated ability to translate complex data into strategic business recommendations.
- Highlighted the importance of data-driven decision-making in optimizing sales strategies and operational efficiencies.

Project Success:

- Successfully analyzed Adidas sales data using advanced Excel techniques and visualizations.
- Derived actionable insights into retailer performance, sales methods effectiveness, regional sales patterns, and seasonal trends.





Thank you
very much!