

Adidas Sales Performance Dashboard

Interactive analysis using Power BI focusing on Adidas sales and profitability





Project Objective

Interactive Dashboard

Designed for business stakeholders

KPIs Monitored

Sales, Profit, Units Sold

Dynamic Analysis

Utilizes slicers and filters for exploration

Tools Used



Power BI

Data visualization platform



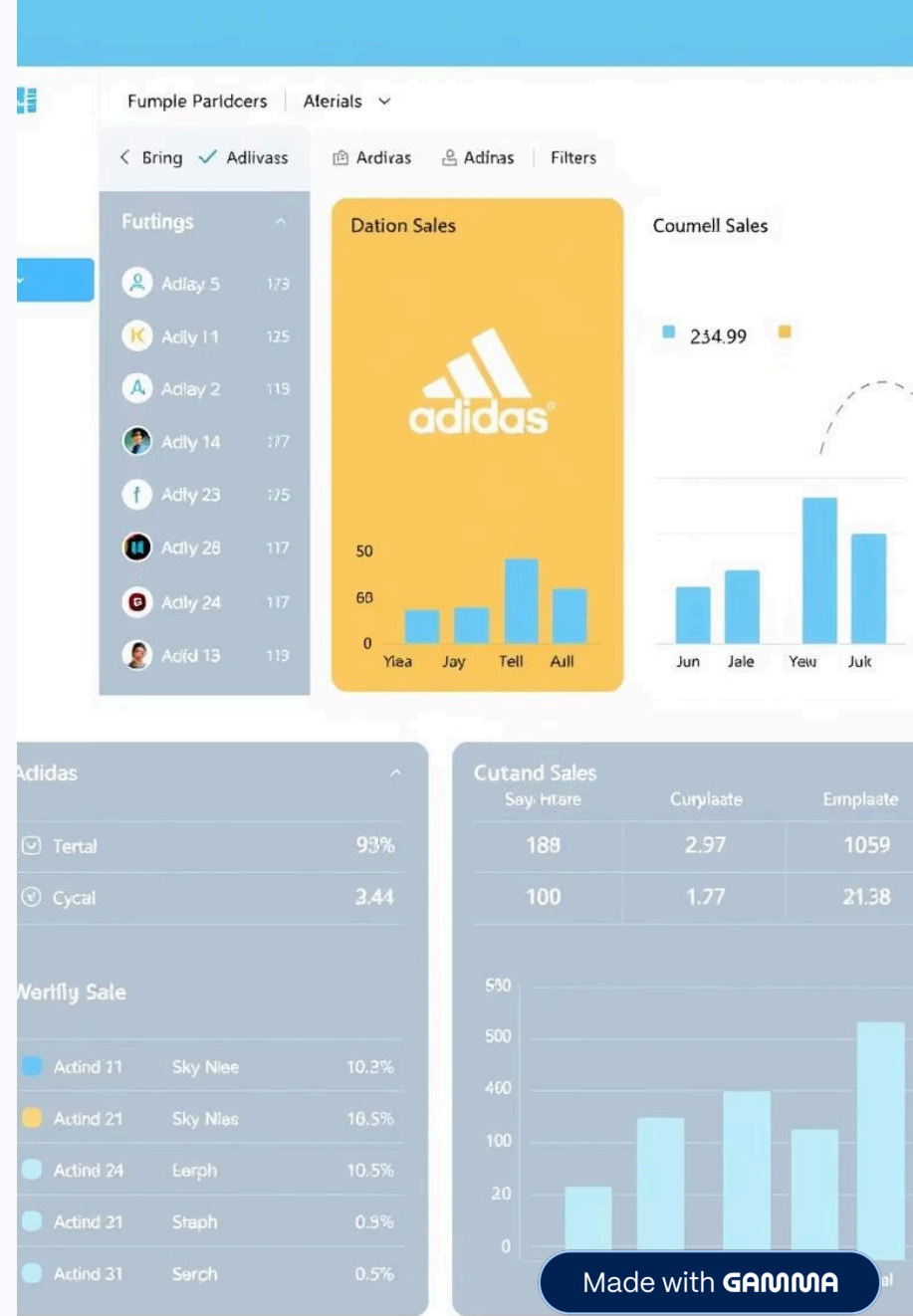
Adidas Sales Dataset

Comprehensive product and regional data



Interactive Filters

Region, State, Product based



Key Metrics Tracked (KPIs)

2M

Units Sold

\$332M

Operating Profit

4.08K

Operating Margin

\$899M

Total Sales



Dashboard Overview

At-a-glance view of sales, profitability, and unit trends over time

- Sales Trends**
Visualized across multiple periods
- Units Sold Summary**
Totals and breakdowns by region

- Profitability Insights**
Displays operating margin and profits



Filters and Slicers

Regional Filters

- Midwest
- Northeast
- South
- Southeast
- West

Other Filters

- State and City
- Product Categories

Enables tailored data insights through dynamic slicing

Time-Series Analysis

1

Sales Growth

Strong upward trend post early 2021

2

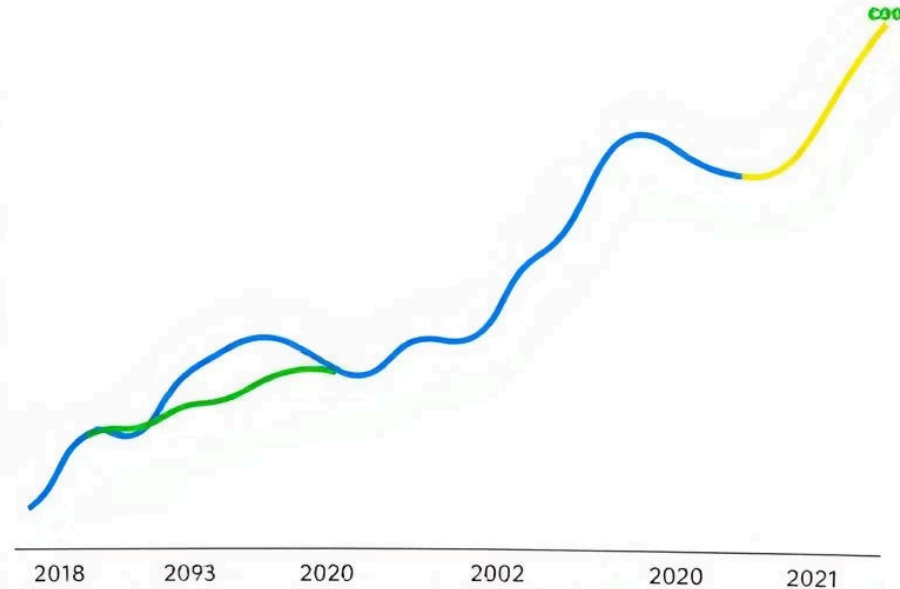
Profit Trends

Increasing profitability aligned with sales

3

Units Sold

Volume gains reflected in trend line



Sales Performance Deep Dive



Q1 2021 Spike

Likely due to product launches or campaigns



Q4 2021 Spike

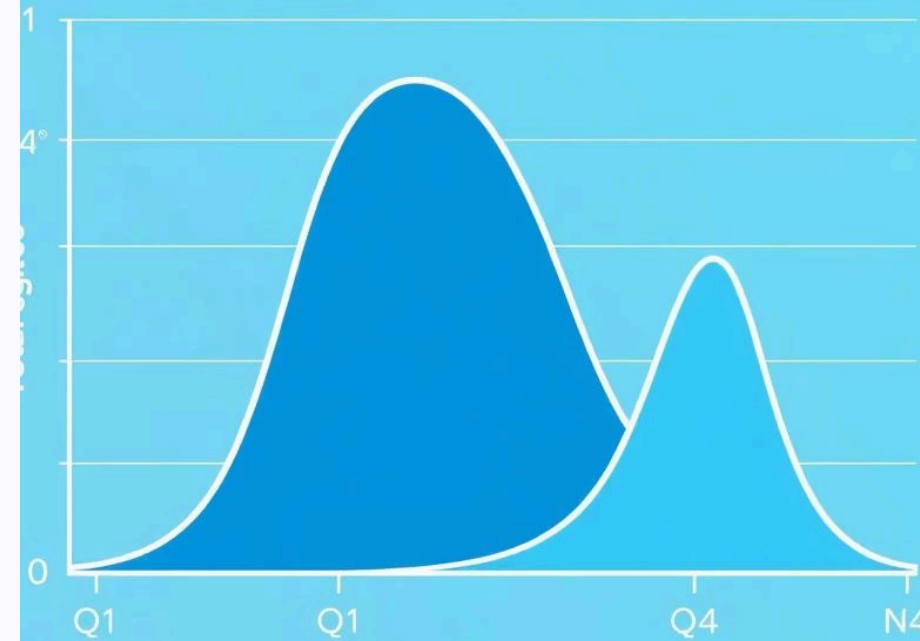
Holiday season sales increase



Seasonal Patterns

Sales fluctuate around key marketing periods

adidas Sales 2021



Design Approach

Consistent Blue Theme

Reflects Adidas brand identity

Clear KPIs

Top cards for quick insights

Minimal Clutter

Maintains user focus

Responsive Slicers

Supports dynamic exploration

Conclusion & Future Enhancements

Positive Growth Trajectory

Since 2020 across sales and profit

Effective Regional Filtering

Enhanced decision-making insights

Future Features

Deeper segmentation and real-time data

