ADDIDAS 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.

Problem Statement:

KPI’s (Key Performance Indicators)

Total sales analysis: Understand the overall sales performance of Adidas over time.

1. Profitability analysis: Evaluate the total profit generated by Adidas across different dimensions.
2. Sales volume analysis: Examine the total units sold to gain insights into product demand.
3. Pricing strategy: Determine the average price per unit to assess the pricing strategy.
4. Margin analysis: Evaluate the average margin to understand the overall profitability of sales.

Charts requirement:

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 sales across different states using filled map.
3. Total sales by region (Donut Chart): Use a donut chart to represent the contribution of various 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 various retailers to total sales by using a bar chart.

Insights:

Recommendations: