

Adidas Sales Analysis Report (Excel Project)

Project Overview

This project focuses on analyzing Adidas sales and profitability data using Microsoft Excel. The analysis identifies sales trends, product performance, and key factors influencing overall profitability. The dashboard was created using Excel charts, pivot tables, and formulas to present actionable business insights.

Key Metrics

- Total Sales: Rs 1,20,17,16,500
- Total Profit: Rs 33,21,34,761
- Average Profit Margin: 42.32%
- Total Units Sold: 2,47,88,610

Major Insights

1. Sales by Product:

- Men's Street Footwear leads with the highest total sales (~\$277.92M).
- Women's Street Footwear records the lowest sales.

2. Profit by Product:

- Men's Apparel and Men's Street Footwear generate the highest profit.
- Women's categories show moderate profit margins.

3. Sales by Method:

- Online sales dominate with Rs 449.66M, followed by Outlet and In-store.
- Indicates strong e-commerce performance.

4. Profit by Sales Method:

- In-store generates the highest profit (Rs 127.59M), followed by Online and Outlet.

5. Sales by Month:

- Peak sales occur during August and September, likely due to promotions.

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- Slight dip in October?November before recovery in December.

6. Average Operating Margin:

- Online: 46%, In-store: 36%, Outlet: 40%.
- Online remains the most profitable channel.

7. Sales-Profit Relationship:

- Positive correlation observed between sales volume and profitability.

Tools & Techniques Used

- Microsoft Excel: Data analysis, cleaning, and visualization
- Pivot Tables: To summarize and group large datasets
- Charts: To visualize sales, profits, and monthly performance trends
- Excel Formulas: For calculating profit margins and performance metrics

Key Takeaways

- Online channels outperform physical outlets in both sales and profit.
- Footwear category remains the strongest performer for Adidas.
- Seasonal trends highlight mid-year sales peaks.
- Data visualization in Excel provides clear and actionable insights.

About the Analyst

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Master's in Economics | Aspiring Data Analyst

Skilled in Excel-based data analysis, visualization, and business insights.