# Adidas Sales Performance Report

## Project Overview

This report analyzes Adidas product sales across different categories, regions, and sales methods between January 2020 and December 2021. The goal is to identify high performing products, detect performance gaps, and recommend strategies to boost overall sales and profit margins. The total sales recorded within this period amounted to $900 million, with an operational profit of $332 million, a 37% profit margin, and 2 million units sold.

## Data Quality Insight & Resolution

During analysis, I discovered that the original Total sales, operating profit and profit margin figures were inaccurate due to calculation issues in the dataset. The operating profit column contained outdated or incorrect values that didn't align with the total sales figures. To ensure accurate reporting, I investigated the inconsistencies, validated against expected financial logic, created a new total sales column in excel and created new DAX measures for both operating profit and profit margin. These new measures resolved the discrepancy and aligned perfectly with actual sales data, ensuring the integrity of all visuals and KPIs.

This step was critical for building a reliable dashboard that supports informed decisions based on accurate financial metrics

### Product Performance Insights
Best-Selling Product:

- Men's Street Footwear is the top performer, over the 2-year period. It consistently ranked high monthly, maintaining dominance across both low and high sales periods.

Underperforming Product:

- Women's Street Footwear is the lowest-selling product. Sales were low across all months, showing weak market engagement and suggesting a need for targeted campaigns

### Regional Performance Analysis

Top Performing Region (by Sales & Profit):

- The West Region led in both total sales and profit. It consistently outperformed other region

High Average Order Size Region:

- The Southeast Region had the highest average order size, indicating strong customer interest and buying potential, despite lower overall profits compared to the West.

City-Level Trends:

- Several cities showed promising revenue spikes, especially those in the Southeast, implying an opportunity to deepen engagement in those areas

## Recommendations

1. Boost Women's Footwear Sales:

- Launch targeted campaigns using influencers, athletes, and celebrities to promote Women's Street Footwear.
- Improve product visibility across digital platforms and physical stores.

2. Focus on High-Potential Cities/Regions:

- The Southeast region shows potential due to large order sizes. Tailored campaigns and localized engagement can unlock further revenue.
- Investigate low-profit regions to identify causes and apply corrective strategies.

3. Enhance Online Presence:

- Invest in online and outlet store engagement to close the gap with in-store sales dominance.
- Optimize website user experience, run seasonal promotions, and consider partnerships with e-commerce platforms.

4. Recognize Top Retailers:

- Acknowledge retailers like WestGare with reward or partnership programs to boost motivation and loyalty.

5. Improve Data Quality:

- Several inconsistencies were found in the raw data, especially around sales values and product matching. Implement better data validation procedures and training for staff involved in data entry.

## Conclusion

This sales analysis highlights Adidas's strengths in men's footwear and regional performance while also pointing out opportunities to improve performance in certain product lines and geographic areas. With targeted strategies, Adidas can continue to grow its revenue and market share effectively.