

# Adidas Sales Analysis

## Performance Analysis

1. **What is the total revenue generated by each product category (e.g., Men's Street Footwear, Women's Apparel)?**
    - Insight: Identify top-performing product categories and focus on marketing or restocking them.
  2. **Which sales method (In-store vs. Outlet) generates the highest revenue across all products?**
    - Insight: Allocate resources to the most profitable sales channels.
  3. **What is the average operating margin across all product categories?**
    - Insight: Pinpoint categories with low margins and explore cost-reduction strategies.
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## Regional and Temporal Trends

4. **How does the total revenue change across different weeks or months?**
    - Insight: Identify seasonal trends or periods of high demand.
  5. **Which region contributes the most to the total sales, and does it align with the highest profitability?**
    - Insight: Evaluate regional strategies to maximize profitability.
  6. **Are there specific dates or weeks when certain products experienced a significant spike or drop in sales?**
    - Insight: Investigate external factors, promotions, or events influencing these trends.
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## Profitability Insights

7. **Which product category has the highest operating profit across both sales methods?**
    - Insight: Prioritize high-profit items in marketing and distribution.
  8. **What is the average profit margin for products sold via In-store vs. Outlet methods?**
    - Insight: Assess the efficiency and profitability of each channel.
  9. **Which product had the lowest operating margin, and how can this be improved?**
    - Insight: Optimize pricing, reduce costs, or discontinue low-margin products.
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## **Product-Specific Analysis**

**10. What is the total revenue generated from each product in the Men's Footwear category?**

- Insight: Determine which specific items drive success in this category.

**11. How does the performance of Women's Athletic Footwear compare to Women's Street Footwear in terms of sales and profit?**

- Insight: Adjust marketing and inventory allocation between these products.

**12. What is the average units sold per day for each product category?**

- Insight: Predict inventory needs and avoid stockouts or overstock.