**Adidas Regional Sales Performance Analysis**

**Tool Used**: Microsoft Excel  
**Role**: Business Intelligence Analyst  
**Project Type**: Portfolio Project | Self-Initiated  
**Date**: July 2025

**🔷 Executive Summary**

This dashboard project provides a high-level overview of Adidas’ sales and profitability performance across different regions and product categories. Designed with Excel's advanced data visualization and pivot tools, the dashboard enables quick insight into:

* Total Sales, Cost, and Profit
* Regional Sales Distribution
* Product Category Performance
* Profitability Trends and Comparisons
* Top Performing Regions and Categories

The main objective was to simulate real-world retail analytics tasks, helping business stakeholders make informed decisions about performance optimization and resource allocation.

**📊 Key Performance Indicators (KPIs)**

* 🏆 Total Revenue
* 📉 Total Cost
* 💰 Total Profit
* 📈 Profit Margin (%)
* 🌍 Sales by Region
* 👕 Sales by Product Category
* 🏷️ Top Performing Product Lines

**🎯 Business Goals by Team**

| **Team** | **Core Business Questions** |
| --- | --- |
| **Marketing** | How do we attract more customers or increase repeat purchases? |
| **Finance** | Where are we gaining or losing money across regions/categories? |
| **Product** | What product lines are most popular or underperforming? |

**💡 Insights & Recommendations**

**🟩 Marketing Team Insights**

* **Insight**: Apparel consistently performs best across all regions.
* **Action**: Focus campaigns on cross-selling apparel with less performing categories (e.g., accessories).
* **Recommendation**: Target Western region with loyalty or bundle promotions to boost AOV (average order value).

**🟨 Finance Team Insights**

* **Insight**: Western region has highest revenue, but a **lower-than-average margin**.
* **Action**: Analyze logistics and operational costs specific to Western distribution.
* **Recommendation**: Consider cost audits or renegotiation of vendor contracts in this region.

**🟦 Product Team Insights**

* **Insight**: Footwear had a **modest share of revenue**, but strong profit margin.
* **Action**: Scale up high-margin footwear lines across the Southern region.
* **Recommendation**: Invest in new SKUs or limited editions for popular footwear lines.

**🙋‍♂️ Author**

**Bernard Joseph**  
Business Intelligence Analyst  
[www.linkedin.com/in/bernard-joseph-oyakhilome](http://www.linkedin.com/in/bernard-joseph-oyakhilome) | [jozefbernardonline@gmail.com](mailto:jozefbernardonline@gmail.com)