📊 Adidas US Sales Analysis Using Power BI

1. Project Objective

The objective of this project was to analyze **sales, profitability, product performance, retailer contribution, regional trends, and sales channels** for Adidas US, using Power BI to deliver an interactive performance dashboard that supports business monitoring and decision-making.

2. Dataset Overview

Data Type: Structured retail sales dataset

Key Columns

- Retailer, Retailer ID
- Invoice Date
- Region, State, City
- Product
- Price per Unit
- Units Sold
- Total Sales
- Operating Profit
- Operating Margin
- Sales Method

3. Tools Used

- **Power BI**
  - Data import
  - Interactive dashboards with slicers and visuals

4. Dashboard Design & Features

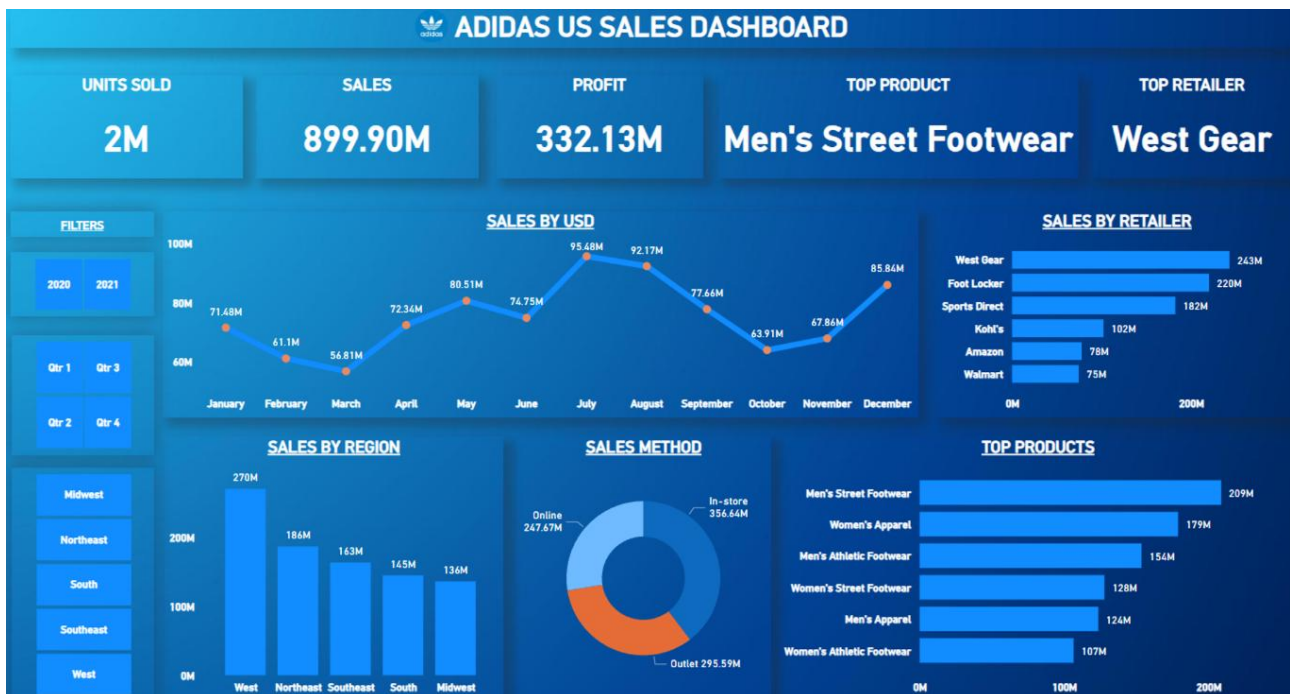**Filters / Slicers**

- Date, Quarter, Region

KPI Cards

- Total Units Sold

- Total Sales

- Total Profit

- Top Product

- Top Retailer

Visual Analysis Includes

- Monthly sales trends

- Regional sales comparison

- Product-wise sales performance

- Retailer contribution

- Sales by method (In-store, Outlet, Online)

5. Key Business Insights

Overall Performance

- The business shows **strong overall performance** with:

  - **~2M units sold**

- o ~**$899.9M in total sales**
- o ~**$332.1M operating profit**
- This indicates a **healthy profit margin** for Adidas US during the analyzed period.

Product & Retailer Performance

- **Men's Street Footwear** is the **top-performing product** by sales.
- **West Gear** is the **top retailer,** making the **Men's Street Footwear × West Gear** combination strategically critical.
- Other strong products include:
  - o Women's Apparel (~$179M)
  - o Men's Athletic Footwear (~$154M)

Time & Seasonality Analysis

- Monthly sales:
  - o **Peak during July and August** (~$95M and ~$92M)
  - o **Dip in March and October–November**
- This suggests:
  - o Summer is the **core sales season**
  - o Late Q1 and early Q4 may need **promotional or campaign support**

Regional Performance

- **West region** leads sales (~$270M), followed by:
  - o Northeast
  - o Southeast
- **Midwest underperforms**, highlighting a potential **growth opportunity or structural weakness** in that region.

Sales Channel Insights

- **In-store sales** contribute the highest revenue (~$356.6M)

- Followed by:
    - Outlet (~$295.6M)
    - Online (~$247.7M)
- Although physical retail dominates, **Outlet and Online together represent a substantial share**, justifying continued digital and value-channel investments.

6. Business Outcome

This dashboard enables stakeholders to:

- Monitor overall sales and profitability at a glance
- Identify top products and high-impact retail partners
- Track seasonal and regional performance shifts
- Compare channel effectiveness for strategic planning

7. Skills Demonstrated

- Power BI dashboard development
- KPI design and business metrics
- Sales & profitability analysis
- Product, retailer, region, and channel performance analysis
- Insight-driven storytelling