



# ADIDAS SALES PROJECT REPORT



# INTRODUCTION

**Adidas** is a leading global sports brand, reowned for its high quality athletic footwear, apparel and accessories. With a strong presence in over 160 countries, Adidas has established itself as a prominent player in the sports industry.

This report will provide an **indepth analysis of Adidas's Sales performance from January 2020 to December 2021**.

# OBJECTIVES

**The Objectives of this presentation are to:**

- Analyze Adidas' Sales Performance and identify key drivers of growth.
- Examine product performance, retailer partnerships and regional sales trends.
- Provide insights and recommendations for optimizing sales and profit across various dimensions.

# PROBLEM STATEMENT

- 1.Understand the overall sales performance of Adidas over time by examining the combined metrics of 2020 and 2021.
- 2.Evaluate the total profit generated by Adidas across different dimensions.
- 3.Examine the total units sold to gain insights into product demand.
- 4.Determine the average price per unit to access the pricing strategy.
- 5.Evaluate the average margin to understand the overall profitability of sales.

## KEY INSIGHTS

- ◆ TOTAL SALES: **\$900M**
- ◆ OPERATING PROFIT: **\$332M**
- ◆ UNITS SOLD: **2M**
- ◆ PRICE PER UNIT: **\$45**
- ◆ OPERATING MARGIN: **42%**

# POWERBI DASHBOARD

# ADIDAS SALES ANALYSIS

Region

All

Invoice Date

01/01/2020

31/12/2021

Total Sales

**\$900M**

Operating Profit

**\$332M**

Units Sold

**2M**

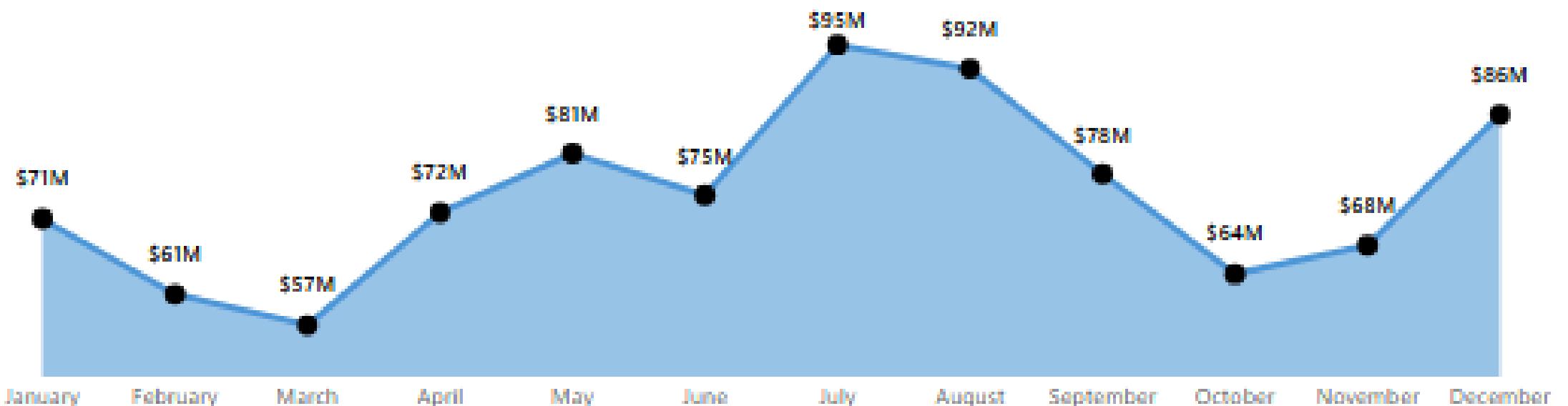
Price per Unit

**\$45**

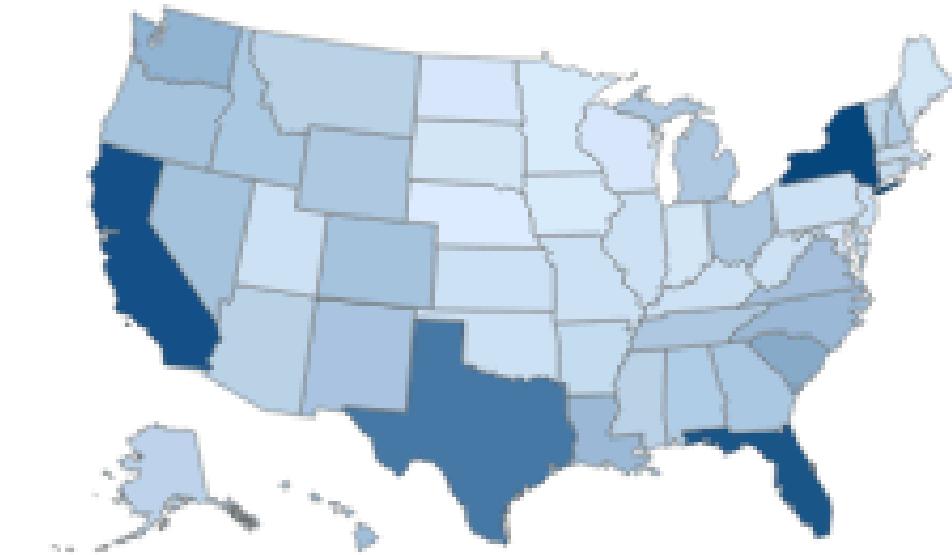
Operating Margin

**42%**

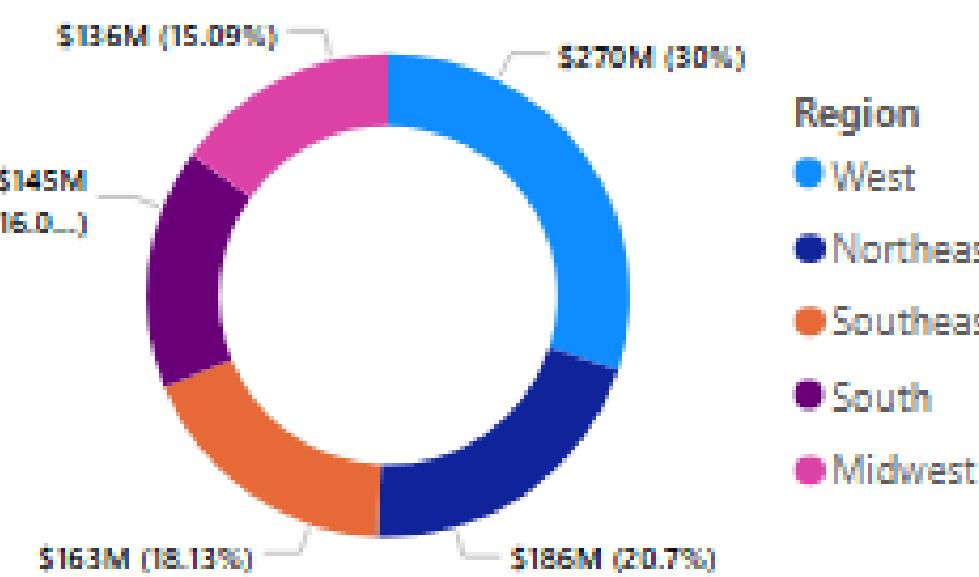
## Total Sales by Month



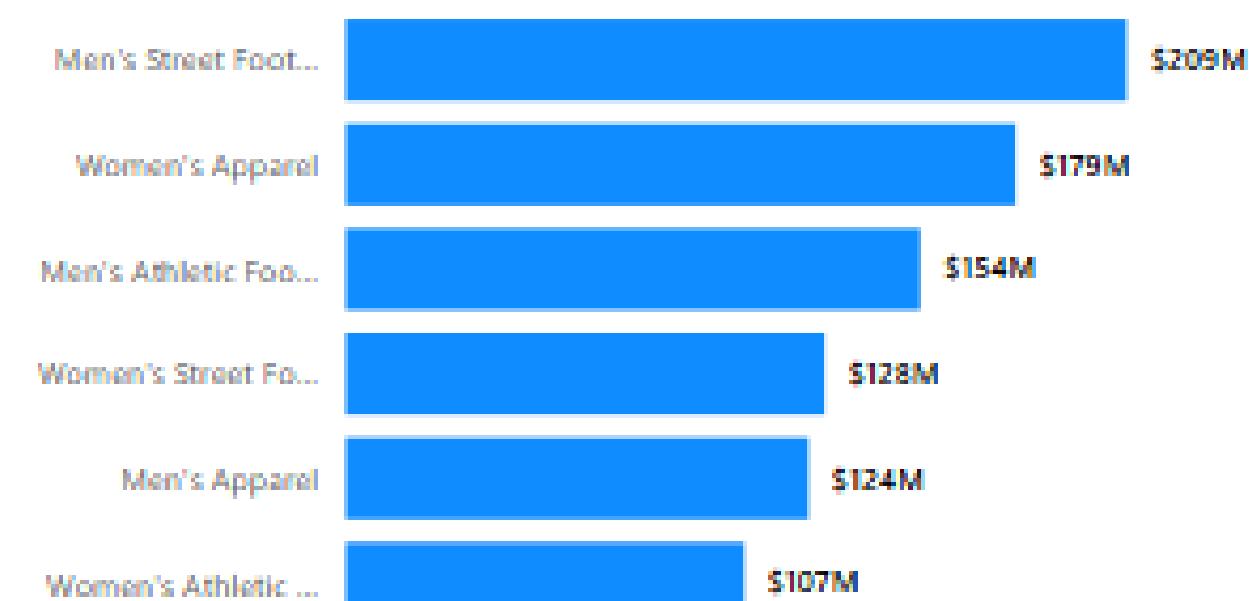
## Total Sales by State



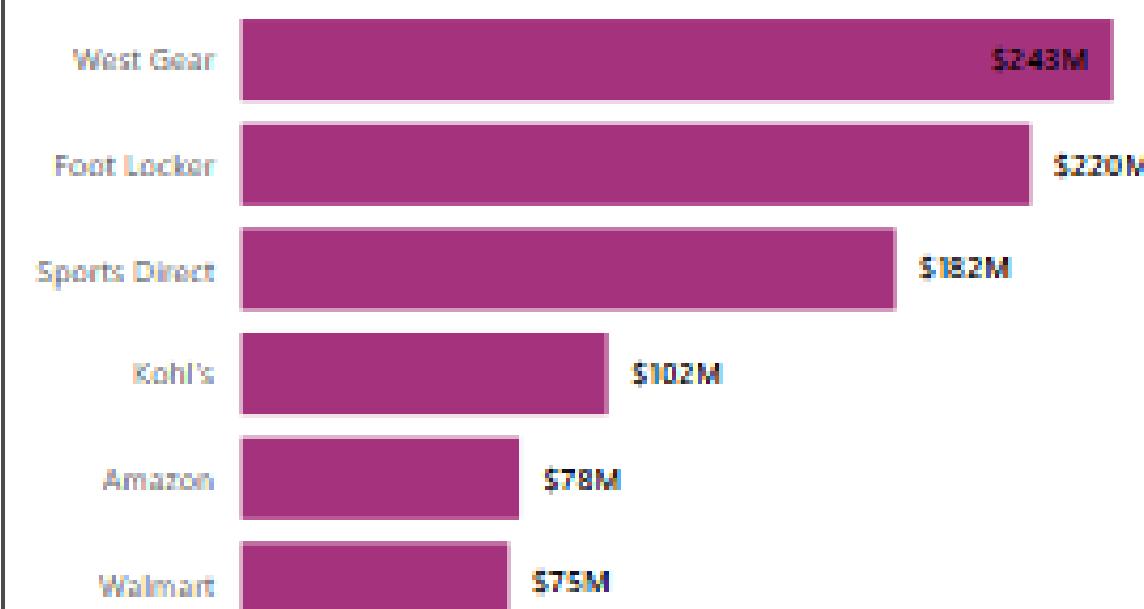
## Total Sales by Region



## Total Sales by Product



## Total Sales by Retailer



# SALES PERFORMANCE ANALYSIS

**Monthly Trends:** July and August drive the highest sales while March and February experience the lowest sales.

**Top selling products:** Men's street footwear and Women's apparel are top selling products while Women's athletic footwear is the least selling product.

**State-wise Performance:** New York's sales performance is notable with the highest overall sales but it is important to consider the 40% decline in its sales from 2020 to 2021. Although, New York is top performer still its declining sales performance is a matter of concern.

California on the other hand has the second highest sales overall. In contrast, Nebraska has the lowest sales.

# SALES PERFORMANCE ANALYSIS

**Regional Breakdown:** West region drives the highest sales (around 30% of Total Sales) followed by North-East region.

**Top performing retailers:** West Gear is the top performing retailer, followed by Footlocker. Foot Locker showed a tremendous growth, replacing West Gear to be the top performer in year 2021. Kohl's demonstrated remarkable turnaround, improving its position significantly from being the lowest-performing retailer in 2020.

# AREAS OF IMPROVEMENT



## PRODUCT DEVELOPMENT:

Focus on improving sales of women's athletic footwear.



## REGIONAL EXPANSION

Explore opportunities in underperforming states like Nebraska. Optimize sales strategies to regain New York's top sales position.



## RETAILER PARTNERSHIP

Strengthen partnership with top performing retailers like Foot locker and West Gear.



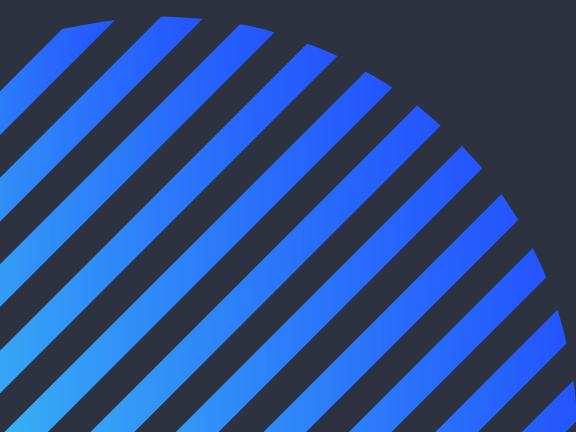
## SEASONAL MARKETING

Optimize marketing strategies for peak sales months like July and August.

# CONCLUSION

This report analyzes Adidas's Sales performance from 2020 to 2021, revealing significant growth in total sales increasing from \$182M to \$718M. The top selling products that drives sales growth are Men's Street Footwear and Women's apparel. Adidas's partnerships with Foot Locker and West Gear proved to be highly effective, which makes them top performers. In terms of regional sales trends, West drives the most sales. NewYork and California are the highest sales generating states but NewYork's sales drop is a matter of concern.

The report identifies areas for improvement by optimizing sales of women's athletic footwear and expanding Adidas's presence in underperforming states like Nebraska. Adidas should focus on NewYork's market as it has much potential to contribute in total sales. It should implement its marketing strategies in peak sales months to get maximum profit.



# Thank You