



Adidas Sales Analysis Dashboard

- Region
- State
- Gender Type
- Year, Quarter, Month, Day
- Product Category

Total Sales

900M

Total Profit

332.13M

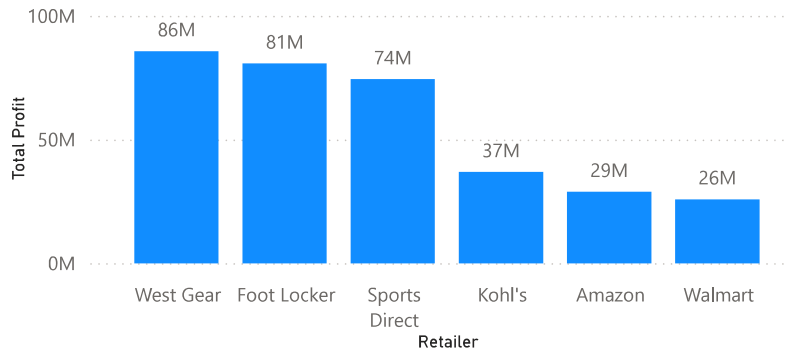
Average Price Per Unit

44

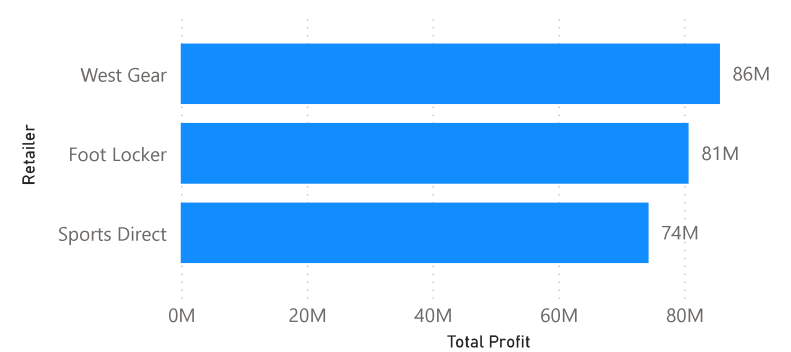
Total Unit Sold

2,39,16,051K

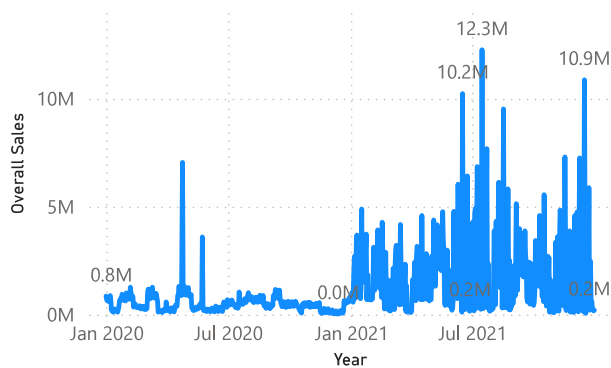
Profit by Retailer



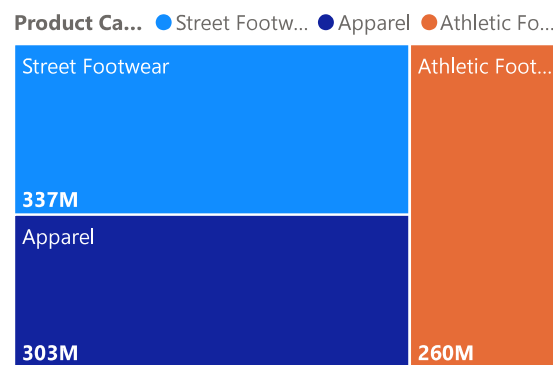
Top 3 Retailors by Profit



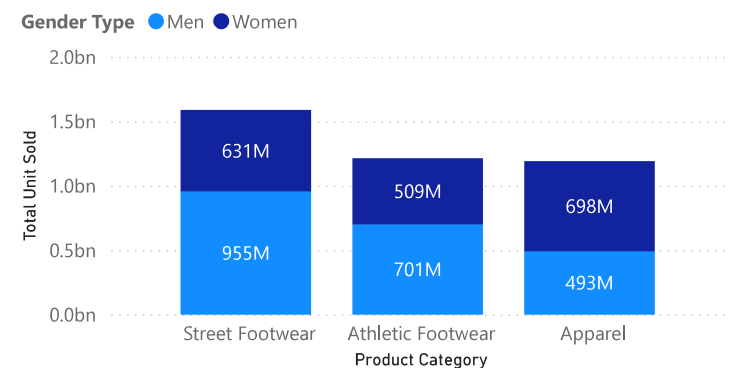
Sales Trend Over Time



Product Category Sales Distribution



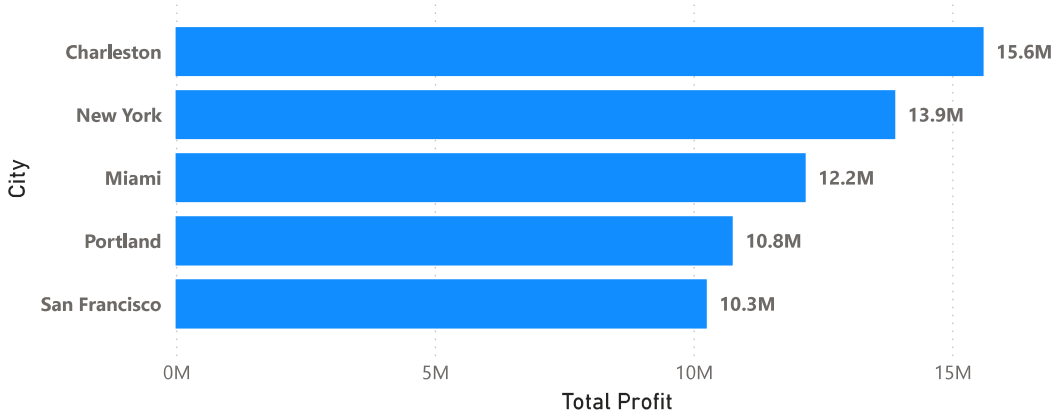
Units Sold by Product Category and Gender Type



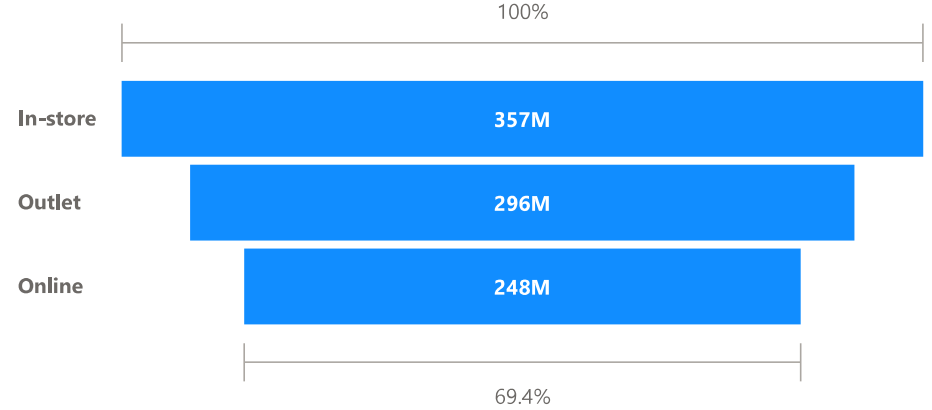


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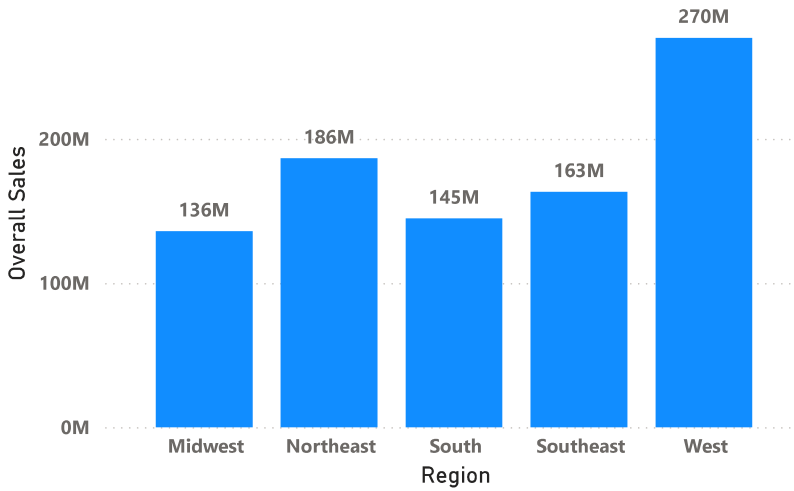
Top 5 Cities by Profit



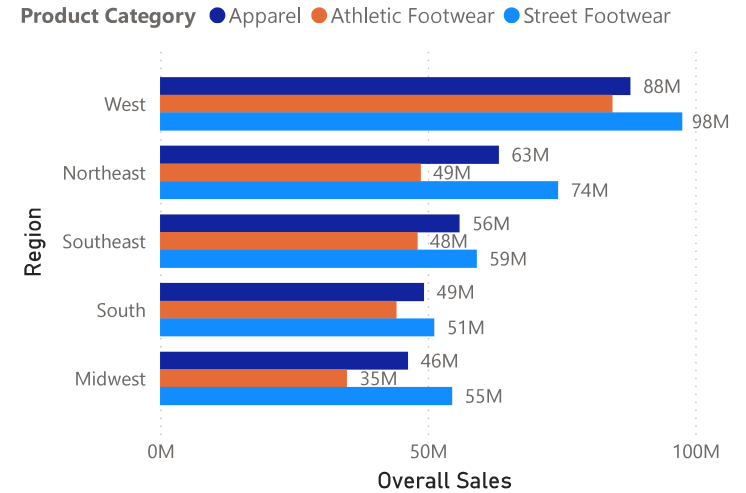
Effective Sales Methods



Drill Down Regional Sales Analysis



Overall Sales by Region and Product Category

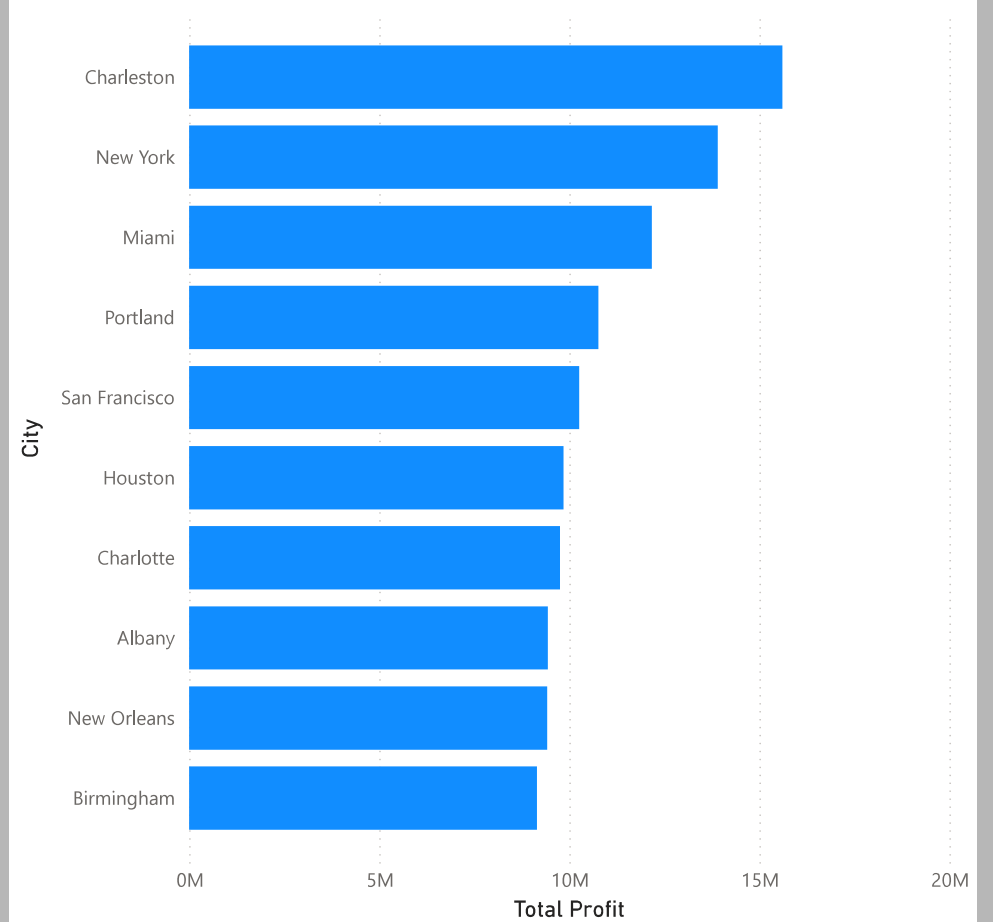


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Detailed Product Categories

Region	State	City	Product Category	Overall Sales
Midwest	Illinois	Chicago	Apparel	30,63,686
Midwest	Illinois	Chicago	Athletic Footwear	24,85,069
Midwest	Illinois	Chicago	Street Footwear	42,48,733
Midwest	Indiana	Indianapolis	Apparel	31,02,446
Midwest	Indiana	Indianapolis	Athletic Footwear	20,68,222
Midwest	Indiana	Indianapolis	Street Footwear	36,65,530
Midwest	Iowa	Des Moines	Apparel	25,76,392
Midwest	Iowa	Des Moines	Athletic Footwear	16,78,491
Midwest	Iowa	Des Moines	Street Footwear	31,69,128
Midwest	Kansas	Wichita	Apparel	35,23,871
Midwest	Kansas	Wichita	Athletic Footwear	24,49,323
Midwest	Kansas	Wichita	Street Footwear	39,99,670
Midwest	Michigan	Detroit	Apparel	67,05,667
Midwest	Michigan	Detroit	Athletic Footwear	50,66,854
Midwest	Michigan	Detroit	Street Footwear	68,52,912
Midwest	Minnesota	Minneapolis	Apparel	22,18,654
Midwest	Minnesota	Minneapolis	Athletic Footwear	17,69,491
Midwest	Minnesota	Minneapolis	Street Footwear	33,89,923
Midwest	Missouri	St. Louis	Apparel	34,84,604
Midwest	Missouri	St. Louis	Athletic Footwear	23,82,530
Midwest	Missouri	St. Louis	Street Footwear	38,16,131
Midwest	Montana	Billings	Apparel	51,21,564
Midwest	Montana	Billings	Athletic Footwear	50,81,752
Midwest	Montana	Billings	Street Footwear	55,07,570
Midwest	Nebraska	Omaha	Apparel	17,32,858
Midwest	Nebraska	Omaha	Athletic Footwear	14,08,660
Midwest	Nebraska	Omaha	Street Footwear	27,07,530
Total				89,99,02,125

Top 10 City by Profit



Portfolio Project -- Analyzing Adidas Sales: Insights for Performance & Strategy

About Dataset

Adidas Sales Analysis

Problem Statement

The objective of this assignment is to analyze the Adidas sales database and identify key insights to help improve sales performance and optimize business strategies. By examining the sales data, we aim to understand factors influencing sales, identify trends, and uncover opportunities for growth. The analysis will be conducted using Advanced Power BI visualizations and filters to provide an interactive and insightful dashboard.

Dashboard Components

Total Sales, Total Profit, Average Price per Unit, and Total Units Sold:

Calculate and visualize the overall sales, profit, average price per unit, and total units sold.

Profit by Retailer:

Analyze the total profit generated by each retailer and identify the top-performing retailers.

Sales Trend Over Time:

Track the trend of sales over time at different levels such as year, quarter, month, and day.

Product Category Sales Distribution:

Examine the distribution of sales across different product categories and identify the top-selling categories.

Units Sold by Product Category and Gender Type:

Analyze the total number of units sold by product category and gender type to understand customer preferences.

Effective Sales Methods:

Determine the most effective sales method in generating sales and compare the performance of different sales channels.

Regional Sales Analysis: