Adidas Sales Performance Analysis

Introduction:

In this project, we conducted a comprehensive analysis of Adidas sales data to derive actionable insights aimed at optimizing sales strategy and enhancing profitability. Leveraging Power BI, we explored various aspects of the sales data to understand key metrics, regional performance, sales trends over time, and product analysis.

Overview of Sales Metrics:

➢ Total Sales of Adidas reached an impressive $889.90 million, with a total of 2.48 million units sold.

➢ Operating profit from sales amounted to $332.13 million, showcasing the company's robust financial performance.

➢ The average price per unit stood at $45.22, indicating the pricing strategy's effectiveness.

Geographical Distribution of Sales:

➢ The top three states by total sales were New York ($64.22 million), California ($60.17 million), and Florida ($59.28 million), highlighting significant sales activity in these regions.

Sales Performance Analysis by Region:

➢ The West Region emerged as the highest sales contributor, followed by the Northwest region, with sales totaling $186.32 million.

Sales Trend Analysis Over Time:

➢ In the year 2020, total sales amounted to 182.08M, with an operating profit of 63.38M. April emerged as the peak month with total sales reaching 24.6M.

➢ In 2021, total sales surged to 717.82M, with a significant increase of 294.32% compared to 2020. July and December were peak months, each contributing approximately 78M in total sales.

Sales Method Analysis:

➢ Instore sales accounted for 39.63% of total sales, followed by outlet sales at 32.85%, and online sales at 27.52%. Optimizing these sales channels could further enhance overall sales performance.

Product Analysis:

➢ Men's Street Footwear and Women's Apparel emerged as the top-selling product categories, contributing significantly to sales and operating profit.

Recommendations:

1. Regional Focus: Allocate resources to capitalize on high-performing regions such as the West and Northwest.

2. Seasonal Strategy: Develop targeted marketing campaigns during peak months like April, July, and December to maximize sales.

3. Sales Channel Optimization: Invest in enhancing the in-store and online shopping experiences to drive sales growth.

4. Product Portfolio Management: Continue to prioritize and innovate in product categories such as Men's Street Footwear and Women's Apparel to maintain sales momentum.

Conclusion:

The analysis of Adidas sales data provided valuable insights into sales performance metrics, regional dynamics, and product trends. By leveraging these insights and implementing the recommended strategies, Adidas can further enhance its market position, drive sales growth, and optimize profitability.

Acknowledgments:

We extend our gratitude to Power BI for facilitating the analysis and visualization of the Adidas sales data, enabling us to derive actionable insights for strategic decision-making.