

PROJECT PRESENTATION

PRICE ANALYSIS ON ADIDAS

Presented By :-VASIST INUMARTHI



INTRODUCTION

i

🔍 Price Analysis on Adidas👟📊

Key Insights and Findings :-

Our latest dashboard delves into the detailed price analysis of Adidas, highlighting key performance metrics across various dimensions.

Here are some crucial insights :-

1. Retailer Performance
2. Sales Distribution
3. Geographic Insights
4. Monthly Sales Trends
5. Product and Gender Insights:

Our latest dashboard delves into the detailed price analysis of Adidas, highlighting key performance metrics across various dimensions. Here are some crucial insights:

1. Retailer Performance :

Top Performers :- West Gear, Foot Locker, and Sports Direct lead with the highest operating profits of \$86M, \$81M, and \$74M, respectively.

Low Performers :- Walmart and Amazon show the lowest operating profits, indicating potential areas for strategic improvement.

2. Sales Distribution :

Total Sales :- Adidas has achieved total sales of \$899.90M with 2M units sold, averaging a price per unit of \$436.20.

Sales Channels :- In-store sales dominate with 27.52% of total sales, followed by online and outlet channels.

3. Geographic Insights :

Region Analysis :- The Midwest and Northeast regions are key contributors to total sales.

City Performance :- Charleston leads in operating profit by city, followed by New York and Miami.

4. Monthly Sales Trends :

Peak Months :- Significant sales spikes observed in July and August, with sales peaking at \$95M in August.

Off-Peak Months :- Sales dip notably in February and October.

5. Product and Gender Insights :

Top Products :- Men's Athletic Shoes are the highest-selling product, closely followed by Women's Athletic Shoes.

Gender Analysis :- Men's products slightly outperform women's in terms of units sold.

Conclusion:-

These insights underline the strengths and opportunities within Adidas's sales and pricing strategy. Leveraging high-performing retailers and capitalizing on peak sales months can drive further growth. Additionally, understanding the geographic and channel-specific performance can refine marketing and distribution strategies.

