



ADIDAS U.S SALES DATA ANALYSIS



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BUSINESS OVERVIEW

The data set is of Adidas business across United States for the years 2020 & 2021. It has spread its business across Midwest, Northeast, South, Southeast & West in United States. It sells products of categories such as men's & women's – street footwear, athletic footwear and apparels. It's retailers are Amazon, Footlocker, Kohl's, Sports Direct, Walmart and West Gear.





TOOLS USED

EXCEL





STEPS FOLLOWED

- Looked for anomalies in data, Analysed the data (columns, categories of products, retailers, years)
- Created pivot tables necessary for visualisations
- Out of pivot tables, charts were created
- All the charts and slicers were organised and formatted
- Calculated Average Operating Margin, Total Revenue, Total operating expenses and Operating Profit Ratio





FINDINGS





Total Sales (in units) = 26,99,43,182

Total Revenue (in \$) = 12,01,66,650

Total Operating Profit (in \$) = 8,96,09,407

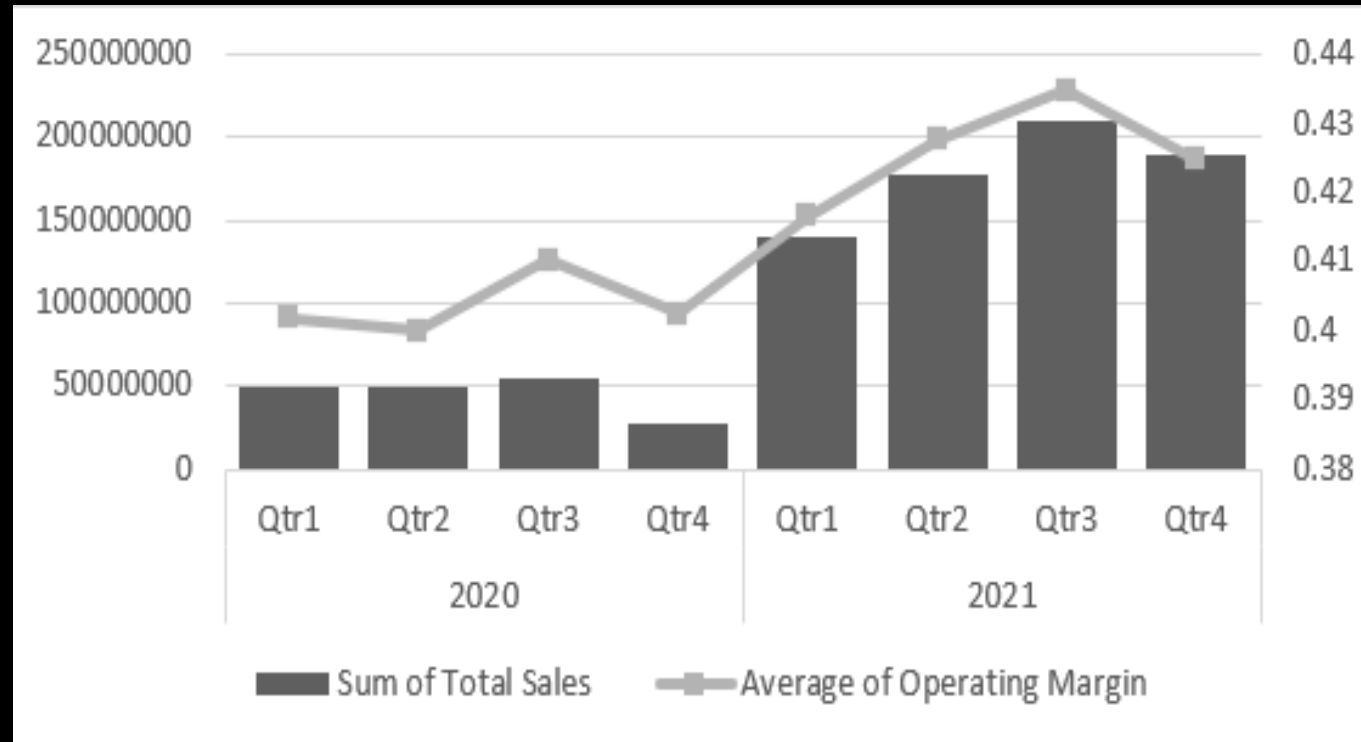
Total Operating Expenses = 3,05,57,243

Total Operating Profits account for 74.5% in Total Revenue



● What are the trends in total sales and average operating margin over the past two years?

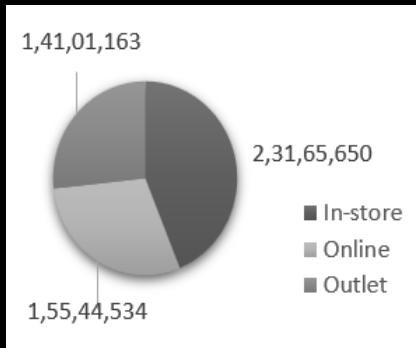
- Total Sales and Average Operating Margin showed a notable increase in 2021.
- Over the two-year period, a clear pattern emerged: sales consistently rose during the 3rd quarter but experienced a decline in the 4th quarter.



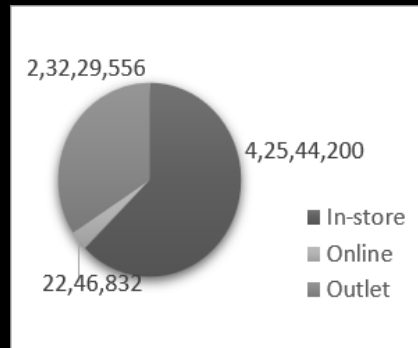
● What are the trends in regional contributions to sales across different sales methods?

- The Midwest and West regions exhibit a similar contribution of sales methods to operating profit.
- The Northeast region shows a strong preference for in-store purchases, with minimal engagement in online shopping.
- In the South and Southeast regions, customers demonstrate a balanced trend, with significant purchases made both in outlets and online.

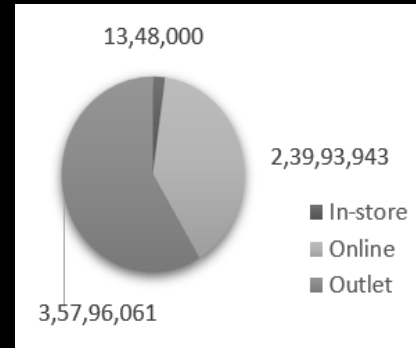
Midwest



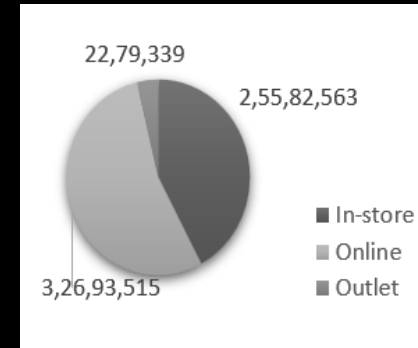
Northeast



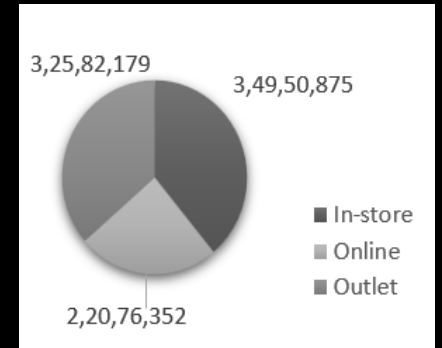
South



Southeast



West

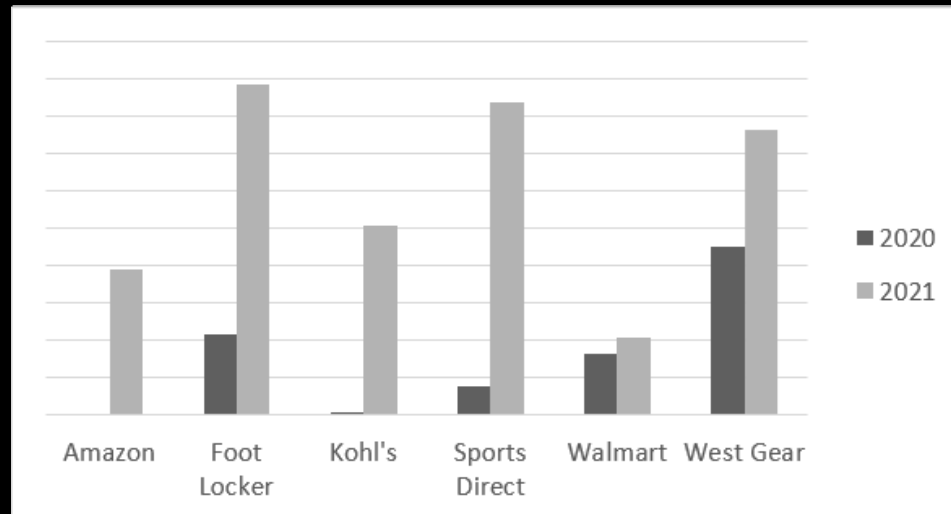


● Who are the top retailers, region wise?

Retailers -

- In the Northeast region, Amazon, Foot Locker, and West Gear stand out as the leading retailers.
- Sports Direct and West Gear dominate in the South region.
- In the Southeast region, Foot Locker and Sports Direct contribute significantly to sales.
- Foot Locker ranks as the top contributor overall.
- The West region sees West Gear and Kohl's leading in sales performance.

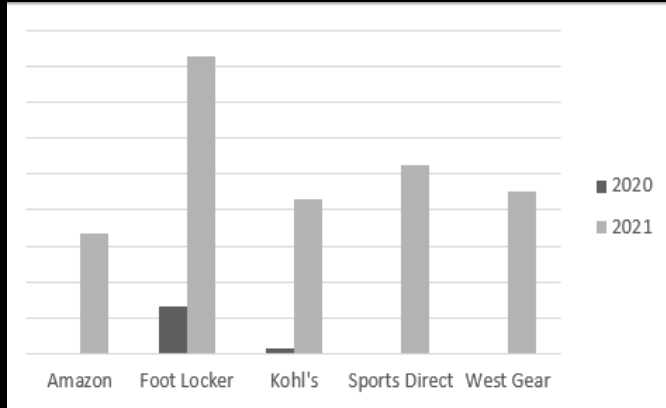
Overall, Foot Locker, Sports Direct, and West Gear are the top contributors to sales, outperforming other retailers



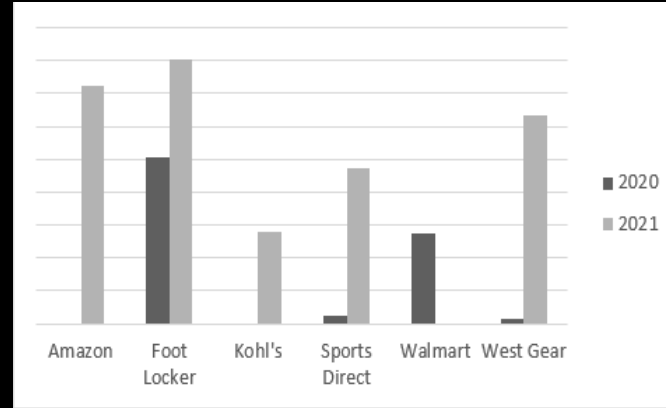


Who are the top retailers, region wise?

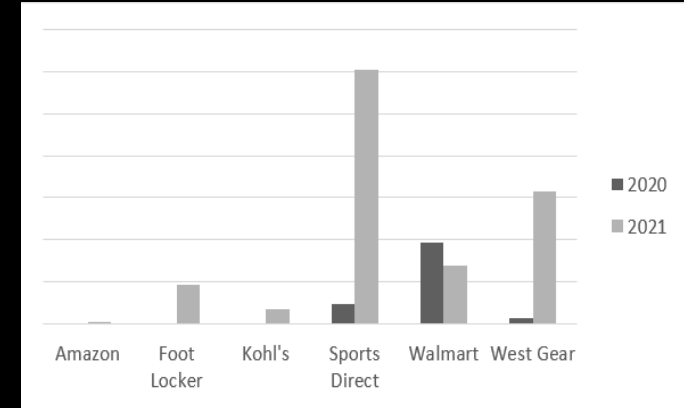
Midwest



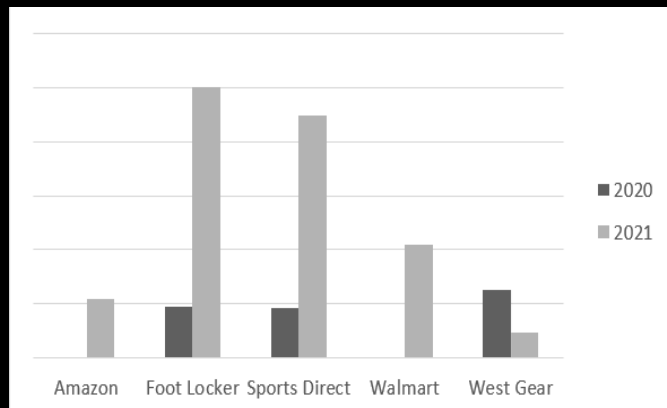
Northeast



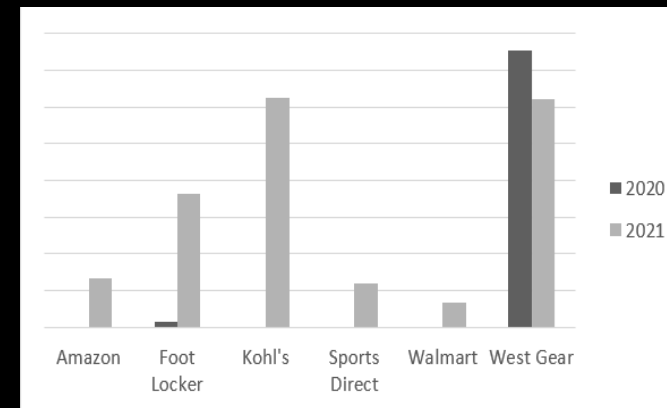
South



Southeast

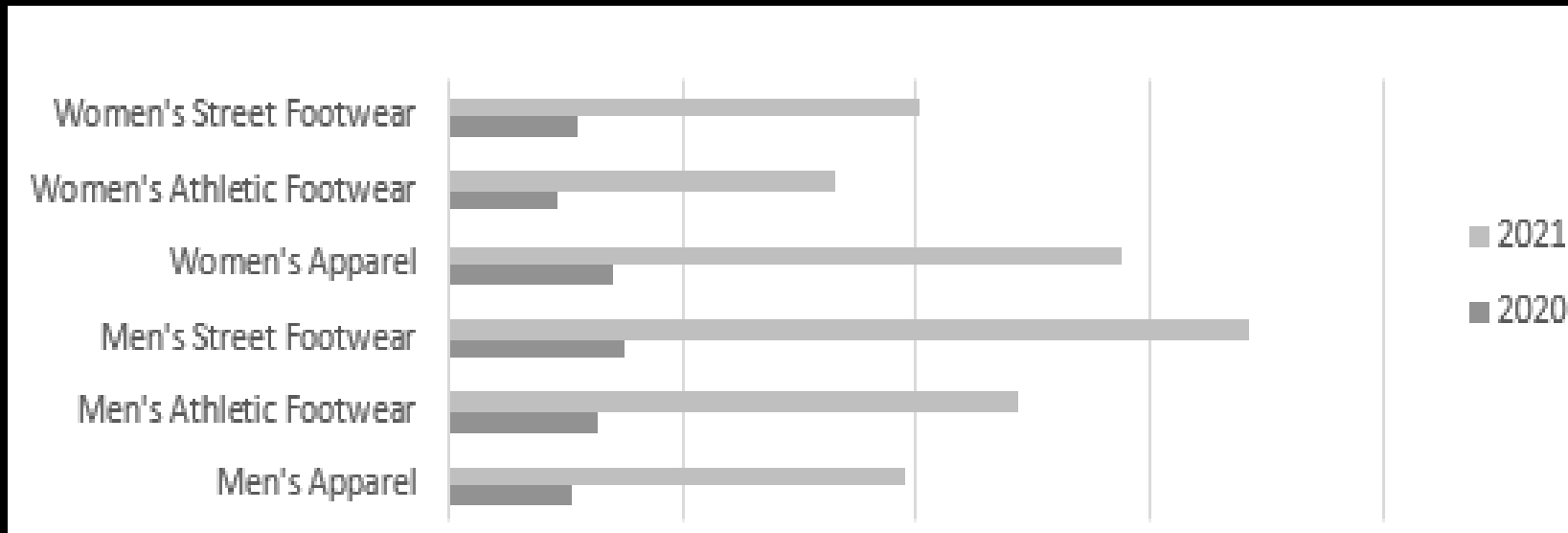


West



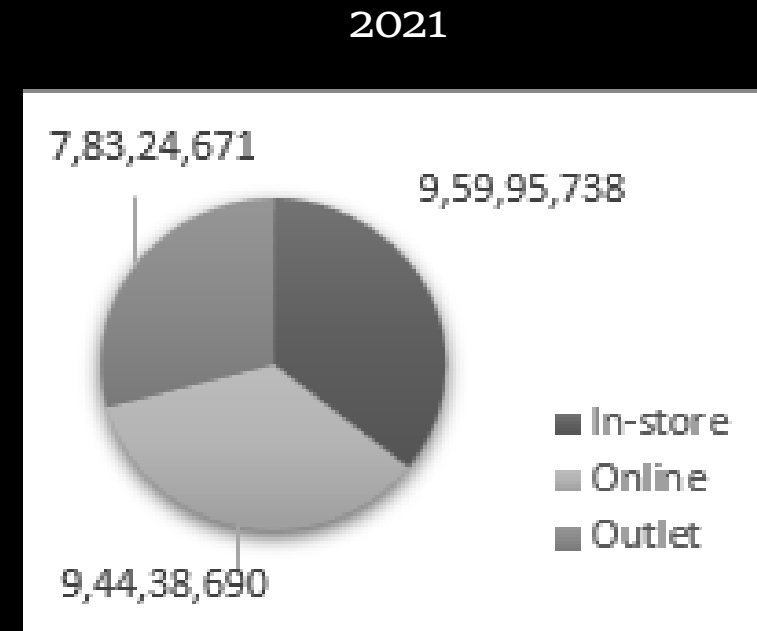
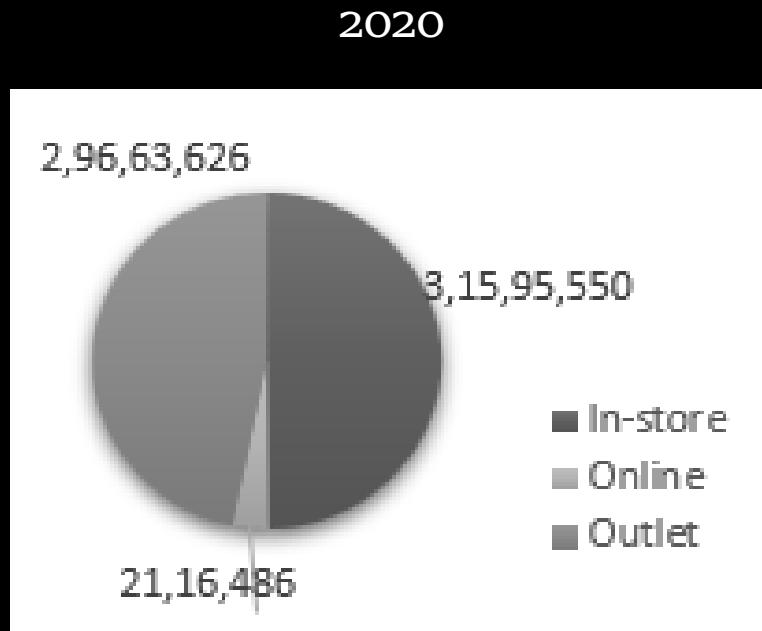
● Which top-performing products are driving sales?

Men's street footwear, women's apparel, and men's athletic footwear are the key contributors to overall sales.



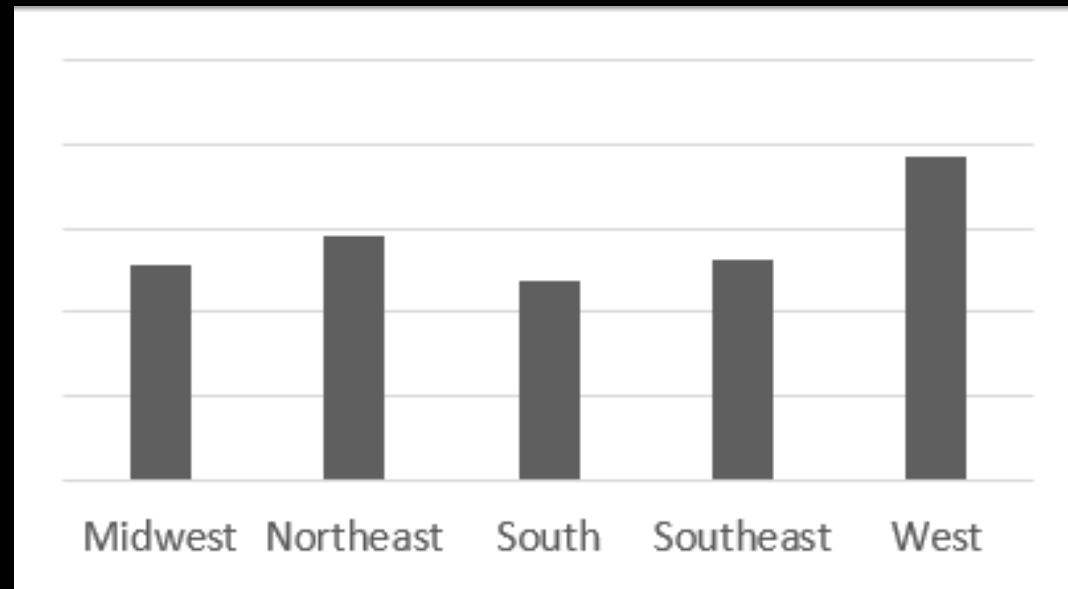
● Which sales method has contributed the most towards operating profit?

Sales through the online channel have shown a significant increase compared to 2020 and there is a decrease in sales through in-store and outlet methods



● Which is the top region to contribute towards sales?

The West region has demonstrated strong performance, making significant contributions to both sales and operating profit, as compared to other regions.





RECOMMENDATIONS



● Based on the findings, I would recommend to –

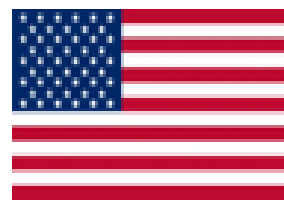
- 1.Focus on expanding online stores, which account for a larger share of sales, and reduce in-store locations to lower costs and enhance the online presence.
- 2.Address low sales in women's street footwear, athletic footwear, and men's athletic footwear by improving designs, optimizing pricing, and enhancing product appeal.
- 3.Implement targeted marketing strategies in Q4 to counter consistent sales declines over the past two years and drive growth.
- 4.Strengthen retailer relationships and introduce incentives to encourage higher sales, boosting overall performance.





Adidas US Sales Dashboard

(figures in USD)



Region



Midwest

Northeast

South

Southeast

West

Product



Men's Apparel

Men's Athletic Footwear

Men's Street Footwear

Women's Apparel

Women's Athletic Footw...

Women's Street Footwear

Years



2020

2021

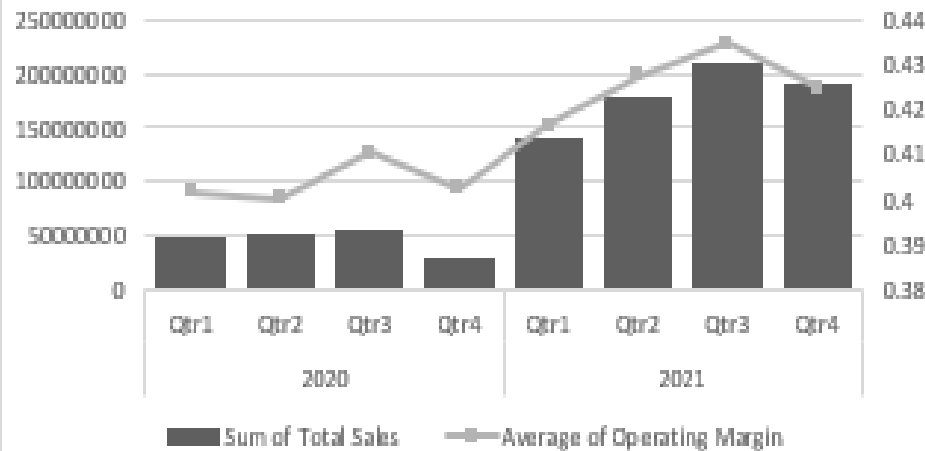
Total Sales
89,99,02,125

Units Sold
24,78,861

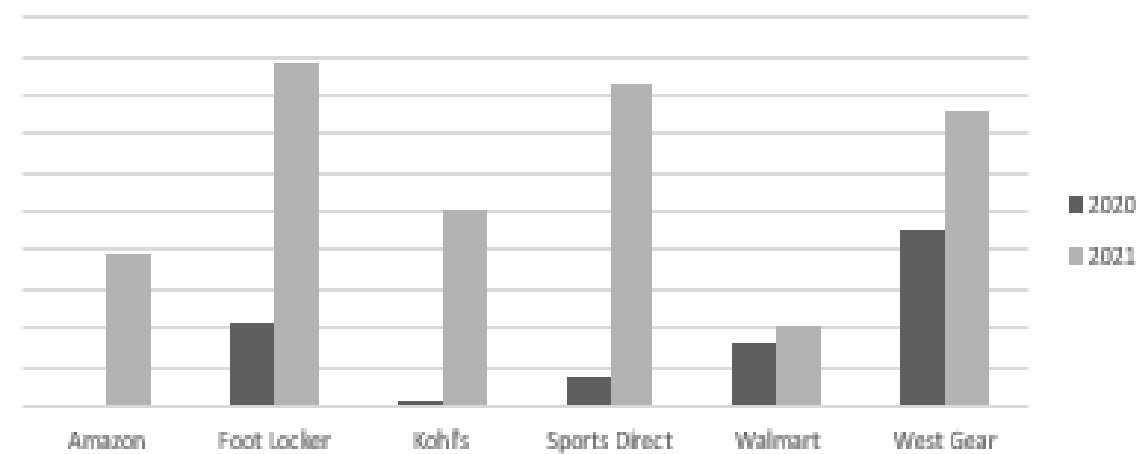
Total Revenue
12,01,66,650

Total Operating Profit
33,21,34,761

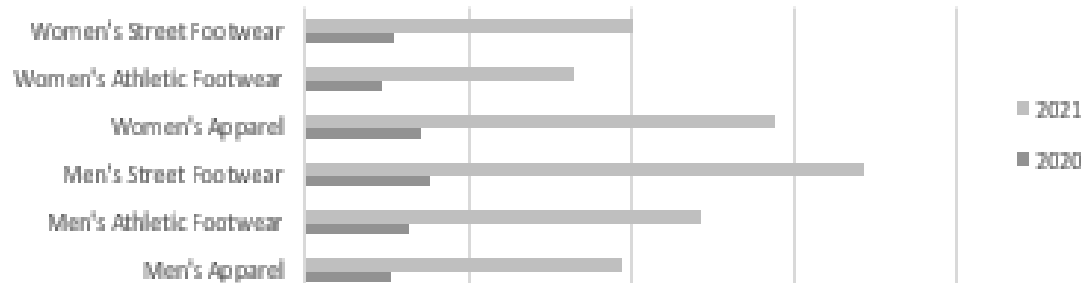
Sales & Avg Operating Profit



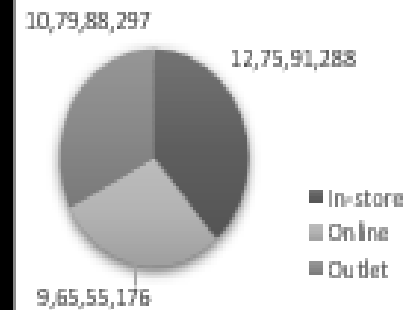
Sales By Retailers



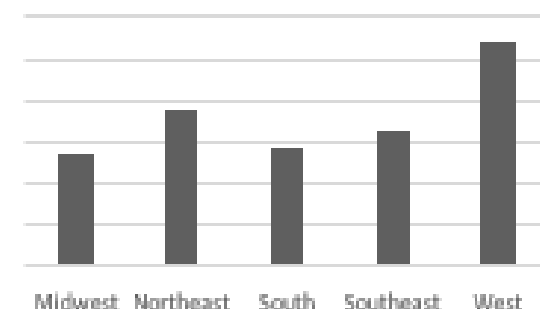
Sales By Category



Operating Profit



Sales By Region





THANK YOU

