Adidas Sales Analysis

Performance Analysis

1. **What is the total revenue generated by each product category (e.g., Men's Street Footwear, Women's Apparel)?**

   o   Insight: Identify top-performing product categories and focus on marketing or restocking them.

2. **Which sales method (In-store vs. Outlet) generates the highest revenue across all products?**

   o   Insight: Allocate resources to the most profitable sales channels.

3. **What is the average operating margin across all product categories?**

   o   Insight: Pinpoint categories with low margins and explore cost-reduction strategies.

Regional and Temporal Trends

4. **How does the total revenue change across different weeks or months?**

   o   Insight: Identify seasonal trends or periods of high demand.

5. **Which region contributes the most to the total sales, and does it align with the highest profitability?**

   o   Insight: Evaluate regional strategies to maximize profitability.

6. **Are there specific dates or weeks when certain products experienced a significant spike or drop in sales?**

   o   Insight: Investigate external factors, promotions, or events influencing these trends.

Profitability Insights

7. **Which product category has the highest operating profit across both sales methods?**

   o   Insight: Prioritize high-profit items in marketing and distribution.

8. **What is the average profit margin for products sold via In-store vs. Outlet methods?**

   o   Insight: Assess the efficiency and profitability of each channel.

9. **Which product had the lowest operating margin, and how can this be improved?**

   o   Insight: Optimize pricing, reduce costs, or discontinue low-margin products.

Product-Specific Analysis

10. **What is the total revenue generated from each product in the Men's Footwear category?**

    o   Insight: Determine which specific items drive success in this category.

11. **How does the performance of Women's Athletic Footwear compare to Women's Street Footwear in terms of sales and profit?**

    o   Insight: Adjust marketing and inventory allocation between these products.

12. **What is the average units sold per day for each product category?**

    o   Insight: Predict inventory needs and avoid stockouts or overstock.