Project Proposal

Executive Summary

My topic revolves around the sales of Adidas products in the United States from 2020 to 2021. Being someone who is interested in fashion, I find it intriguing to delve into the regional preference for products categories across the U.S. Additionally, I am keen to connect these findings with business insights. In this project, my primary objective is to provide a comprehensive overview of Adidas product performance throughout the U.S., with a focus on individual product categories and different years, thereby creating holistic understanding of the brand's performance

Why?

Identify trend of sales of Adidas products within US from 2020 to 2021. Questions to be answered through this project are:

- How are Sales Distributed Geographically? Are there regions with Significant growth or decline
- Are there any regional differences in product preferences.
- Which Adidas products or product categories are the top sellers?
- Are there any underperforming products that we need to address?
- How does 2021 revenue compare to the same period last year?
- Are there any noticeable trend or patterns in sales data?

Who?

What?
Adidas US Sales Dataset from data.world (https://data.world/stellabigail/adidas-us-sales-datasets) . Product section is a form that was not in an ideal form to use in Tableau so that basic cleaning was done (text splitting) was done in excel. In terms of freshness of data, the data is from 2020 so that it is not very fresh. However, considering that there was COVID, it could give some insights about sails during covid times.

How?

I will be crafting a narrative using Tableau to provide a comprehensive overview of the sales trend of Adidas products in the United States. To visualize the variations in performance across different regions within the U.S., I will employ a map with bubble chart overlay. Additionally, I will employ interactive actions to present summary of sales performance metrics for each geographical area in the U.S., encompassing metrics like operating profit, operating costs, and the number of units sold.

To spotlight the performance of performance individual product categories, I will create bar charts that vividly illustrate the disparities in profitability and the number of units sold across these categories.

To further enhance the analysis, I will utilize line charts to scrutinize and portray quarterly and monthly sales trends. Lastly, I will employ bar charts to highlight the distinctions in performance between the year 2020 and 2021, offering a comprehensive visual narrative of Adidas product sales in the U.S.

Challenges

A potential challenge lies in presenting all this information in the story in a way that minimize clutter and ensures ease of comprehension for the target audience. Additionally, organizing each dashboard within the narrative to facilitate a seamless flow for the audience may pose another challenge.

Persona Document

Name: Gerrard Richardson

Age: 48

Gender: Male

Role: VP of Sales

Organization: Adidas US

Goals:
- To get the summary of performance of sales from 2020 to 2021 to make better business decisions in the future.
- Prefer data-driven decisions.
- Managing inventory based on performance of each category in each region.

Challenges and Needs

End of the year of 2021, Gerrard is preparing to strategize for the upcoming year using sales data from United States. His focus is on optimizing inventory management by considering both profitability and sales volume. Additionally, he aims to identify the most profitable product category to propose increase investment in product development in senior management.

Context:

Giving short presentation to number of sales managers and VP of Sales. People will be looking at big screen for the presentation.