

Adidas Sales

ABOUT

Data Cleaning

Design

Summary





Data

About

Adidas is a multinational corporation specializing in sportswear, footwear, and accessories. It is one of the world's largest sportswear manufacturers and operates globally. The company consistently reports significant annual sales, driven by its iconic brand, innovative product offerings, strategic marketing initiatives, and strong retail presence. Adidas competes with other major sportswear brands like Nike and Puma in a highly competitive market. For the most current and specific sales data, please refer to the latest financial reports from Adidas.

Dataset

1

Retailer

This field contains the name or identifier of the retailer involved in the transactions.

2

Invoice Date

The date on which the invoice or sales transaction occurred, indicating when the products were sold.

3

City

The city where the retailer is located or where the transaction took place.

4

Product

The name or type of product being sold during the transaction.

5

Price per Unit

The cost of one unit of the product being sold, providing insight into the pricing strategy.

6

Sales Method

The method or channel through which the sale was made, such as in-store, online, via phone, etc.

Dataset

7

Operating Profit

The profit generated from the sales transaction after deducting the cost of goods sold and operating expenses.

8

Operating Margin

The percentage of operating profit relative to total sales, often used to assess operational efficiency and profitability.

9

Total Sales

The overall sales amount generated from the transaction, calculated by multiplying the price per unit by the units sold.

9

Units Sold

The quantity of units of the product that were sold during the transaction.

5

Region

The broader geographical area or zone where the retail transaction took place.

6

State

The specific state or province within the region where the transaction occurred.



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Removing Empty Values

Eliminate rows or columns with missing or empty values to ensure data integrity and accuracy.

Setting First Row as Header

Designate the first row as the header to clearly label and organize the data, enhancing readability and analysis.

DateTime** Cleaning**

Consistent datetime formatting is vital for accurate analysis. Cleaning and standardizing datetime data using DAX functions ensure uniformity, enabling seamless historical trend analysis and precise time-based comparisons.

DAX Measures

DAX (Data Analysis Expressions) empowers us to compute critical metrics, such as 'Total Cost' and 'Product Cost', by formulating dynamic calculations based on existing data. These measures facilitate thorough analysis, enabling valuable insights into financial aspects like profitability and production costs.

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DESIGN



LET'S MAKE IT GOOD FOR LOOK !



Font

Colors

First Look

I use the Adidas color

#e8e370

#ffffff

#040404

#0864f4



DESIGN



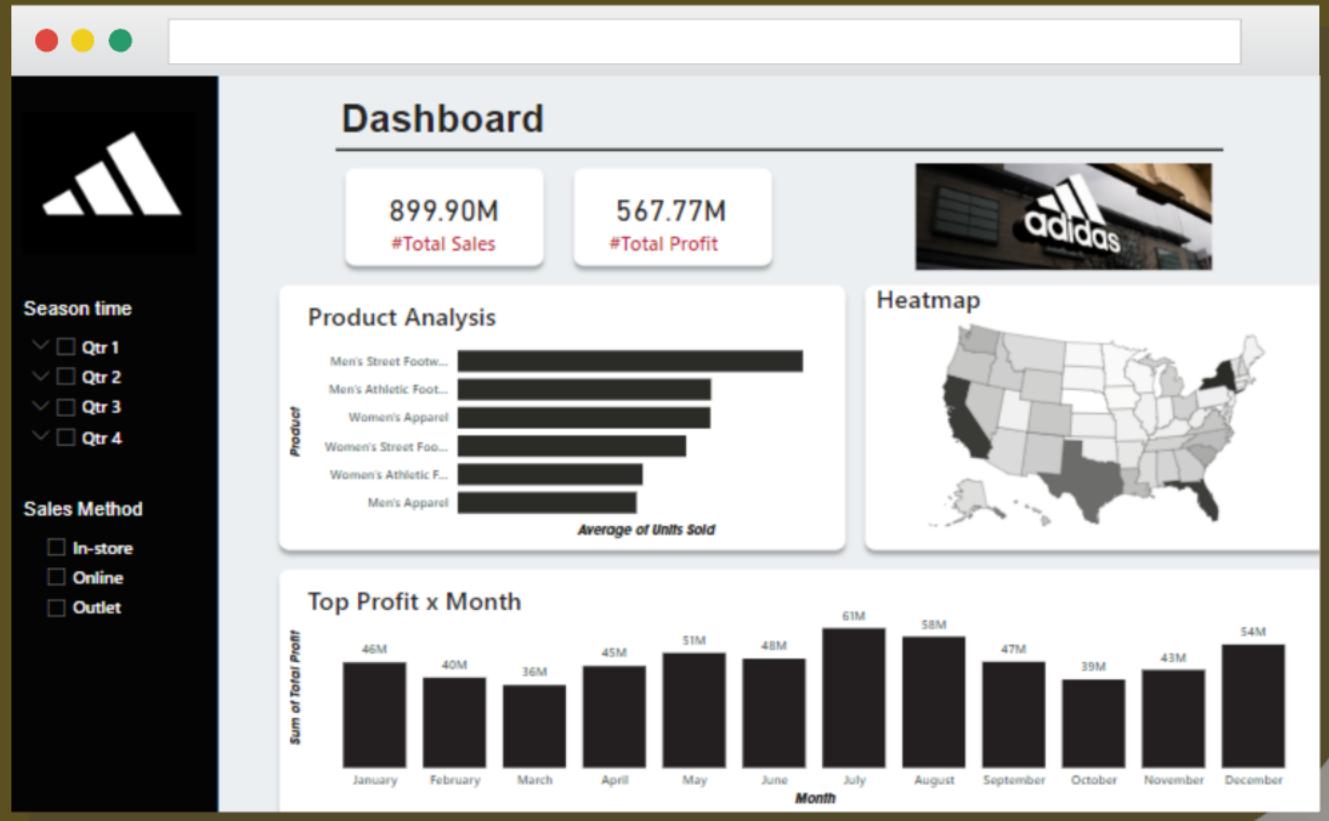
LET'S MAKE IT GOOD FOR LOOK !



Font

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DESIGN



LET'S MAKE IT GOOD FOR LOOK !

Font

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i use a Adidas font to make
it more attractive

texgyreadventor-bold.otf



DESIGN



LET'S MAKE IT GOOD FOR LOOK !



Font

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The Result



Ideas

Most Sold Product: Meen's Street Footwear

The product "Meen's Street Footwear" had the highest sales quantity, indicating its popularity among customers.

State with the Highest Sales: New York

The state of New York recorded the highest sales, suggesting a strong market presence and consumer demand in that region.

The Result



Ideas

Most Sold Product: Meen's Street Footwear

The product "Meen's Street Footwear" had the highest sales quantity, indicating its popularity among customers.

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- 
- Popular Product "Meen's Street Footwear":
 - Capitalize on the popularity of "Meen's Street Footwear" by promoting it prominently, offering discounts or bundles, and leveraging marketing campaigns to drive higher sales.
 - Leverage New York Sales Trend:

The Result



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