Adidas Sales Analysis

Objectives:

-Retailer performance comparison

Creation of market share between retailers over regions (lets you see who dominates the market and where opportunities are.)

-Time Series analysis + Forecasting -> for regions and retailers (a predictive angle, very valuable for decision-making.)

-Product performance analysis (Operating margin, operating profit, total sales) (shows what drives revenue vs what drives profitability.)

-Analyzing different sales methods (instore, outlet, online)

KPIS:

-Total Sales

-Total operating profit

-Average weighted margin (TOTAL OPERATING PROFIT/TOTAL SALES)

-Average units sold

KPIS we may discover while digging deeper into the data

- **Market Share %** (per retailer, per region) → complements sales insights.

- **Sales per Channel (Online, In-store, Outlet)** → evaluates channel effectiveness.

Here are some of the key insights I discovered:  
🔹 Total Sales: $120.2M — with Men’s Street Footwear leading at $27.7M.  
🔹 Units Sold: 2M in total.  
🔹 Operating Profit: $47.7M.  
🔹 Top Retailer: West Gear with 26.97% market share, outperforming competitors.  
🔹 Top Region: The West with $36.4M in sales.  
🔹 A strong sales & profit surge between 2020–2021 → Sales jumped from $24.2M to $95.5M, and profits from $9M to $38.2M.  
🔹 Best Month: August recorded the highest sales peak.