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Data Analytics & Visualization Using Tableau for Adidas Sales from Year 2015-2022

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ABSTRACT: Adidas, a global leader in the sporting goods industry, has established itself as a prominent brand known for innovation, performance, and style. Founded in 1949 in Germany by Adolf Dassler, Adidas has grown from a small footwear company to a multinational corporation offering a diverse range of sports apparel, footwear, and accessories. Over the decades, Adidas has consistently leveraged cutting-edge technology and collaborations with athletes and celebrities to maintain its competitive edge. The company's strategic focus on sustainability and social responsibility underscores its commitment to environmental stewardship and ethical business practices. Adidas continues to influence both athletic performance and streetwear fashion, making significant strides in the global market with a strong presence across continents.

KEYWORDS: Adidas AG, Sports apparel, Footwear industry, Innovation, Performance

I. INTRODUCTION: Adidas Sales

Adidas AG, a global powerhouse in the sports apparel and footwear industry, has consistently demonstrated robust sales performance, reflecting its strong brand equity and strategic market positioning. Founded in Germany in 1949 by Adolf Dassler, Adidas has evolved into one of the world's largest sportswear manufacturers, competing closely with Nike and other major brands.

Adidas's sales figures illustrate its impressive market reach and consumer appeal across various regions and product categories. The company's revenue growth is driven by its diverse product portfolio, which includes athletic footwear, apparel for various sports, and accessories. In recent years, Adidas has capitalized on trends in athleisure and sustainability, catering to a broad demographic from professional athletes to fashion-conscious consumers.

This introduction aims to provide an overview of Adidas's sales performance, highlighting key factors contributing to its financial success, market strategies, and the evolving dynamics within the global sportswear industry.

Outputs:

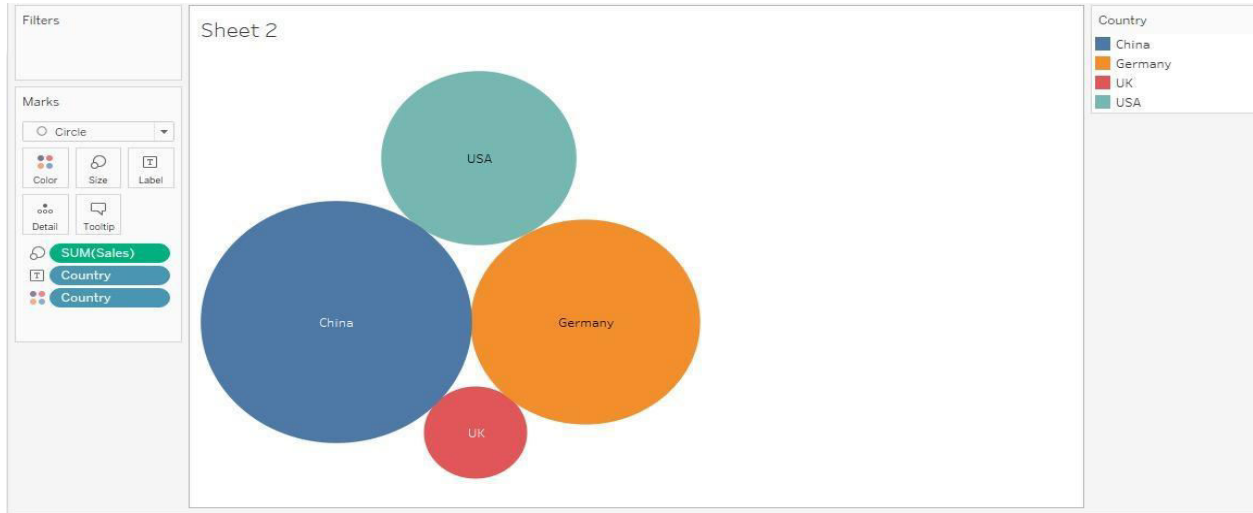


Figure [1]

The bubble chart presented visualizes the sales distribution across four countries: China, Germany, the USA, and the UK. Each bubble's size reflects the total sales volume for the respective country.

Key observations from the chart include:

1. **China:** Represented by the largest bubble, China has the highest sales among the four countries. This indicates a strong market presence and significant consumer base in China.
2. **USA:** The second-largest bubble indicates that the USA also has a substantial sales volume, reflecting its importance as a key market for the product.
3. **Germany:** With a moderately large bubble, Germany shows considerable sales, making it another crucial market.
4. **UK:** The smallest bubble represents the UK, indicating lower sales compared to the other three countries.

These insights suggest that China and the USA are the leading markets, with Germany also contributing significantly to overall sales. The UK, while still important, shows the lowest sales volume among the analyzed countries. These findings can inform strategic decisions, such as

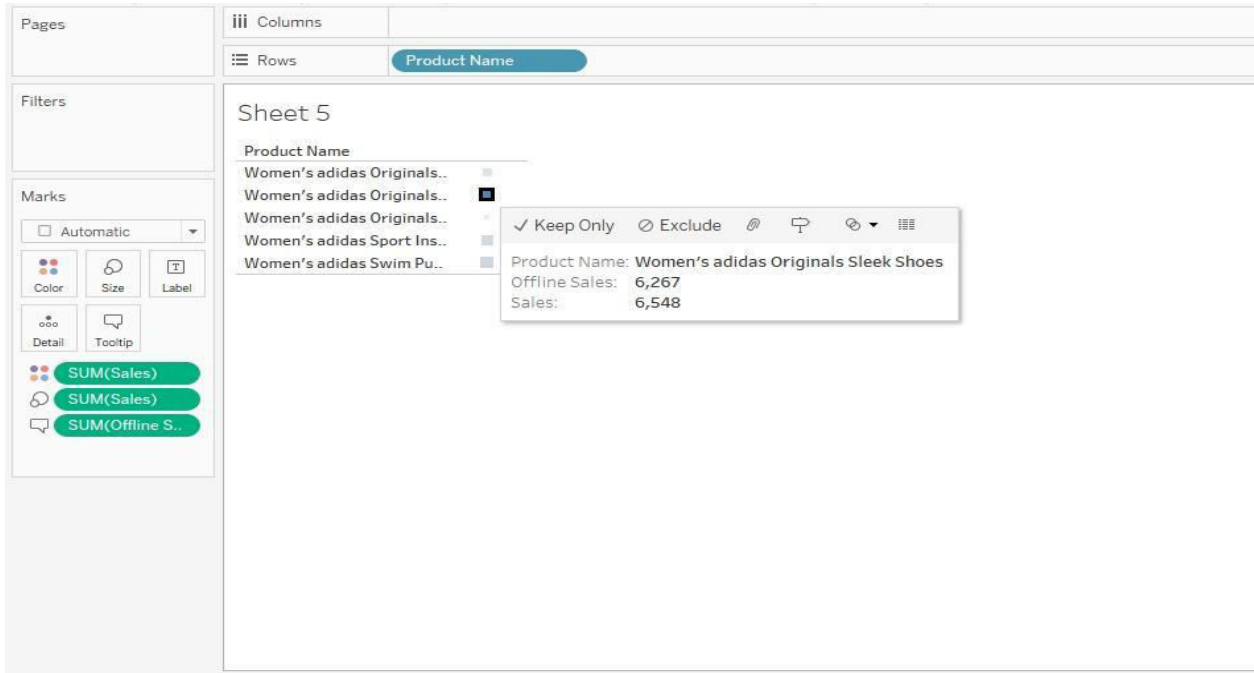


Figure [2]

From the image, we can observe the following data regarding "Women's adidas Originals Sleek Shoes":

- Offline Sales: 6,267
- Sales: 6,548

For the product "Women's adidas Originals Sleek Shoes":

- The total number of offline sales is 6,267.
- The total number of sales (including online and offline) is 6,548.

This indicates that the majority of the sales for this product are offline, with only a small portion of the sales potentially being online.

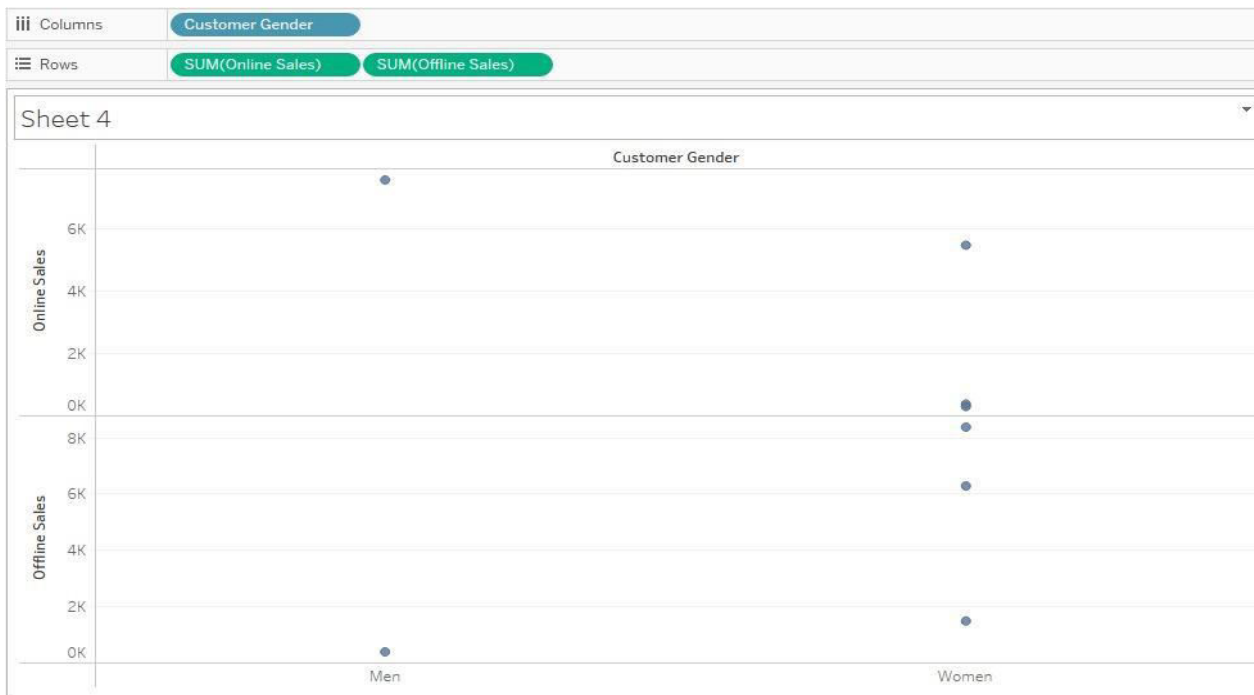


Figure [3]

The scatter plot visualizes online and offline sales segmented by customer gender.

- **Men:**
 - Online Sales: Around 6,000
 - Offline Sales: Around 8,000
- **Women:**
 - Online Sales: One data point around 4,000, another just above 6,000
 - Offline Sales: Multiple points, with two close to 6,000 and one significantly lower

This suggests that:

- Men have a higher offline sales volume compared to their online sales.
- Women have a more varied range in offline sales and a substantial online sales presence, particularly with a high data point around 6,000.

Overall, both genders exhibit substantial offline sales, with women's online sales showing more variability.

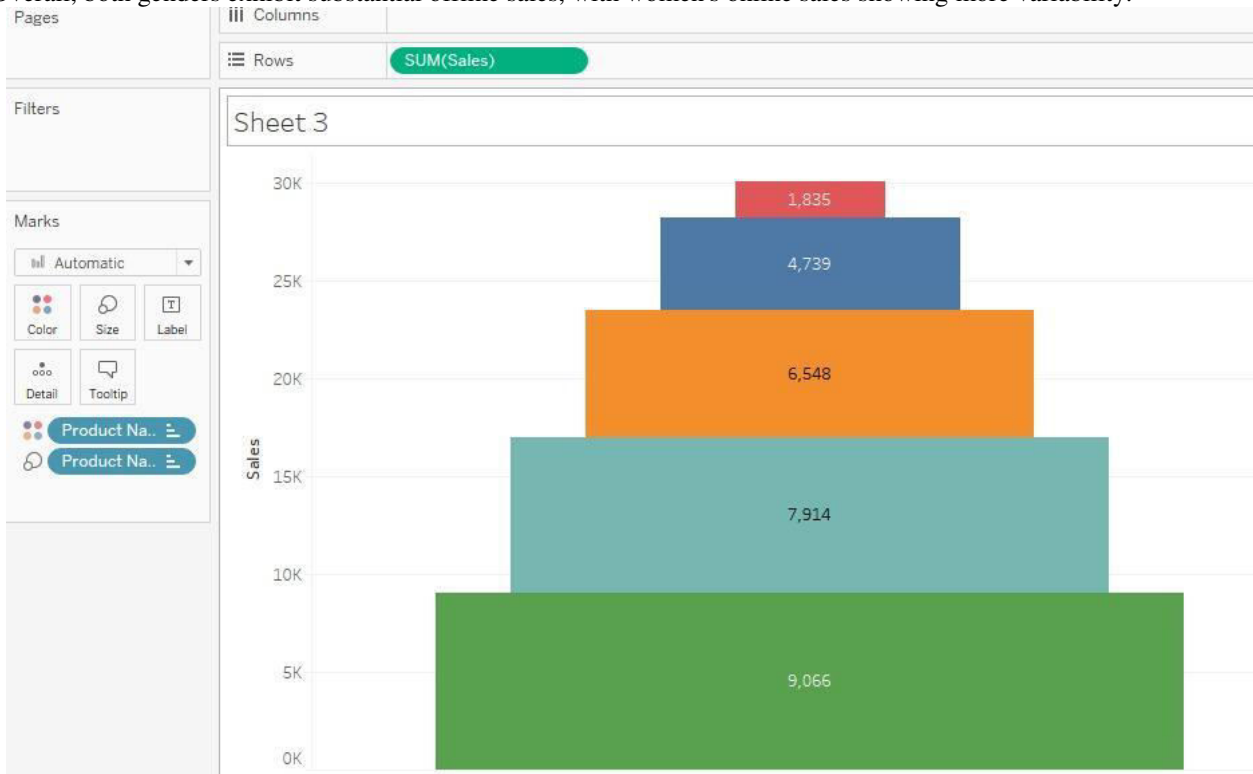


Figure [4]

The funnel chart visualizes the sales of different products. Here's the breakdown:

1. **Product with Sales 1,835** (Red bar)
 - This product has the lowest sales among the displayed products.
 2. **Product with Sales 4,739** (Blue bar)
 - This product has the second-lowest sales.
 3. **Product with Sales 6,548** (Orange bar)
 - This product has moderate sales.
 4. **Product with Sales 7,914** (Teal bar)
 - This product has the second-highest sales.
 5. **Product with Sales 9,066** (Green bar)
 - This product has the highest sales.
- The sales range from 1,835 to 9,066.
 - The product with the highest sales (9,066) significantly outperforms the others.
 - There is a gradual increase in sales from the lowest (1,835) to the highest (9,066), with each subsequent product having higher sales than the previous one.

This indicates a diverse performance among the products, with one product clearly leading in sales while another lags behind.

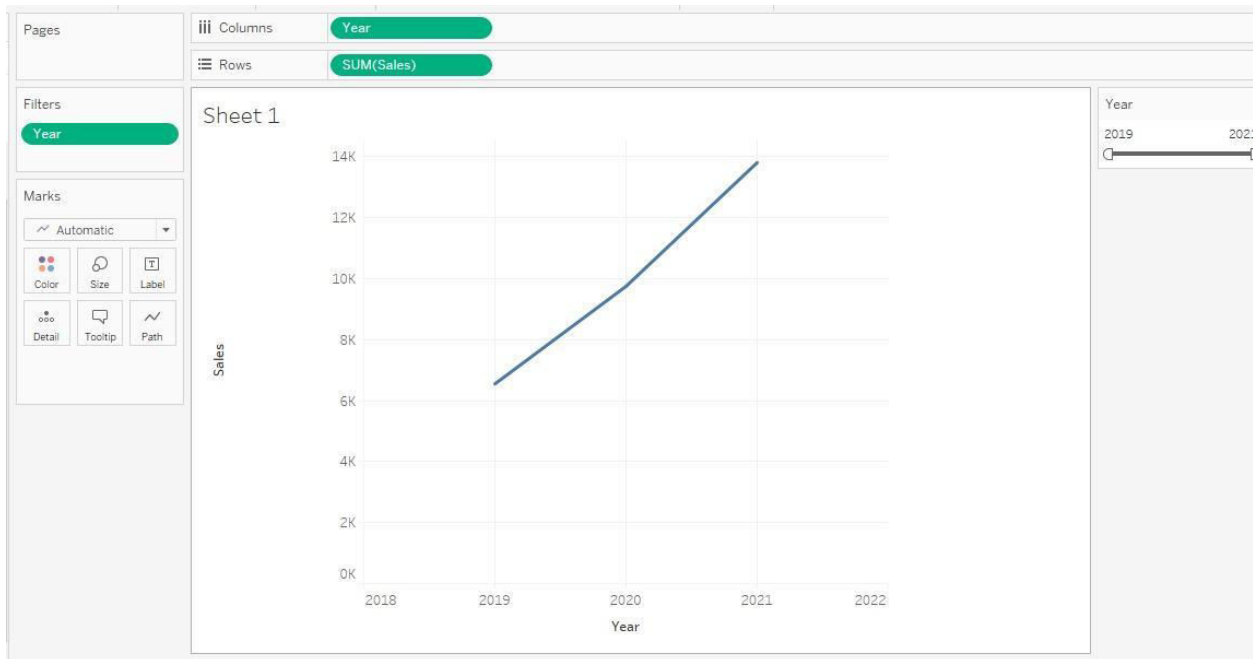


Figure [5]

The line chart you provided shows the sales data over the years from 2018 to 2021. Here are some conclusions based on the chart:

Consistent Growth: The sales have been consistently increasing each year from 2018 to 2021.

Growth Rate: The growth rate appears to be steady, with sales increasing by a similar amount each year.

Sales Figures: The sales started below 8,000 units in 2018 and have risen to around 14,000 units by 2021.

These conclusions suggest that the business or product being tracked has been performing well, with a steady increase in sales year over year.

II. CONCLUSION

Adidas AG has demonstrated consistent and significant growth in its sales performance from 2015 to 2022, solidifying its position as a leading global player in the sportswear industry. The company's strategic initiatives, such as digital transformation, expansion in emerging markets, and a strong focus on sustainability, have played pivotal roles in driving revenue growth and enhancing brand value.

Key factors contributing to Adidas's success include its ability to innovate in product design and materials, strategic partnerships with high-profile athletes and celebrities, and effective marketing campaigns that resonate with a diverse consumer base. The shift towards direct-to-consumer sales channels, particularly through e-commerce, has further strengthened Adidas's market presence and responsiveness to changing consumer preferences.

Despite facing challenges such as competitive pressures, economic uncertainties, and the impacts of the COVID-19 pandemic, Adidas has shown resilience and adaptability. The company's commitment to sustainability and social responsibility has not only bolstered its brand image but also aligned it with the growing consumer demand for ethical and environmentally friendly products.

Looking forward, Adidas is well-positioned to continue its growth trajectory by leveraging advancements in technology, deepening its engagement with consumers, and maintaining its focus on innovation and sustainability. The insights gained from analyzing Adidas's sales data from 2015 to 2022 provide valuable lessons for the company's future strategies and underscore the importance of agility and strategic foresight in navigating the dynamic landscape of the global sportswear market.

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