Project Proposal

NIKE Digital Marketing

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Abhishek Gargha
Maheshwarappa
Shubham Sharma
Sonali Vinodkumar Singh

Overview

Nike is a multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. Nike was the most valuable global apparel brand, with a brand value of 28 billion U.S. dollars. Nike also held the largest with a market share of 2.8 percent. With such a market power Nike produces a ton of market data and they want to analyze their marketing data and come up with data-driven analytical solutions to optimize their marketing plans.

Objectives

- ✓ Identifying the trends in the revenue and possible explanation for it

- ✓ Finding customer lifetime value and the churn rate.

- ✓ Proposing methods for conversion and retention of the customers.

- ✓ Building the recommender system for a better experience of the customers and improve sales.

- ✓ Conducting A/B testing of the user Interface and determine which variation performs better for a given conversion goal.

- ✓ Building Dashboard and indicators for the marketers and company heads to understand patterns of sales and ways to target the customers and analyze the sales.

Dataset

We are going to acquire datasets from multiple source points.

✓ **Data from StockX Data Contest**

https://stockx.com/news/the-2019-data-contest/

✓ **Nike - Manufacturing disclosure**

https://public.opendatasoft.com/explore/dataset/nike-manufacturing-disclosure/table/

Technologies used

Visualization

Power BI

Cloud Platform

aws

Data storage

S3

Data storage

Amazon Redshift

Container

docker

Backend

Flask

Frontend

WordPress

Other consideration

kubernetes

Architecture

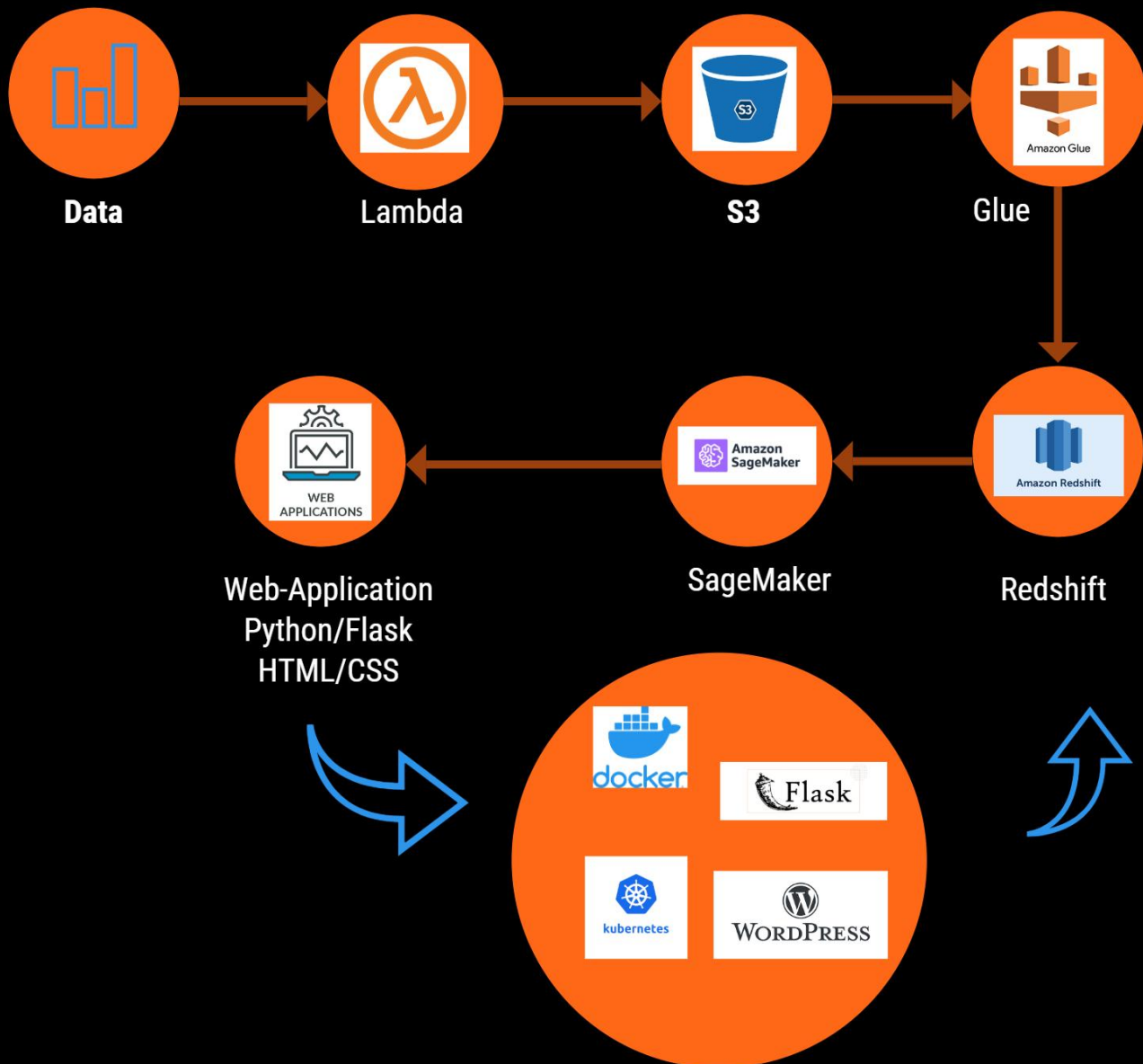Data   Lambda   S3   Glue

Web-Application
Python/Flask
HTML/CSS   SageMaker   Redshift

JUST DO IT.

PROJECTED TIME FRAME

Phase 1   04 April - 10 April

- Data Preprocessing and Exploratory data analysis
- Identifying if there is a need for any extra data

Phase 2   11 April - 17 April

- Applying different ML models to the data
- Building a dashboard for seeing marketing insights

Phase 3   18 April - 22 April

- Building a user interface for the customers
- Deploying everything on the cloud

EFFORTLESS.

NIKE