BIG DATA ANALYTICS INDUSTRY CASE STUDY

HOW NIKE IS USING BIG DATA TO IMPROVE CUSTOMER EXPERIENCE

Group 16

Big Data Analytics
2022

NOVA IMS
Information Management School

CONTEXT
FROM SHOE DISTRIBUTORS TO MARKET LEADERS

"How can I leave my mark on the world, I thought, unless I get out there first and see it?"

Phil Knight, Shoe Dog

Figure 1 - The NIKE ZoomX VaporFly Next% Blue Ribbon Sports features a base of white allowing the blue Team Royal script that crawls across the silhouette to give nods to moments in NIKE's history. (Source: https://stockx.com/NIKE-zoomx-vaporfly-next-blue-ribbon-sports)

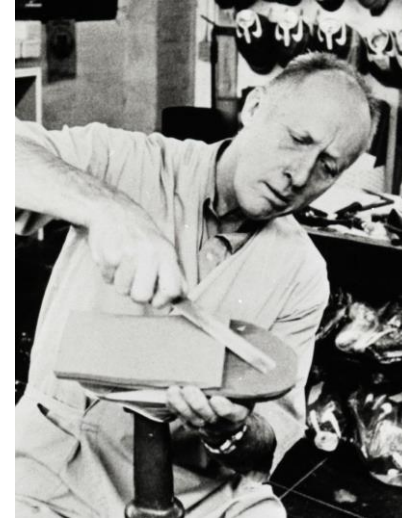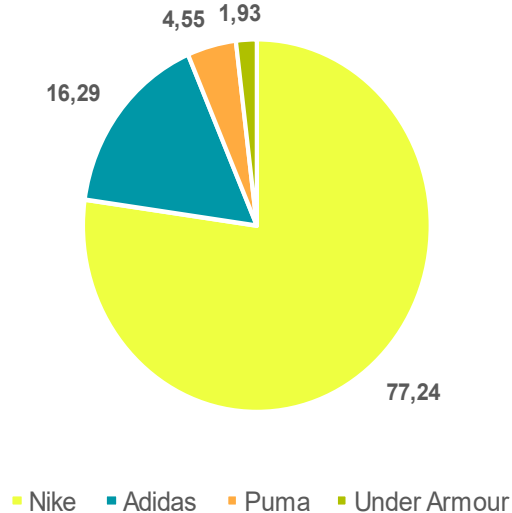**Figure 2** - Phil Knight, in the photograph, studied at the University of Oregon in 1955 and entered to the cross-country time, cached by Bill Bowerman, with who he cofounded NIKE. (Source: https://jobs.NIKE.com/pt/brands)

CONTEXT
FROM SHOE DISTRIBUTORS TO MARKET LEADERS

"Victory is in having done your best. If you've done your best, you've won."

Bill Bowerman

Pie chart values:
- 77,24
- 16,29
- 4,55
- 1,93

Legend: Nike, Adidas, Puma, Under Armour

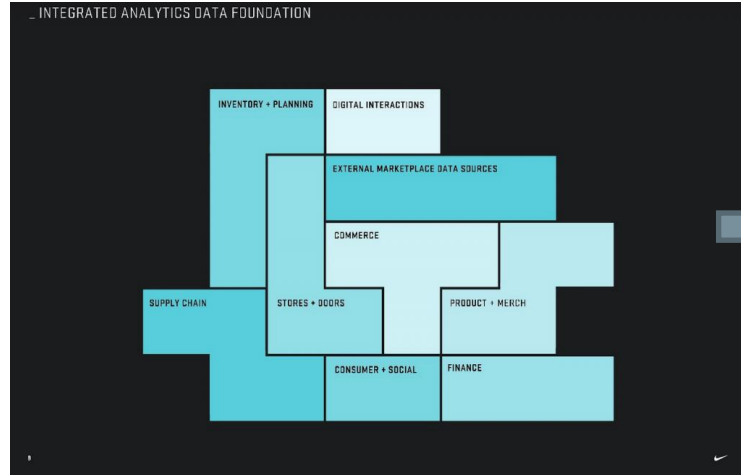NOVA IMS
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CASE-STUDY APPLICATION
WHAT LEAD NIKE TO ENTER THE BIG DATA INDUSTRY?

"Information is the oil of the 21st century, and analytics is the combustion engine"

Peter Sondergaard, Senior Vice President, Gartner

Figure 4 – Nike as a Data-Centric Organization. Behind the scenes, Nike's formidable enterprise analytics framework serves as the bedrock for this data analytics revolution. (Source: https://www.aidataanalytics.network/business-analytics/articles/ai-data-and-predictive-analytics-a-look-into-nikes-formula-for-growth)
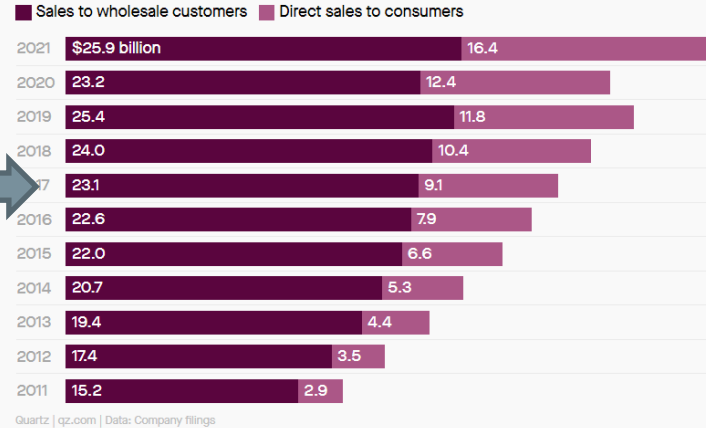
Figure 5 – According to The Wall Street Journal, sales from Nike Direct – which includes the brand's own website, apps and stores – make up a growing share of the comapny's total revenue. (Source: https://qz.com/2025862/nikes-direct-to-consumer-sales-are-taking-off)

CASE-STUDY APPLICATION
WHAT LEAD NIKE TO ENTER THE BIG DATA INDUSTRY?

Nike App

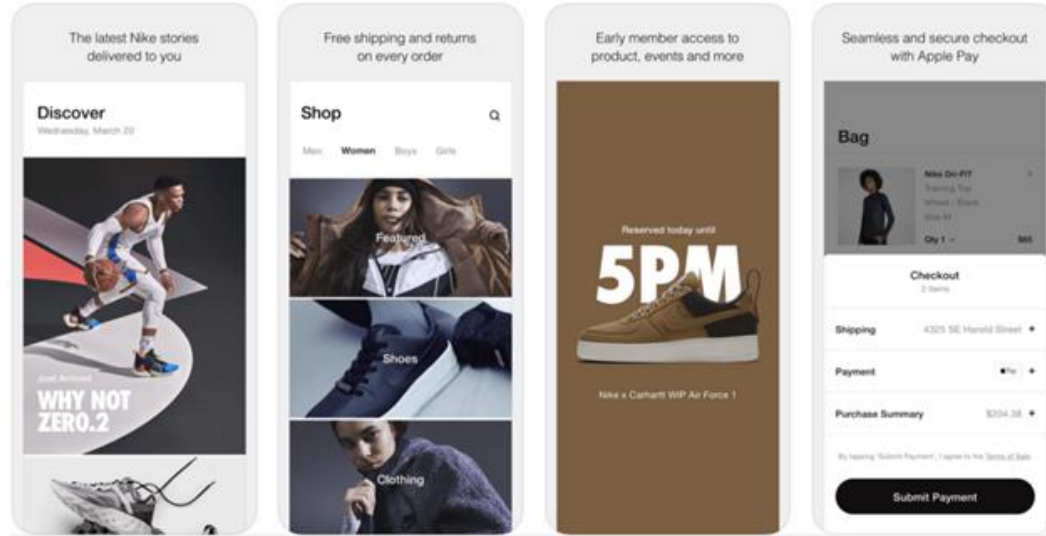Examples of Nike apps that collect data to improve products in the future

Figure 6 – Nike app (Source: https://digital.hbs.edu/platform-digit/submission/nike-its-data-analytics-just-do-it/)

CASE-STUDY APPLICATION
WHAT LEAD NIKE TO ENTER THE BIG DATA INDUSTRY?

Nike Fit

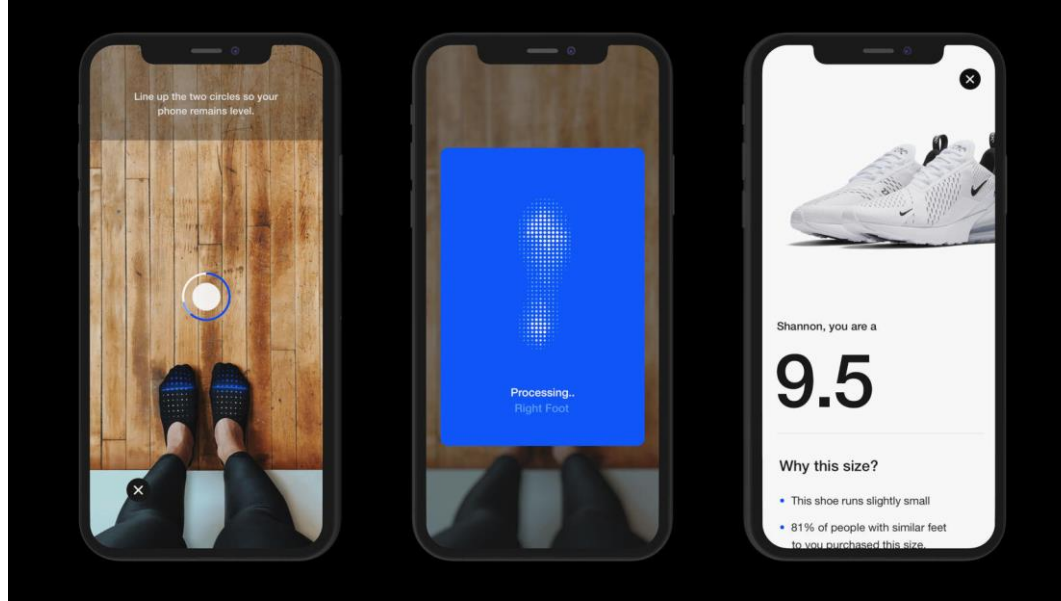Examples of Nike apps that collect data to improve products in the future

CASE-STUDY APPLICATION
WHAT LEAD NIKE TO ENTER THE BIG DATA INDUSTRY?

Nike Run Club App
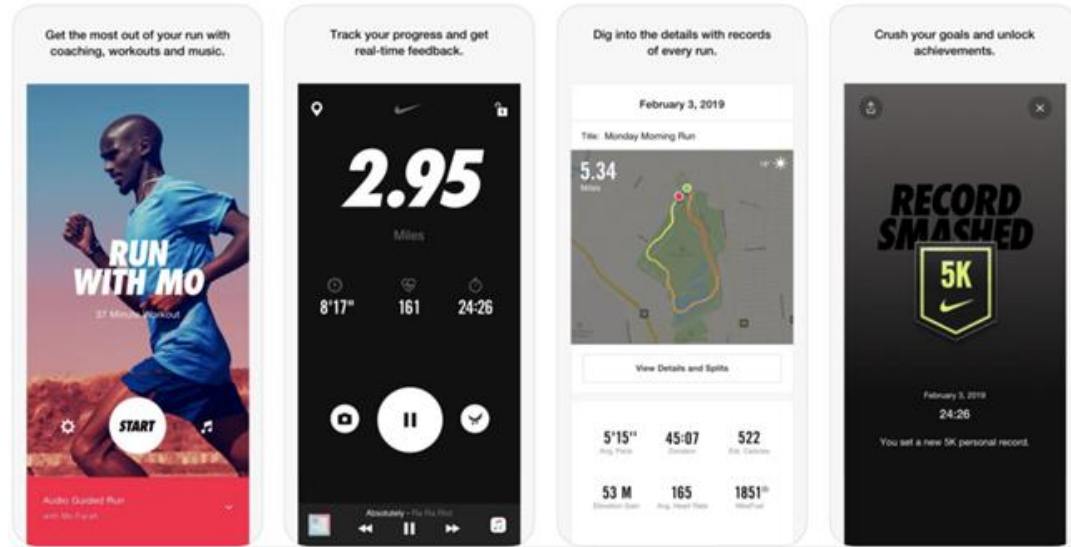Examples of Nike apps that collect data to improve products in the future

Figure 8 – Nike Run Club app (Source: https://digital.hbs.edu/platform-digit/submission/nike-its-data-analytics-just-do-it/)

METHODOLOGY, TOOLS AND CHALLENGES
INSIGHTS FROM A NIKE MARKETING SCIENCE INTERN

"At Nike we have a saying that there is no finish line. So I wouldn't say there is one thing, but rather the opportunity digital gives us to serve every athlete more personally."

Heidi O'Neill

Figure 9 – Nike European Headquarters (Source: https://mcdonoughpartners.com/projects/nike-european-headquarters/).

Figure 10 – Ricardo Peixoto, NOVA IMS alumnus, and Marketing Science Intern at Nike (Source: https://www.linkedin.com/in/ricardo-peixoto/)

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DISCUSSION
JUST DO IT WITH DATA SCIENCE AND BIG DATA ANALYTICS

Figure 11 – Preview of *Big Data & Analytics - the wave of the future for Nike*, by IBM (Source: https://www.youtube.com/watch?v=Rz5v_6jiJzQ&ab_channel=SnehaBiswas)

Figure 12 – Preview of *What's different about data and analytics at Nike?*, by Nike Careers: Our Stories (Source: https://www.youtube.com/watch?v=a9SzlEj0NyQ&ab_channel=NikeCareers%3AOurStories)

Thank You!

Questions?