SNEAKER RETAIL MARKET ANALYSIS

USING POWER BI INSIGHTS TO DRIVE STRATEGIC DECISIONS

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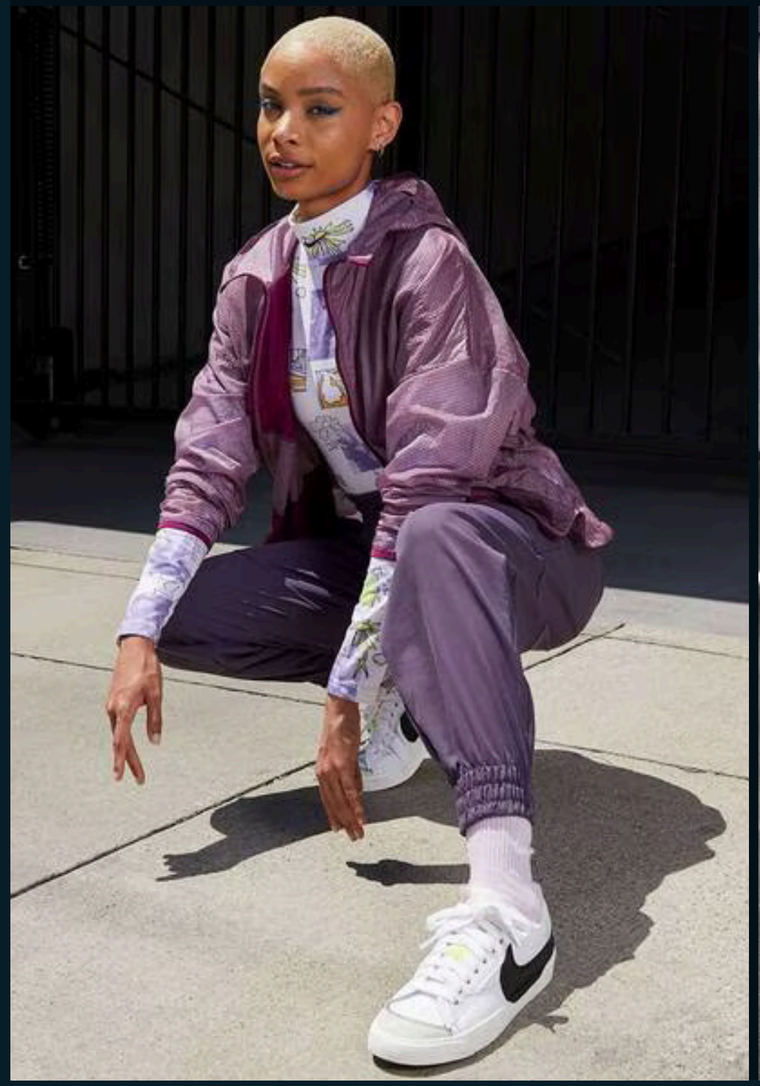
WHY CHOOSE SNEAKER?

The sneaker market is a fast-growing segment with strong demand from youth and collectors.Key players include Nike, Adidas, Puma, and emerging boutique brands. Growth is driven by sneaker culture, limited edition releases and resale markets.



EXECUTIVE SUMMARY

This slide gives a high-level snapshot of the sneaker retail performance. Most inventory is in top condition (Grades A & B) and top products like Superga and Air Jordan dominate sales. We have achieved strong results with 1.25B in revenue, 14.64M units sold, a healthy sell-through rate of 55.95%, and a manageable damage rate of 11.2%. These metrics reflect a solid foundation for growth and investment.

WHAT IS HAPPENING

Four KPIs summarize performance:

- Total Revenue crossed 1.25 billion, showing strong market demand.
- We sold over 14.64 million units, reflecting efficient sales and distribution.
- Our Sell-Through Rate is 55.95%, a healthy metric by industry standards.
- The Average Damage Rate is 11.2%, which, while improvable, remains within acceptable thresholds.

Executive Summary

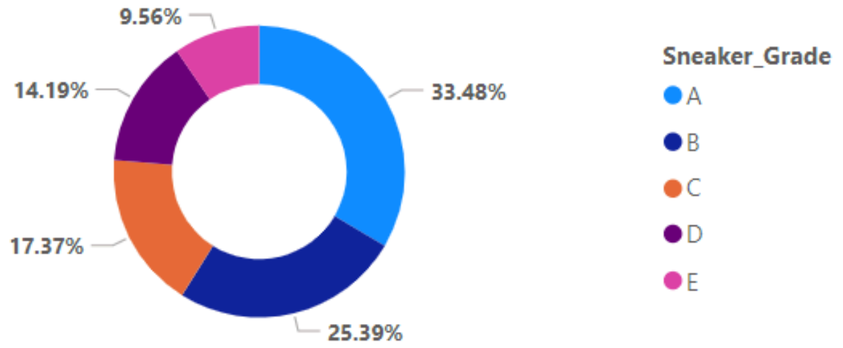
Brand
All

Gender
All

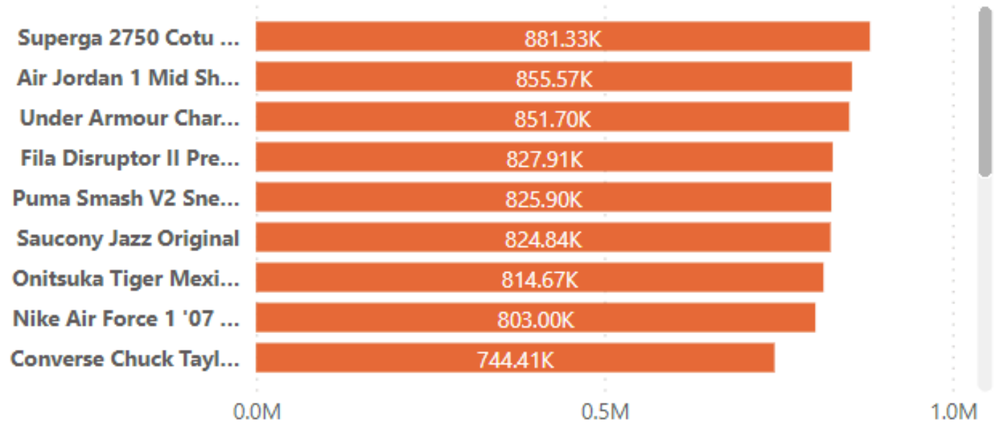
Grade
All

Sales Date
All

Grade Distribution



Units Sold by Brand



Total Revenue

1.25bn

Total Units Sold

14.64M

Average Sell Through Rate

55.95%

Average Damage Rate

11.20%

MONTHLY PERFORMANCE

This slide provides a month-by-month breakdown of key performance metrics to identify trends, seasonal patterns, or anomalies in sneaker sales and operations over time.

ACTIONABLE TAKEAWAY:

Use monthly insights to plan promotions and stock levels more efficiently. Align marketing efforts with peak months to capitalize on seasonal buying behavior.

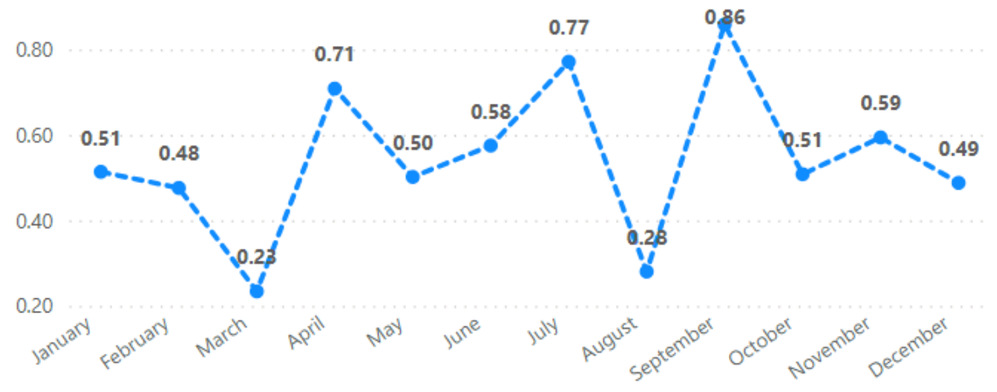
SEASONAL TRENDS:

As we can see, sales spiked significantly in November and December, likely due to Black Friday and holiday shopping. Conversely, we experienced a dip in February, which aligns with the post-holiday slowdown. The AOV remained relatively steady, with a slight increase in July, possibly due to a limited-edition release.

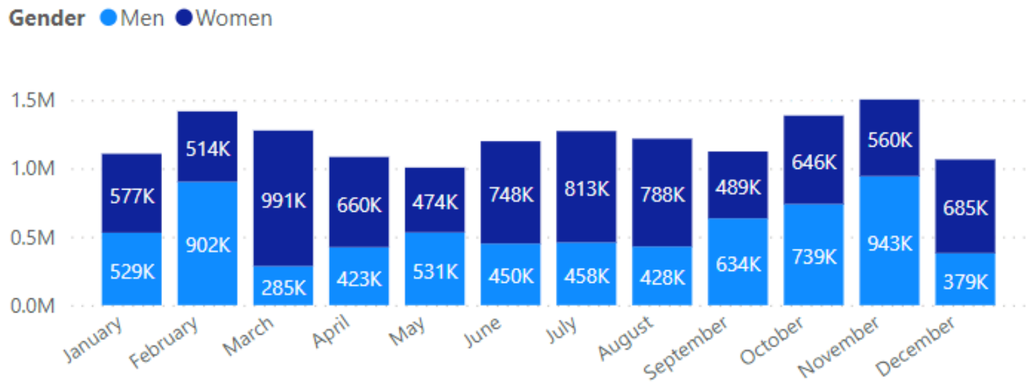
WHY MONTHLY ?

It highlights peak months like November–December (due to holiday sales) and slower months like February. The chart helps identify seasonal patterns and sales spikes, useful for planning promotions, inventory, and marketing campaigns.

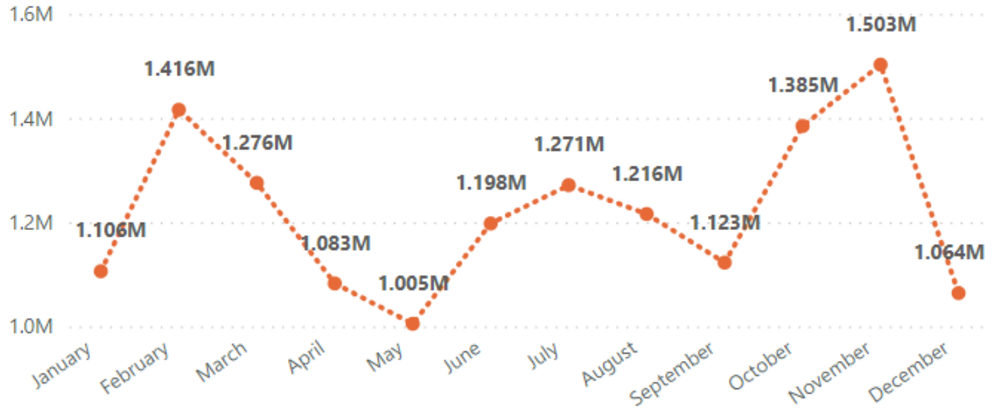
Monthly Sell Through Rate



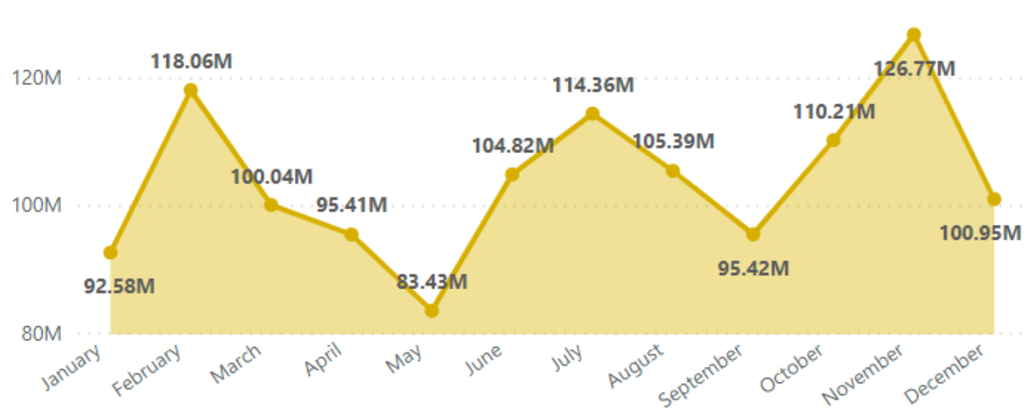
Monthly Units Sold to Men & Women



Monthly Units Sold



Cumulative Revenue



TOP-SELLING PRODUCTS

This slide highlights our top 10 best-selling sneakers.
The Air Jordan 1 Mid Shoes clearly dominates with 193K units sold, showing strong customer demand and brand loyalty. We also see solid performance from limited and special edition releases, which suggests that exclusivity significantly boosts sales. Interestingly, some standard models like Vans and Red Tape also perform well, which indicates a healthy balance between hype products and everyday wear. This data helps us prioritize which products to restock, promote or bundle in future campaigns.

This slide highlights the best-performing sneakers based on sales volume or revenue. It showcases which products drive the most business.

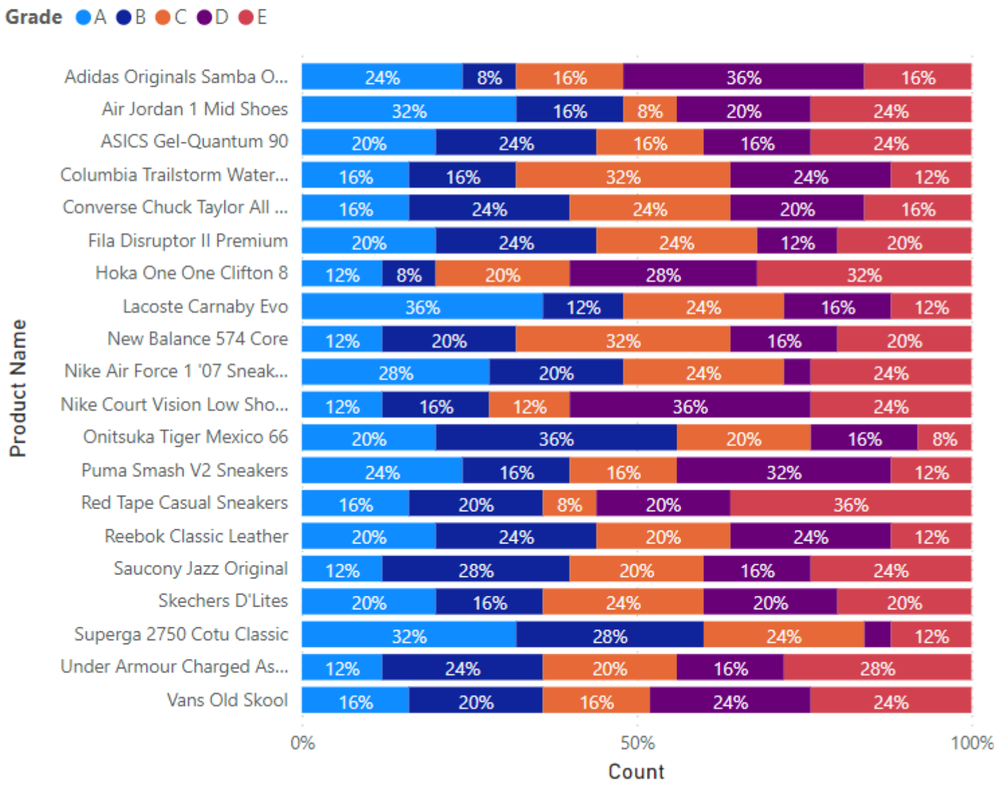
QUALITY ANALYSIS

Product Name All

Sneaker Grade All

Quality Analysis

Damage Rate by Sneaker Grade



Products with High Damage Rate

Product Name	A	B	C	D	E	Total
Adidas Originals Samba OG Shoes	90079	88986	92210	98753	81482	**98753**
Air Jordan 1 Mid Shoes	98083	58147	99224	99364	97720	**99364**
ASICS Gel-Quantum 90	78202	66148	80206	87354	87993	**87993**
Columbia Trailstorm Waterproof	76088	97232	91083	87296	79924	**97232**
Converse Chuck Taylor All Star	99226	81568	98965	82512	72021	**99226**
Fila Disruptor II Premium	97080	99687	70089	99381	86380	**99687**
Hoka One One Clifton 8	62034	20543	90356	96787	76910	**96787**
Total	**99593**	**99687**	**99224**	**99539**	**99922**	**99922**

Products with High Unsold Inventory

Product Name	A	B	C	D	E
Adidas Originals Samba OG Shoes	5326	31901	71601	307751	5242
Air Jordan 1 Mid Shoes	13574	17459	67455	147497	21911
ASICS Gel-Quantum 90	24570	39979	49615	123729	11006
Columbia Trailstorm Waterproof	10631	13303	60089	110123	4950
Converse Chuck Taylor All Star	17179	62896	96548	129433	3115
Fila Disruptor II Premium	12822	51692	54743	92731	8105
Total	**271705**	**774434**	**1252879**	**2102821**	**151679**

ANALYSIS SUMMARY

The analysis shows that sneakers are graded from A (best) to E (worst), with several products showing high rates of lower grades, indicating quality issues. While models like Lacoste Carnaby Evo, Superga 2750 Cotu Classic and Air Jordan 1 Mid Shoes exhibit strong quality with more Grade A units others such as Adidas Originals Samba OG, Air Jordan 1 Mid, and ASICS Gel-Quantum 90 have the highest damage rates and also top the list for unsold inventory. This suggests a strong link between poor product quality and excess stock.