

Nike Analysis Dashboard Summary Report

This report summarizes the key findings and visualizations from the Nike Analysis Dashboard, which consists of four pages: Product Overview, Sales Analysis, Regional Sales, and Stock Trends. Each page is designed to provide comprehensive insights into different aspects of Nike's sales and performance data.

Page 1: Product Overview

Features:

- **Image Visuals:** Displays images of various Nike shoes.
- **Filter with Search Bar:** Allows users to search for shoes by name and view images and details.
- **Buttons:**
 - **Product Name and Description:** Linked through conditional formatting.
 - **Price and Rating:** Represented with imported logo images.

Summary: The Product Overview page provides a visual representation of Nike's product lineup, allowing users to filter and view detailed information about each product, including its image, name, description, price, and rating.

Page 2: Sales Analysis

Key Metrics:

- **Total Units Sold:** 2M
- **Total Operating Profit:** \$332.13M

Visualizations:

- **Line Chart:** Sum of Operating Profit by Month
 - **Insight:** Operating profit fluctuated throughout the year, peaking in August at \$34.45M and dipping to its lowest in March at \$20.43M.
- **Pie Chart:** Total Units Sold by Sales Method
 - **Insight:** Online sales were the highest, with 939K units sold.
- **Bar Chart:** Operating Profit by Product Name
 - **Insight:** Nike Air Max 90 was the top performer, generating \$7.3M in operating profit.

Slicers:

- **Sales Method**
- **Invoice Date**

Summary: The Sales Analysis page offers a detailed view of Nike's sales performance, highlighting trends in operating profit over the months, the effectiveness of different sales methods, and the profitability of various products.

Page 3: Regional Sales

Visualizations:

- **Bar Chart:** Average Units Sold by Region
 - **Insight:** Southeast region had the highest average units sold (332.52), while the Northeast had the lowest (210.98).
- **Map:** Sum of Units Sold by State
 - **Insight:** New York, Texas, Florida, and California were the top states in terms of sales.

Slicers:

- **State**
- **City**

Summary: The Regional Sales page provides geographic insights into Nike's sales distribution, identifying key states and regions where sales were highest and offering tools to explore sales data at more granular levels.

Page 4: Stock Trends

Key Metrics:

- **Max of High:** \$179.10
- **Min of Low:** \$60.00
- **Average of Close:** \$115.93

Visualizations:

- **Stacked Bar Chart:** Total Volume by Year
 - **Insight:** 2022 saw the highest total volume at 1935M, while 2019 had the lowest at 822M.
- **Line Chart:** Sum of High and Low by Time
 - **Insight:** The highest sum of high and low values occurred in Q4 2021, and the lowest in Q1 2020.

Filters:

- **Date (Between)**
- **Date (Relative)**

Summary: The Stock Trends page tracks Nike's stock performance over the past five years, highlighting significant trends and fluctuations in stock prices and trading volumes.

Navigation and User Experience

Navigation Bar:

- Each page features a navigation bar with images and links that allow users to quickly switch between different sections of the dashboard.

Conclusion

The Nike Analysis Dashboard provides a robust tool for analyzing various aspects of Nike's business, from product details and sales performance to regional distribution and stock trends. The combination of interactive visualizations and filters enhances the user experience, allowing for detailed and customized analysis.