

Xi Chen - xichenlmu

Tsai Lieh Kao - DinoKao23

Vish Ramesh - VISH831

Eddie Pate - epate2000

Operation Nike Sales Growth Initiative

- Why did you select the job?

We are passionate about athletic footwear and apparel because they relate to our hobbies, and we are passionate about Nike's market trends because we come from analytical backgrounds.

Because of our interest in Nike and analytics, we want to help create insights for them.

- The problem you plan to solve. The problem should be directly relevant to the job description.

A significant challenge for Nike could be optimizing sales performance. This problem involves identifying patterns and trends within sales data to uncover insights that can drive strategic decisions to boost sales efficiency and effectiveness. By focusing on sales data, we aim to pinpoint opportunities for increasing revenue, improving product positioning, and tailoring marketing strategies to match consumer preferences more closely.

- How you plan to solve the problem with each of the data toolkit items below:

Descriptive Analytics Dashboard: Provide an overview of sales performance across various dimensions such as product categories, geographical regions, and/or customer segments. This will serve as the foundation for deeper analysis, enabling us to identify areas of strength and potential improvement.

Diagnostic Analytics Dashboard: Diagnose the underlying factors and trends affecting sales performance. By correlating sales data with marketing campaigns, seasonal trends, and product launches, we can identify what drives sales and pinpoint areas for strategic intervention.

Automated Data Pipeline: Extract data from the sales website/database, transform it into clean and structured variables, and use these data to build a dashboard or ML model.

Predictive Model: Develop a predictive model using machine learning algorithms to forecast sales based on historical data. This model will help us anticipate market demands, optimize inventory levels, and tailor marketing strategies to maximize sales potential.

- Identify the OMTM (One Metric That Matters)

OMTM: Sales Growth

Sales growth is fundamental for Nike's business success as it directly correlates with increased revenue and market share. It indicates the effectiveness of sales strategies, product demand, customer engagement, and overall brand health. We will set our business objectives and use descriptive analysis to provide an overview of Nike products' performance, diagnostic analysis to define the problems that impact sales, and an automated data pipeline to track the data collection, integration, calculation, and visualization. As well as building a predictive model to forecast sales trends based on our collected historical data.