NIKE SALES GROWTH INITIATIVE

SPRINT 01 PRESENTATION

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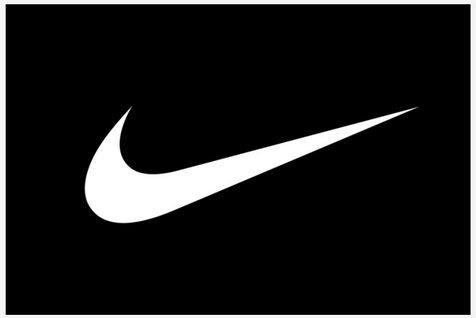
JOB POST

TITLE: Nike Insights Manager



Seeking an Insights Manager with a passion for data and consumer behavior to drive Nike's growth by analyzing market trends, identifying consumer insights, and informing strategic decisions.

Responsibilities:

- Conducting market research
- Utilizing data analysis to uncover trends
- Collaborating on consumer-focused initiatives
- Presenting actionable insights to leadership

Skills:

- Project Management
- Data Analysis
- Market Research
- Competitive Analysis
- Brand Strategy
- Consumer Insights

SPRINT 01

01 Business Problem Definition

02 Data Collection & Data Dictionary

03 MySQL Data Warehouse

04 ERD

05 ETL Pipeline

06 Data Lineage

07 Data Governance

08 Descriptive Analytics

BUSINESS PROBLEM

01

Addressing Nike's challenge of revitalizing sales by leveraging data analytics to uncover insights for strategic decision-making and pinpointing growth opportunities.

01

02

03

DATA COLLECTION & DATA DICTIONARY

02

Dataset Name

Nike Sportwear Product Dataset

Data Attributes

Attribute Name:

DEPARTMENT, CATEGORY ,SUBCATEGORY, SKU, SKU_VARIANT, PRODUCT_NAME, PRODUCT_ID, TITLE, PRODUCT_TYPE, PRODUCT_URL, PRODUCT_SIZE, LABEL, IS_BESTSELLER, COLOR,BRAND, AVAILABILITY, CURRENCY, PRICE_CURRENT, PRICE_RETAIL

Data Type:

Contains strings, int, decimal, and date/time.

Description:

Use the Nike US product dataset to analyze sportswear product pricing and assortment. The dataset contians 229k skus.

Dataset Name

Transaction Data

Data Attributes

Attribute Name:

UserId, TransactionId, TransactionTime, ItemCode, ItemDescription, NumberOfItemPurchased, CostPerItem, Country

Data Type:

Contains strings, int, decimal, and date/time.

Description:

UserId -It is a unique ID for all User Id. TransactionId -It contains unique Transactions ID. TransactionTime -It contains Transaction Time. ItemCode -It contains item code that item will be purchased. ItemDescription -It contains Item description. NumberOfItemPurchased -It contains total number of items Purchased. CostPerItem -Cost per item Purchased. Country -Country where item purchased

- Both from Kaggle
- Unify datasets by left-join
- Data Cleaning

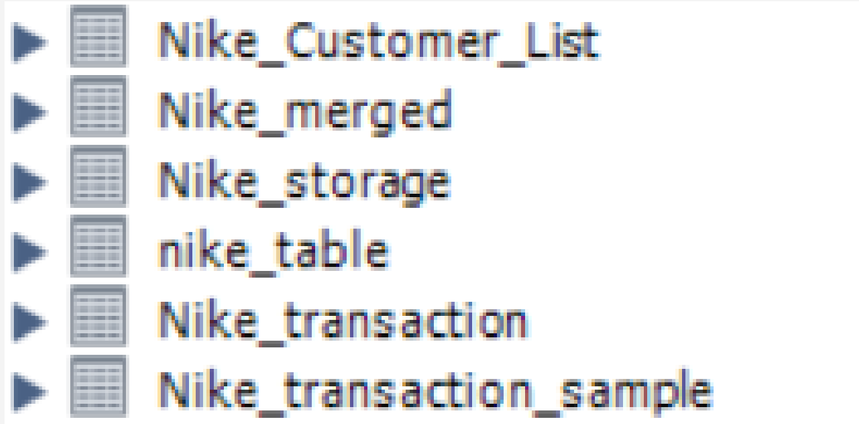
MYSQL DATA WAREHOUSE

03

```
df.to_sql("Nike_storage", con=aws_write, if_exists='replace', index=False)
```

ETL with Python:

- Extract from CSV files
- Transform data frames
- Load tables into MySQL database

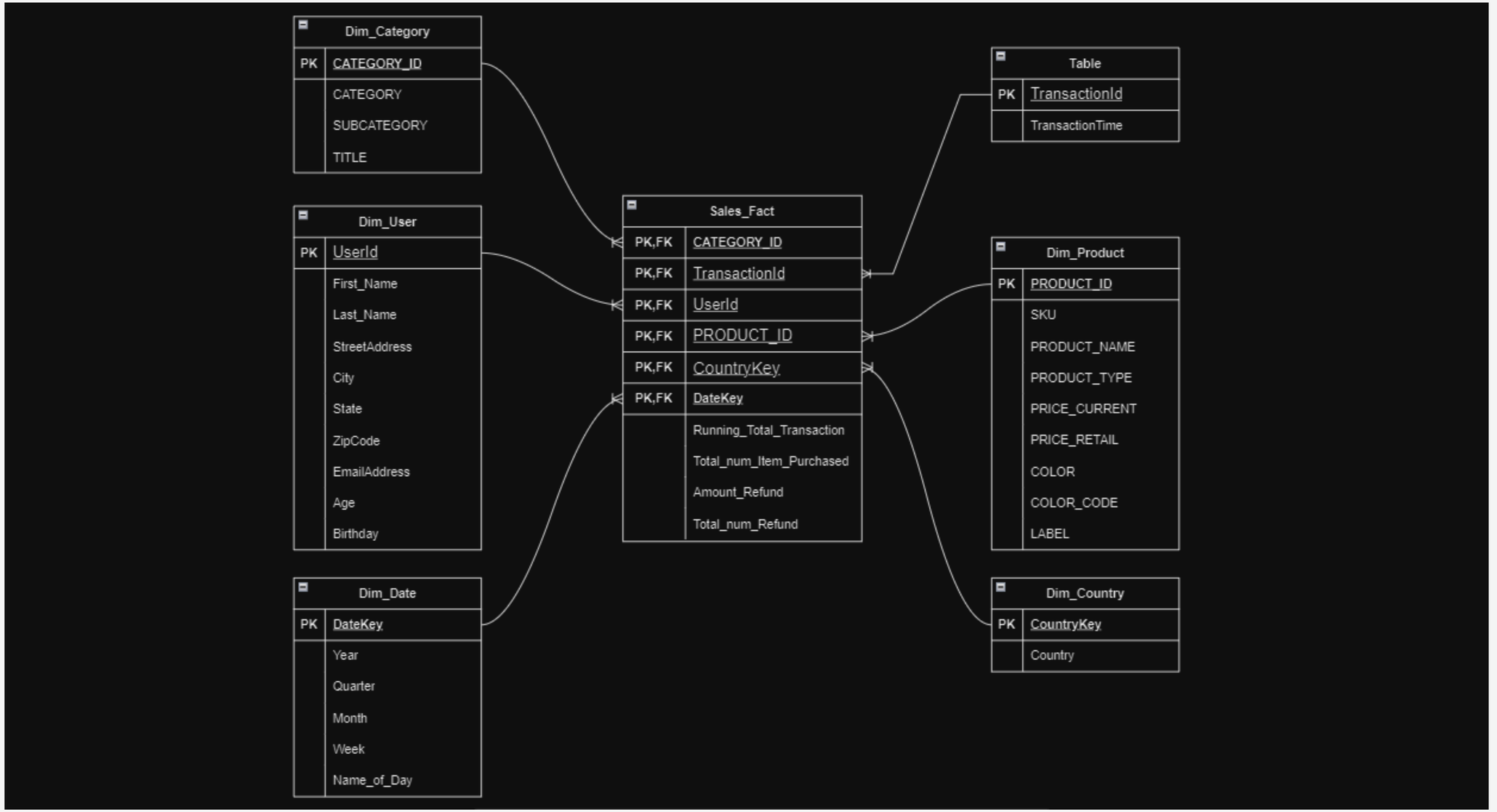


Benefits:

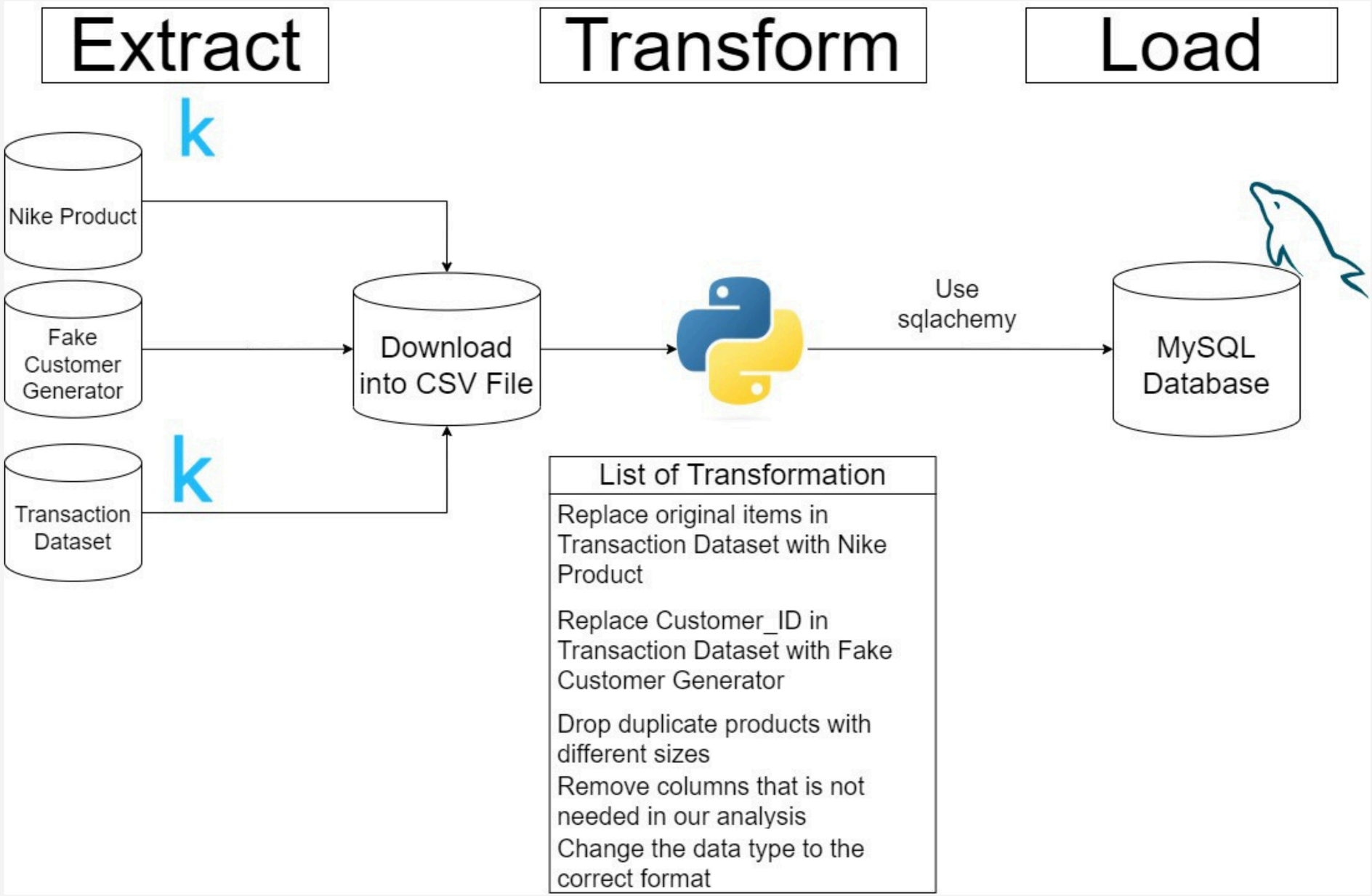
- Improved data management
- Centralized data storage
- Improved accessibility for Scrum developers, marketing teams, and managers
- Improved operational efficiency while gathering insights

ERD - STAR SCHEMA

04



ETL PIPELINE



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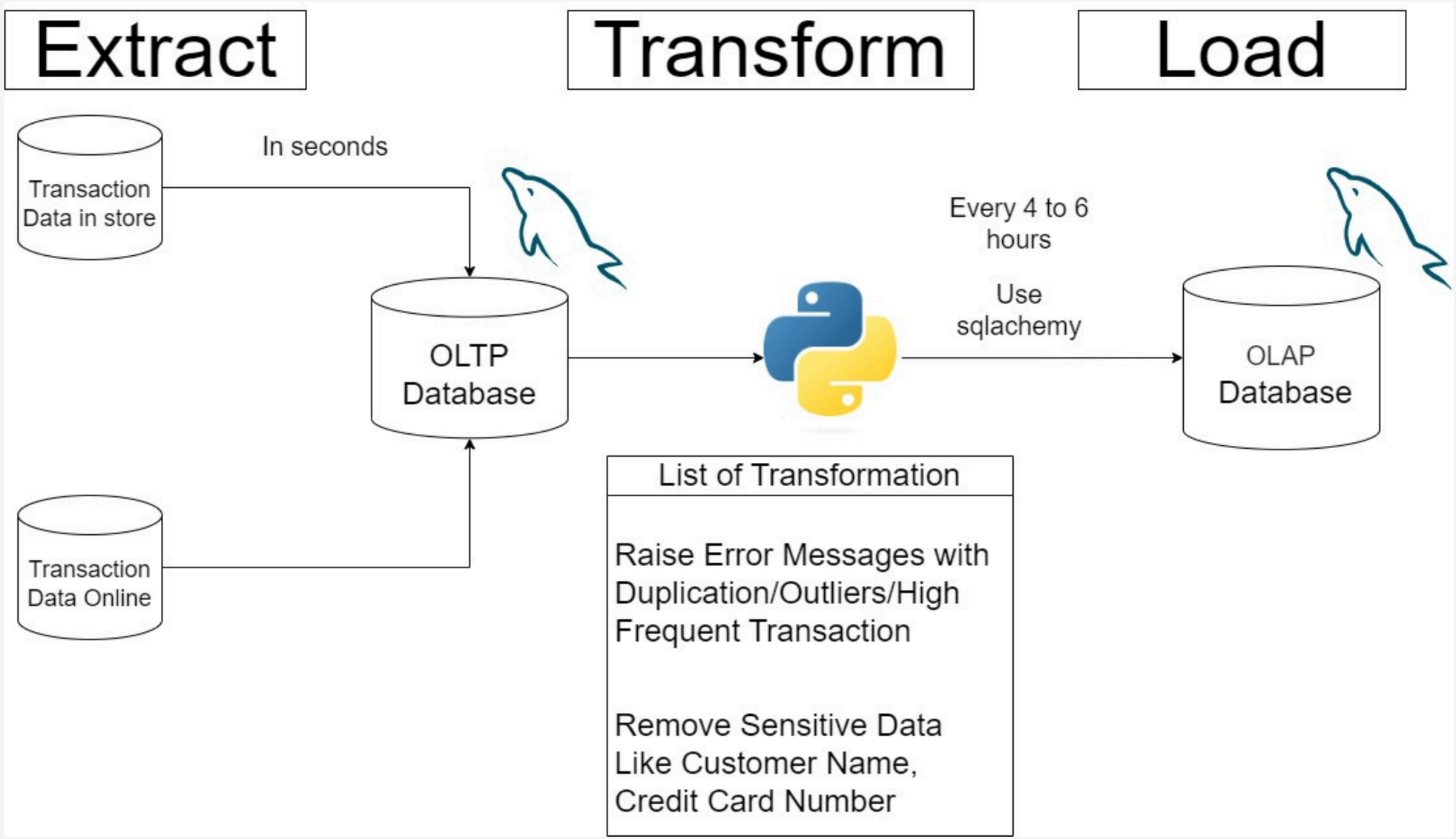
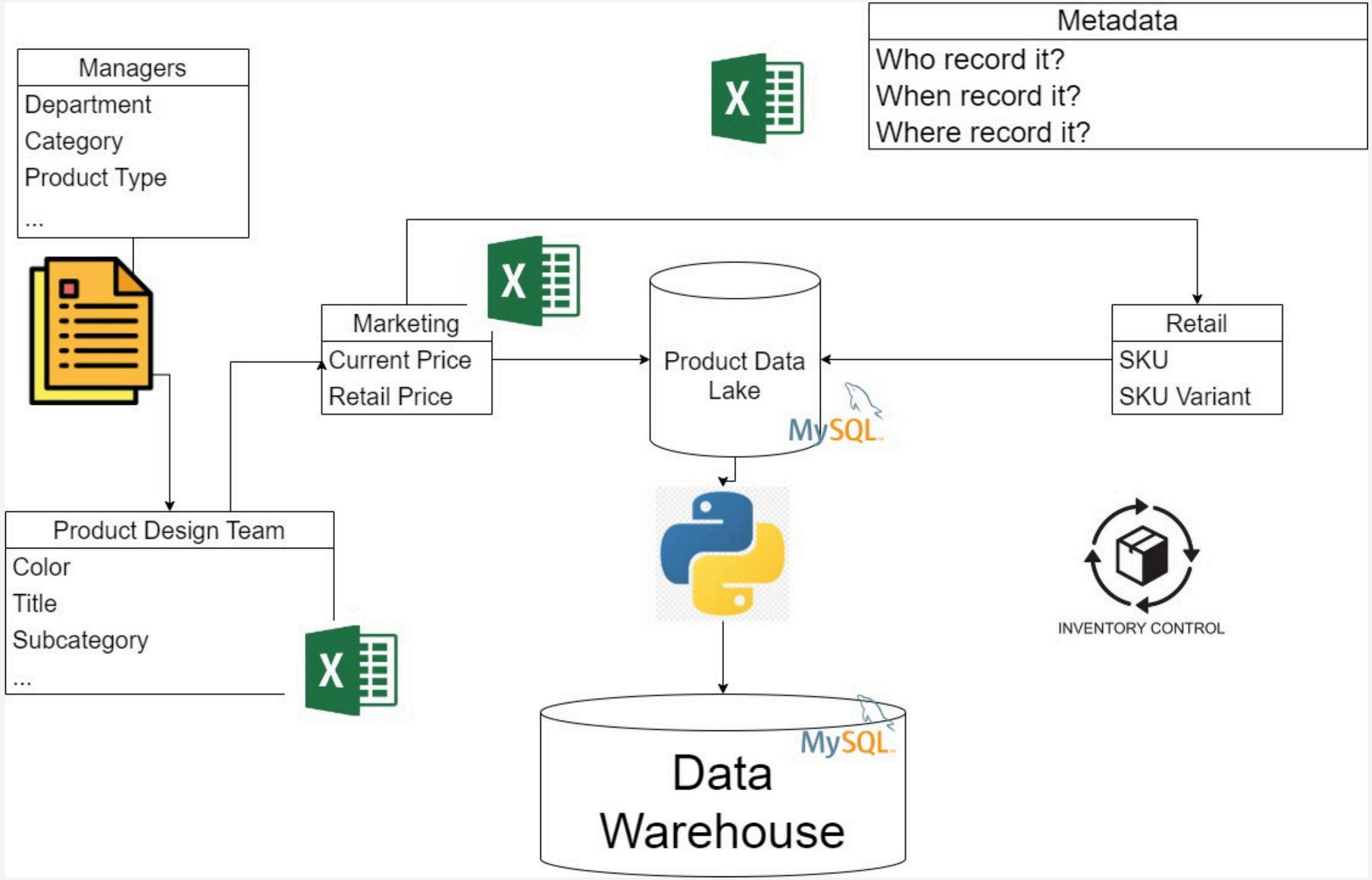


DATA LINEAGE



Data Governance Policy

Quality

- Commitment to high data quality
- Standards and procedures that ensure data accuracy, completeness, and reliability.
- Continuous improvement which includes regular audits and staff training to enhance data quality.

Security

- Data security is paramount, in order to prevent unauthorized access and data breaches.
- We implement comprehensive security measures, aligned with industry standards.
- Culture of strong security awareness promoted among staff.

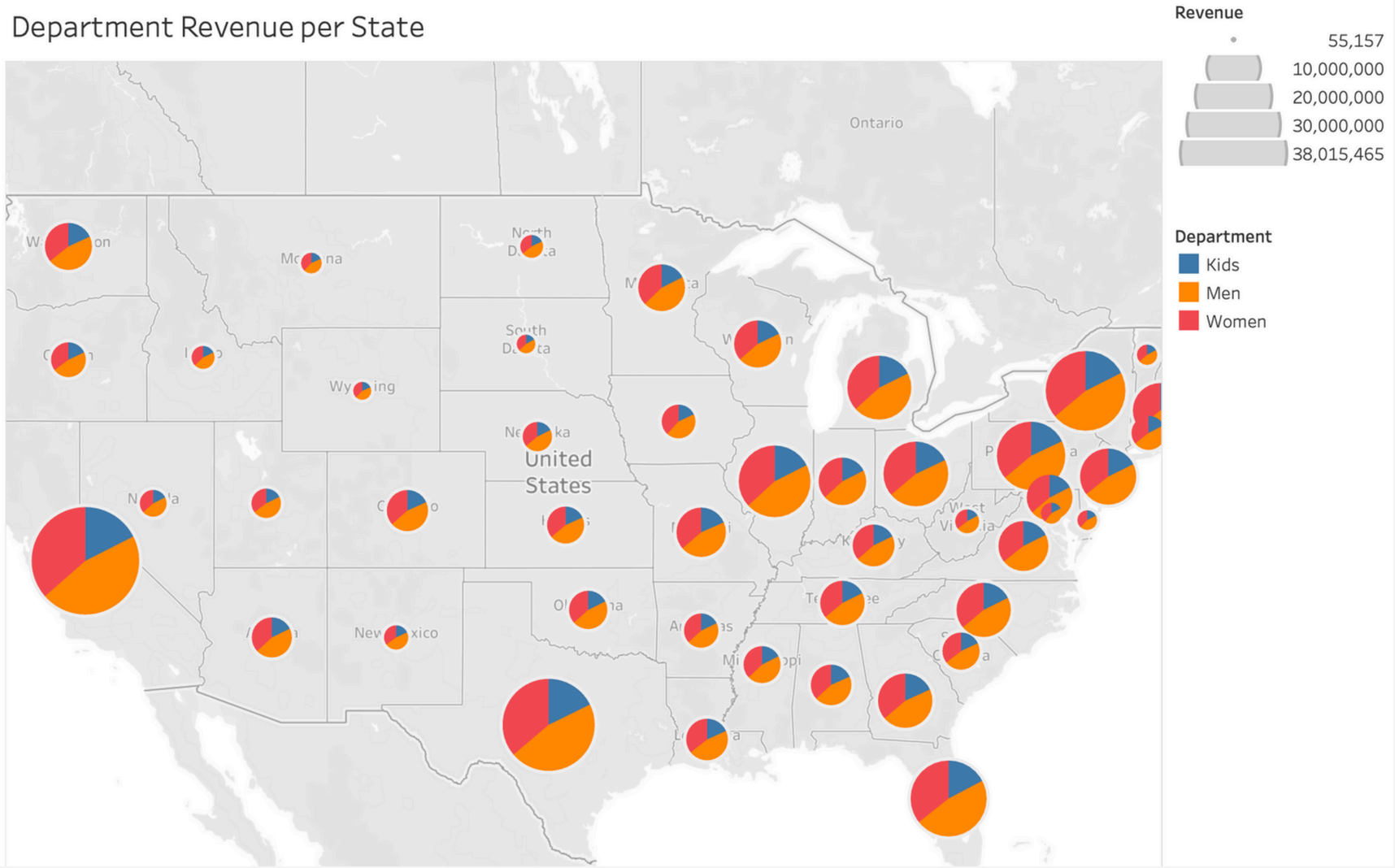
Compliance

- Foundation for our activities to strictly comply with legal and regulatory standards.
- Regular compliance audits ensure adherence to laws and regulations.
- Procedure of prompt reporting and addressing of compliance issues to minimize risk.

Ethics

- Ethical principles that promote fairness and transparency in guiding data management.
- Prioritize public interest by committing to responsible data use that benefits all stakeholders.
- Communication regarding data practices to encourage stakeholder input and scrutiny.

CA, NY, and TX are the Top Revenue Contributors by Department



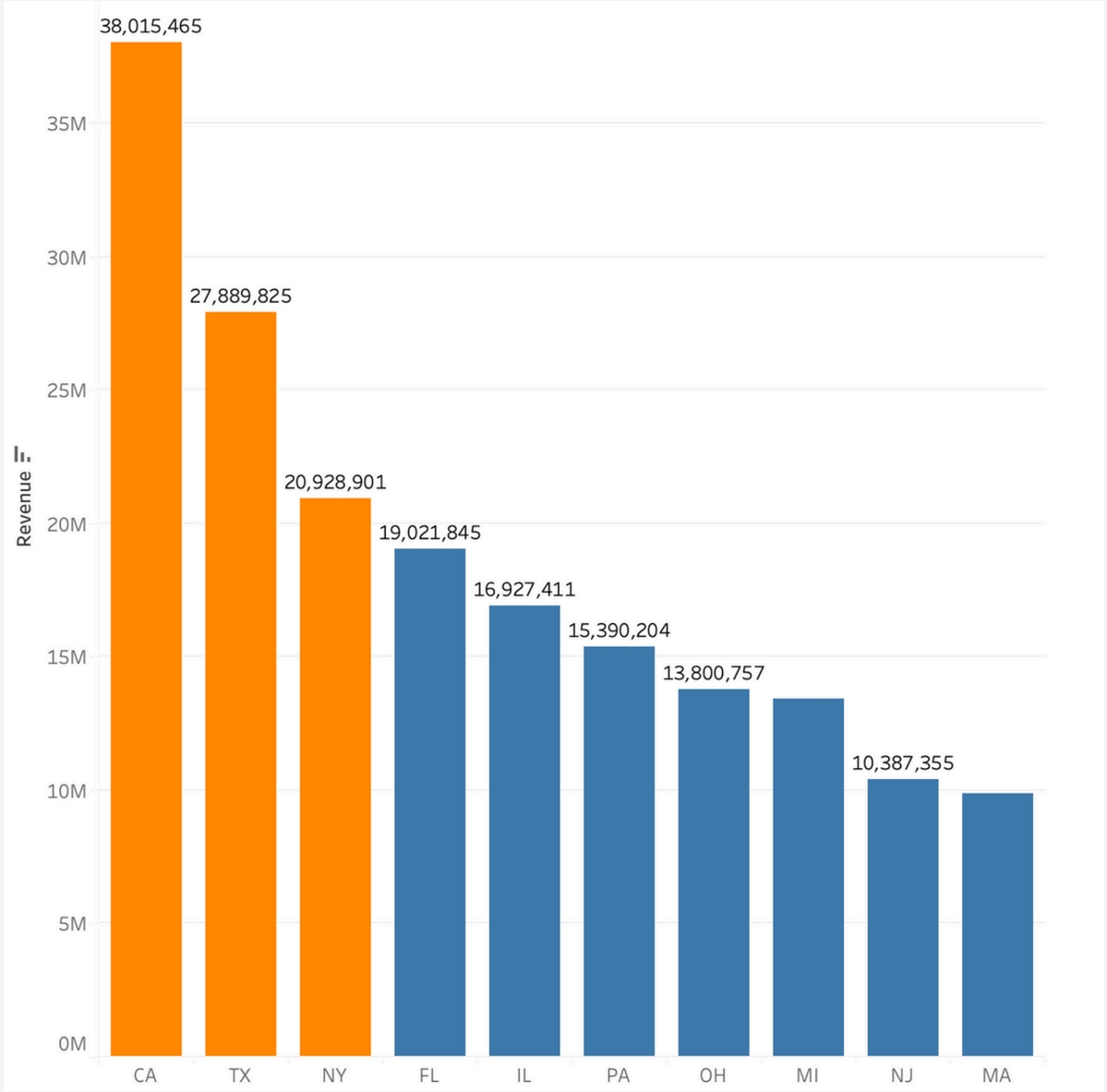
Recommendation

- Boost Marketing in CA, NY, TX: Enhance strategies to sustain revenue leadership.
- Customize Products for Top States: Create unique offerings for CA, NY, TX market demands.

Prediction

- CA, NY, TX likely to uphold revenue lead with targeted strategies.

CA, NY, and TX are the Top Revenue Contributors by Department



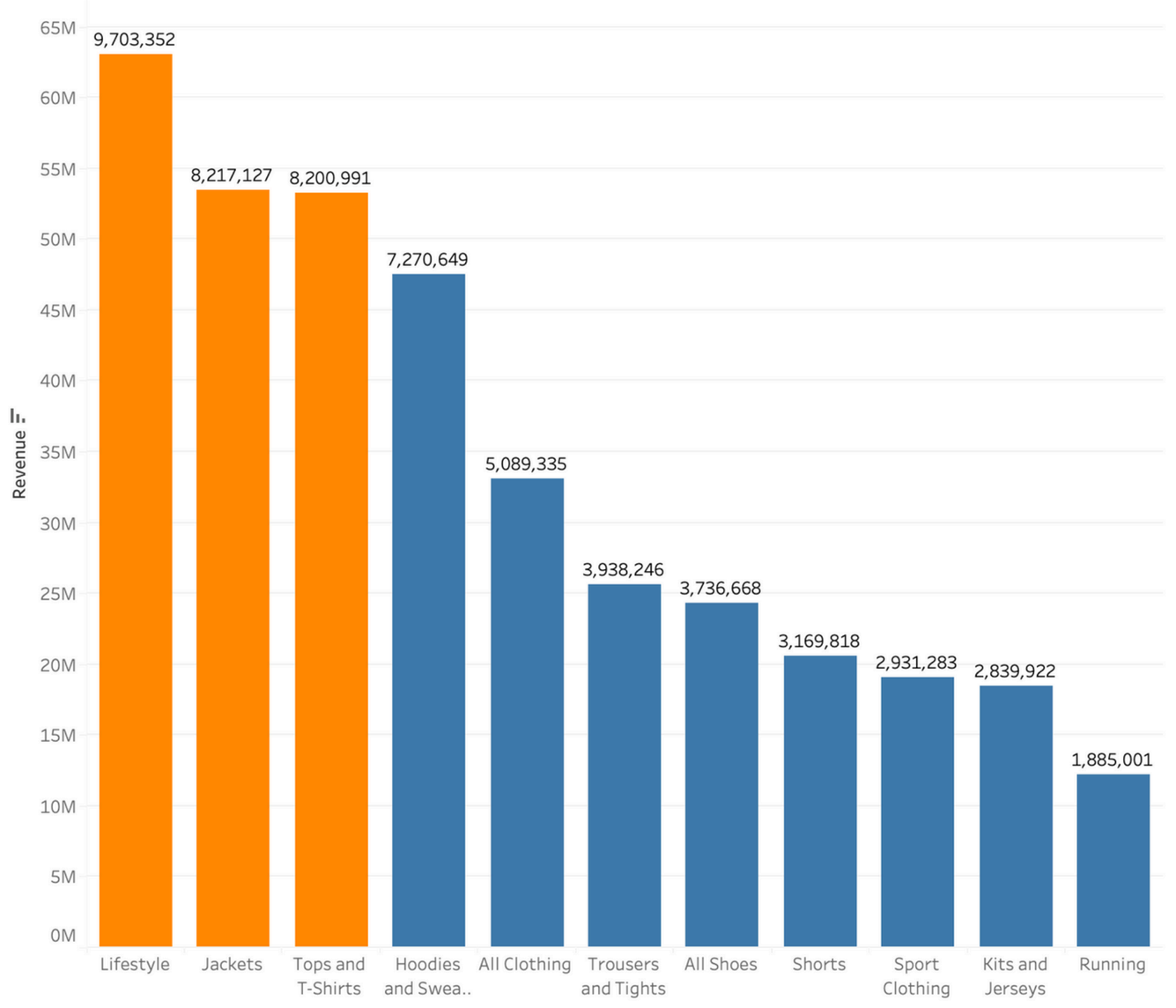
Recommendation

- Amplify business activities in CA, TX, and NY to capitalize on their significant revenue contributions.
- Assess the strategies in FL, IL, and other states to identify areas for improvement and potential growth opportunities.

Prediction

- Sustained Top State Dominance: CA, TX, and NY are projected to maintain their leading positions in revenue generation if current market conditions persist.

Top Subcategories Driving Revenue



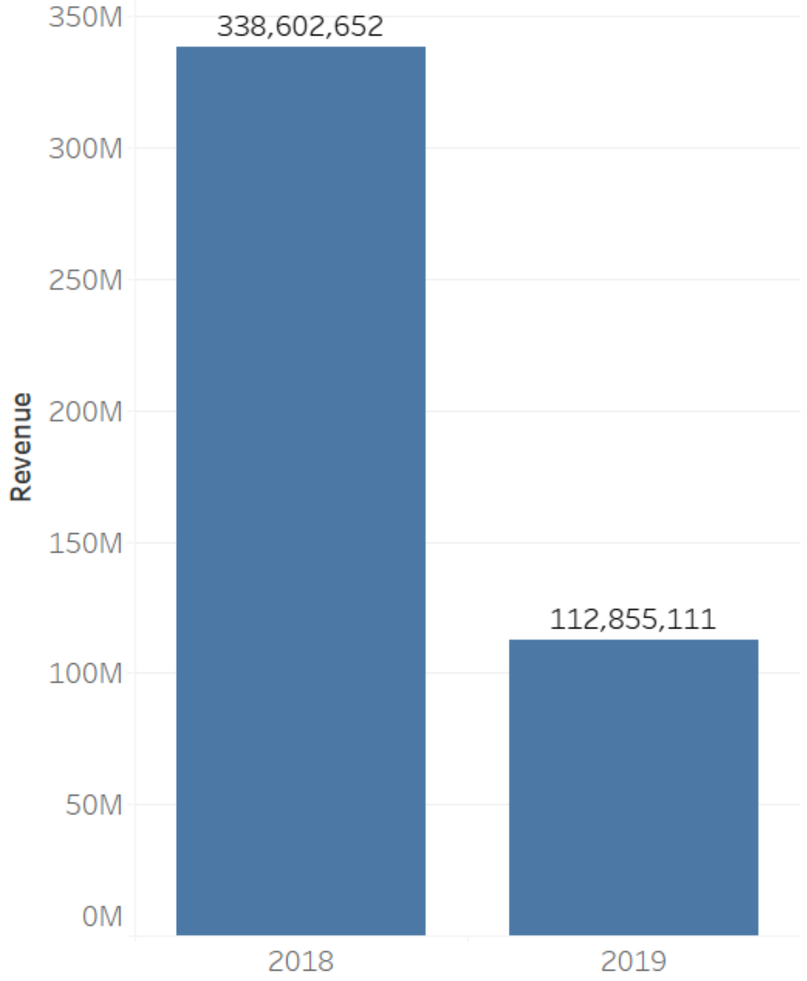
Recommendation

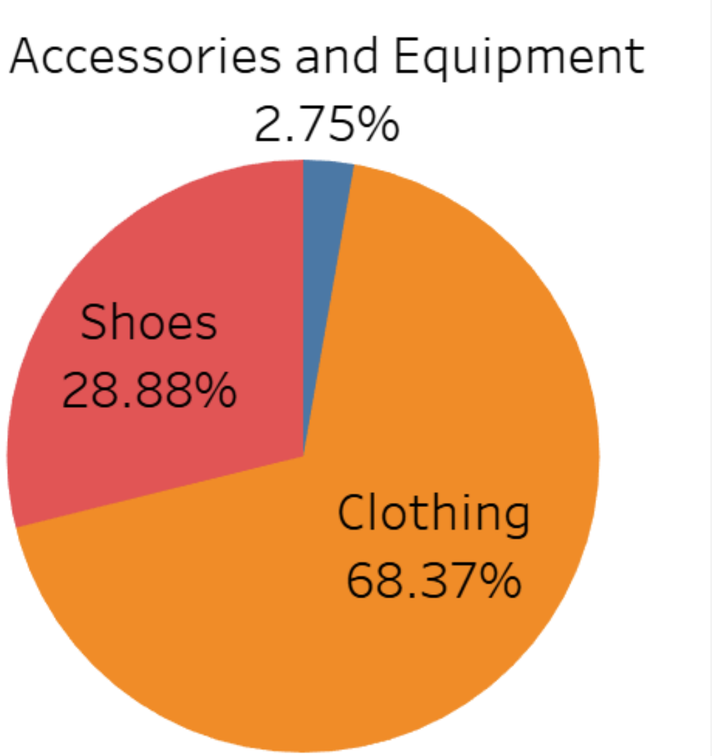
- Focus on Leading Subcategories: Concentrate marketing and stock on highest revenue-generating subcategories.
- Investigate low sales in 'Running' and other underperforming subcategories.

Prediction

- 'Lifestyle', 'Jackets', and 'Tops and T-Shirts' are expected to continue their revenue dominance if the trend holds, potentially increasing market share with strategic promotions.

Strong Start to 2019 with Significant Revenue Share





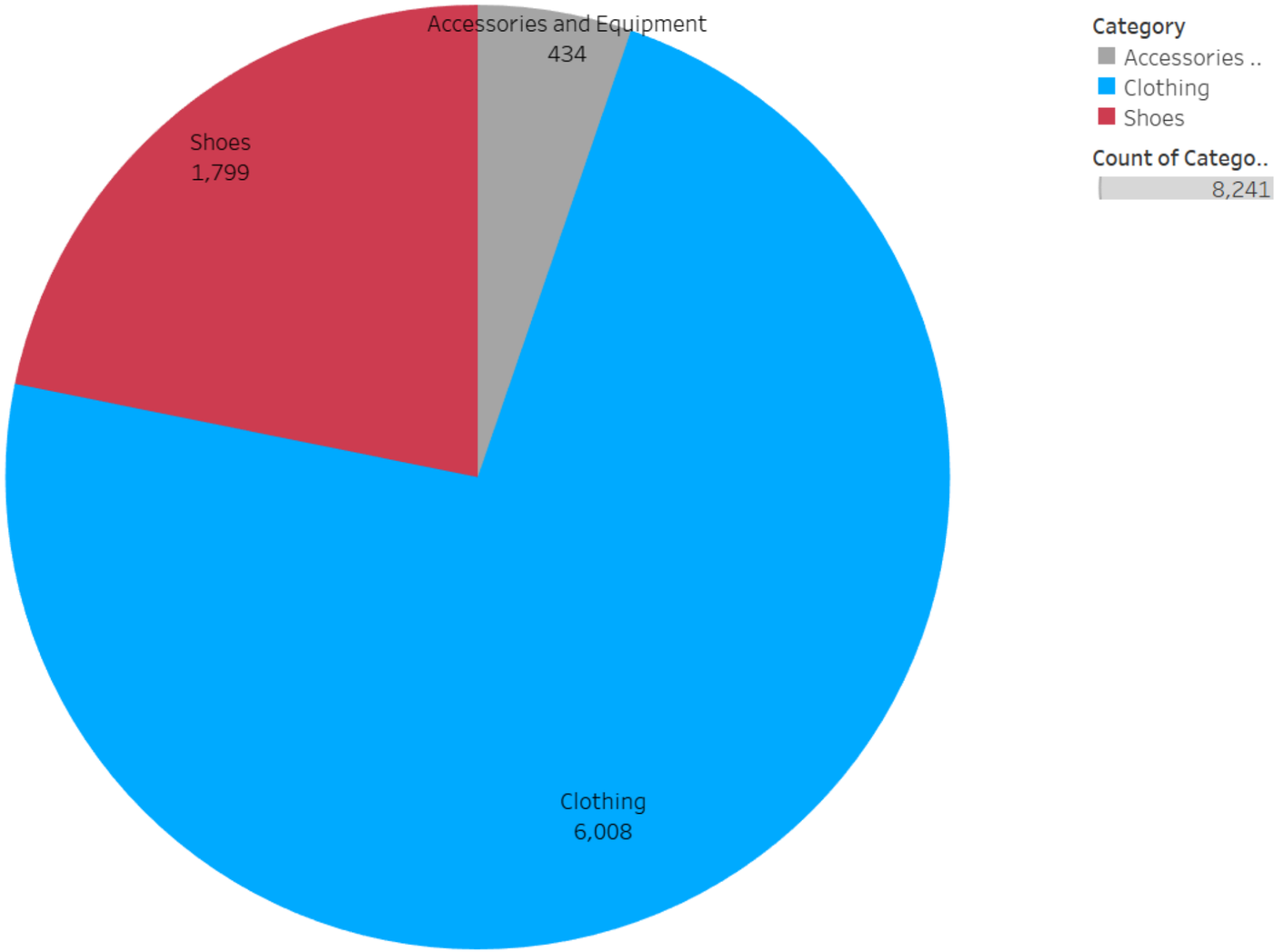
Recommendation

- Capitalize on the strong revenue start in 2019 by scaling up successful sales strategies from 2018.
- Given the smaller revenue share, develop targeted campaigns to increase sales in Accessories and Equipment.

Prediction

- If the current trajectory continues, 2019 revenue is on pace to substantially surpass 2018 figures, with Clothing and Shoes leading the charge.

High Revenue from Shoes Despite Lower Quantities



Recommendation

- Prioritize high-margin shoe sales that yield more revenue relative to their quantity.
- With Clothing leading in quantity, evaluate pricing and margins to boost its revenue contribution.

Prediction

- Shoes are expected to remain a high revenue-per-unit category, suggesting a focus on this area could lead to increased profitability.

Insight

- CA, TX, and NY make up 19% of Nike’s total revenue
- In 2 months of 2019, we have accomplish 1/3 of past year revenue
- Shoes make more revenue compared to their inventory size

Recommendation

- **Design marketing campaigns based on the region**

- **Focus more on shoes due to its better ROI**