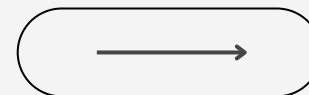


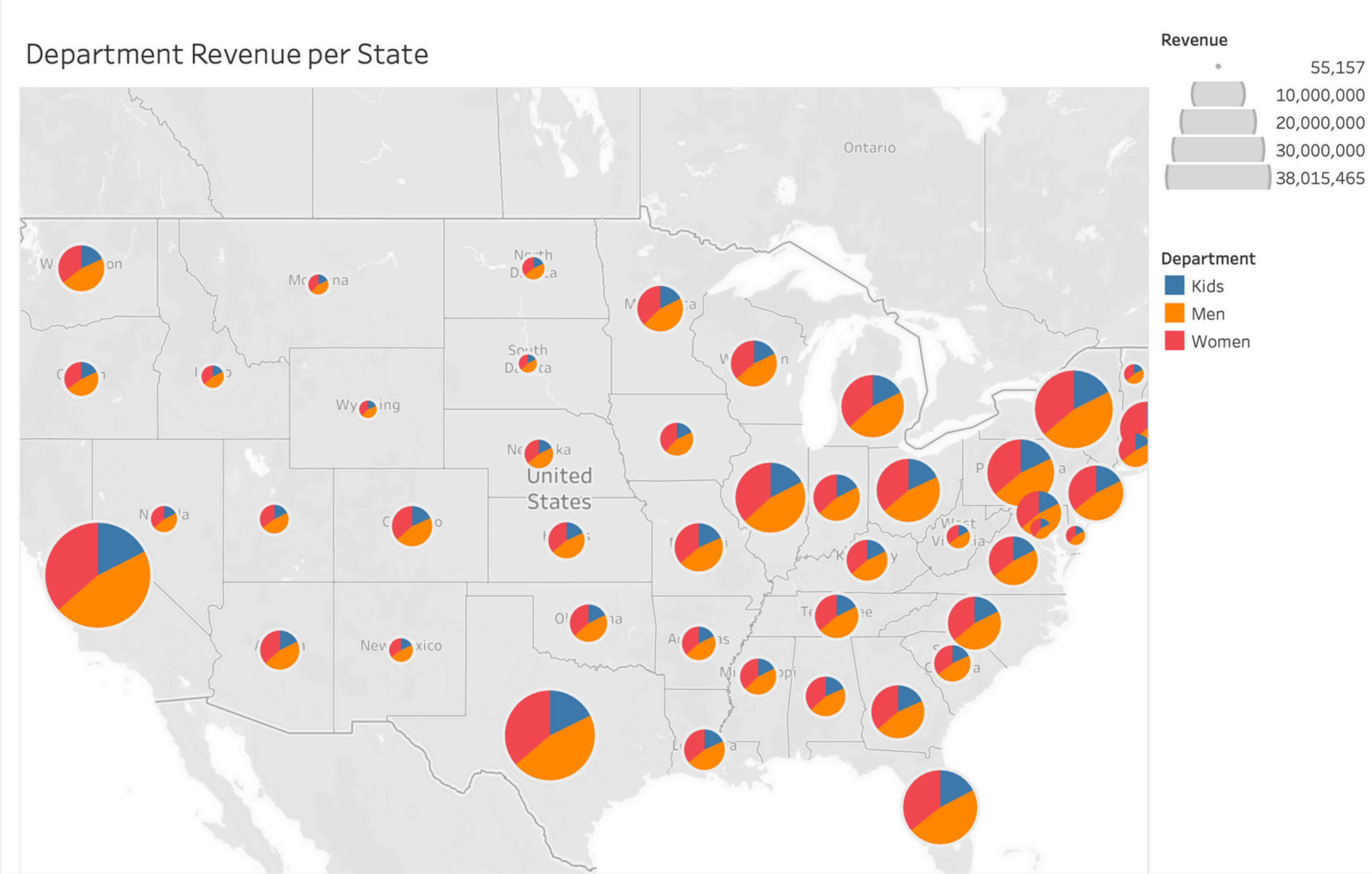
NIKE SALES GROWTH INITIATIVE

SPRINT 01 PRESENTATION



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



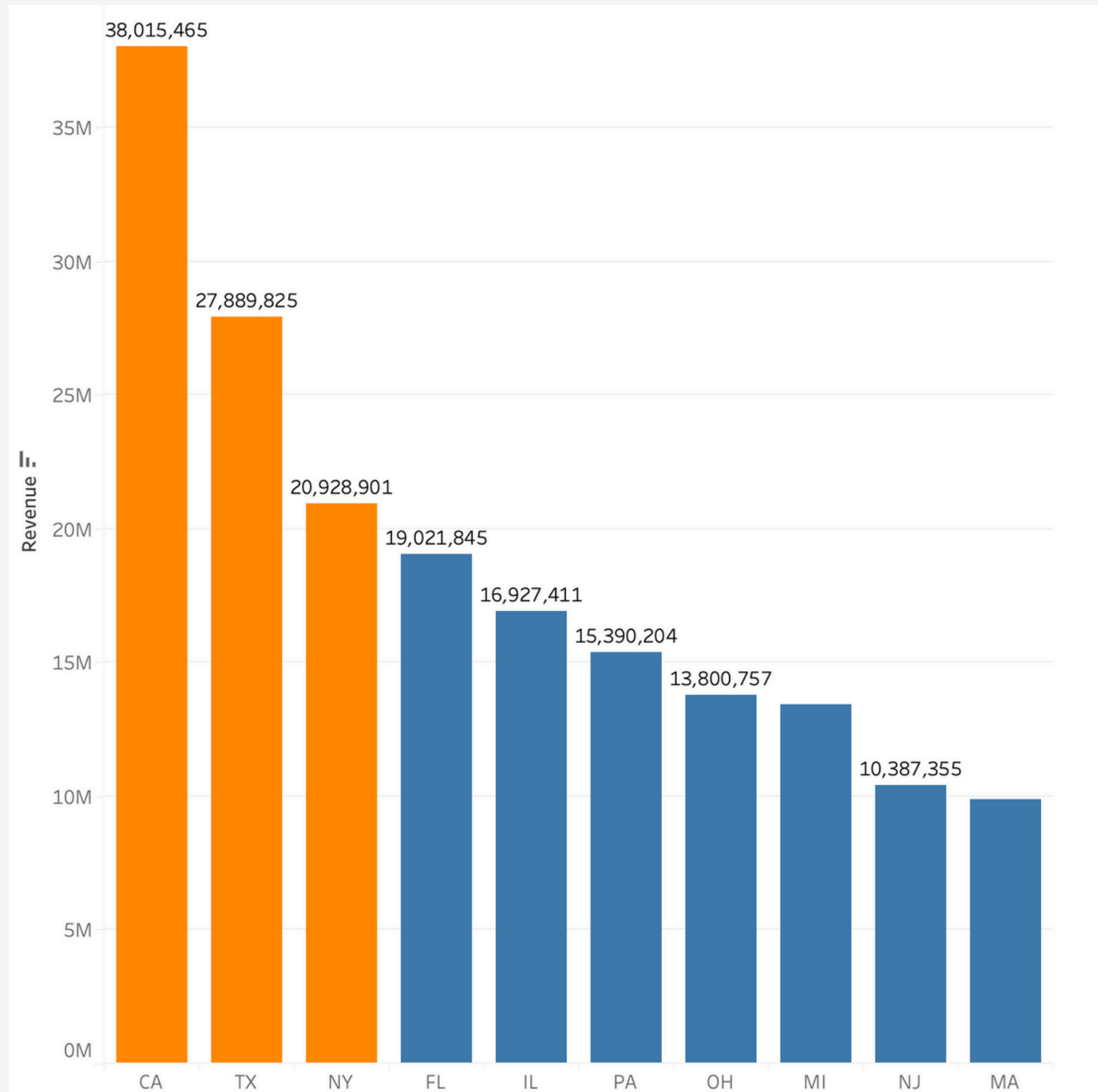
Recommendation

- 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



Top 3 States' Revenue

- Others
- Top 3

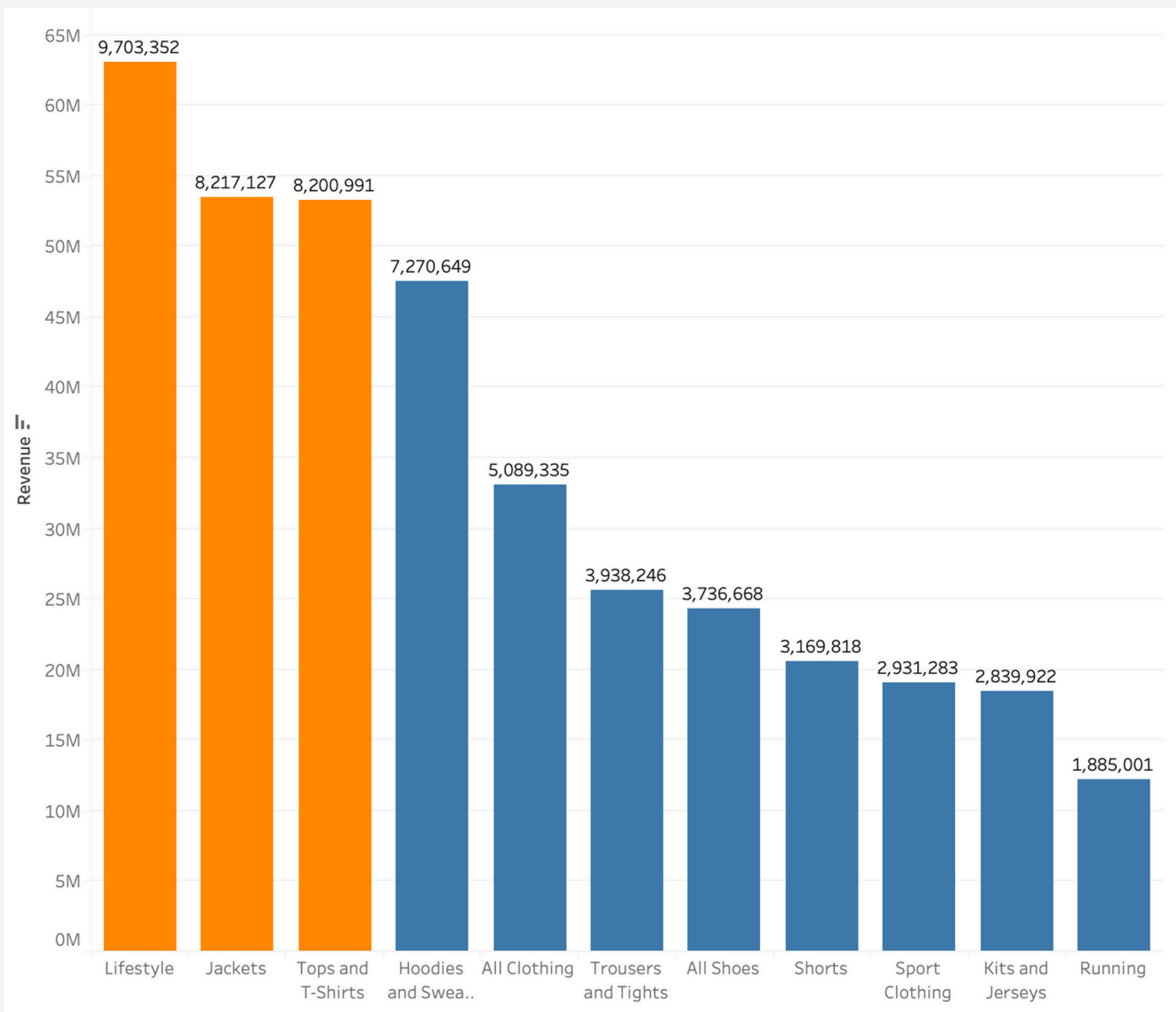
Recommendation

- 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



Top 3 States' Revenue

- Others
- Top 3

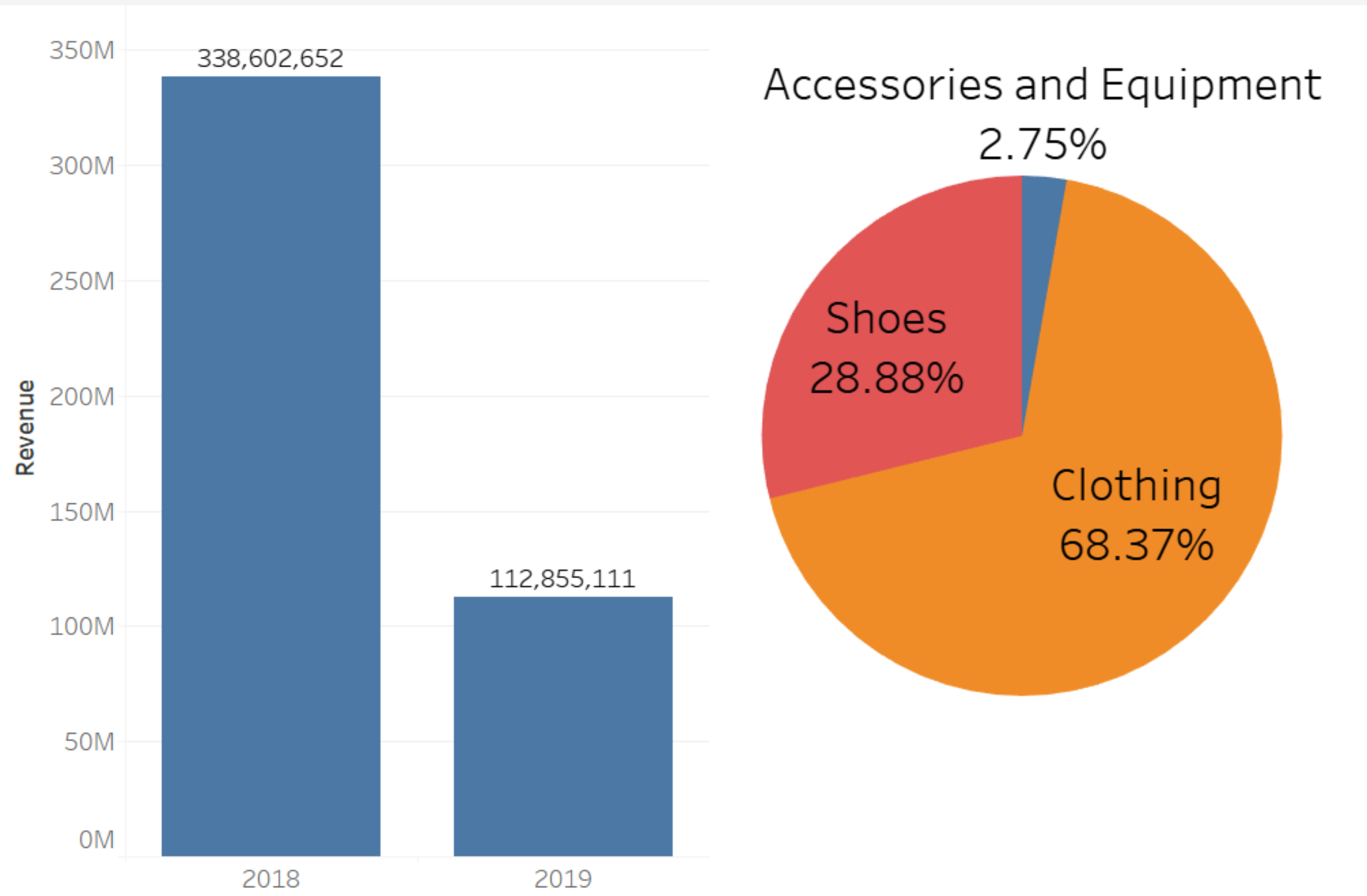
Recommendation

- 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



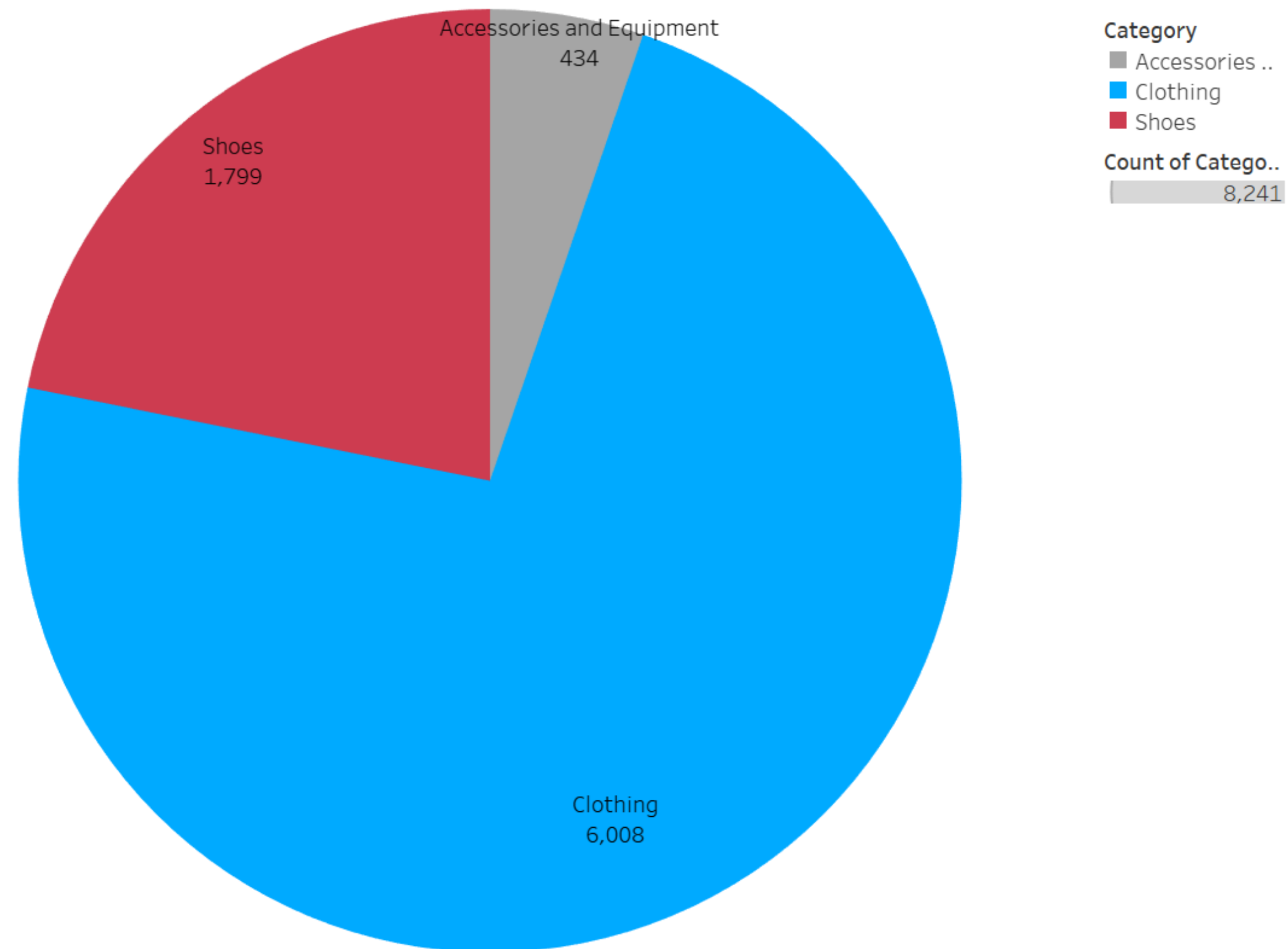
Recommendation

- 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

