



# **NIKE SALES GROWTH INITIATIVE**

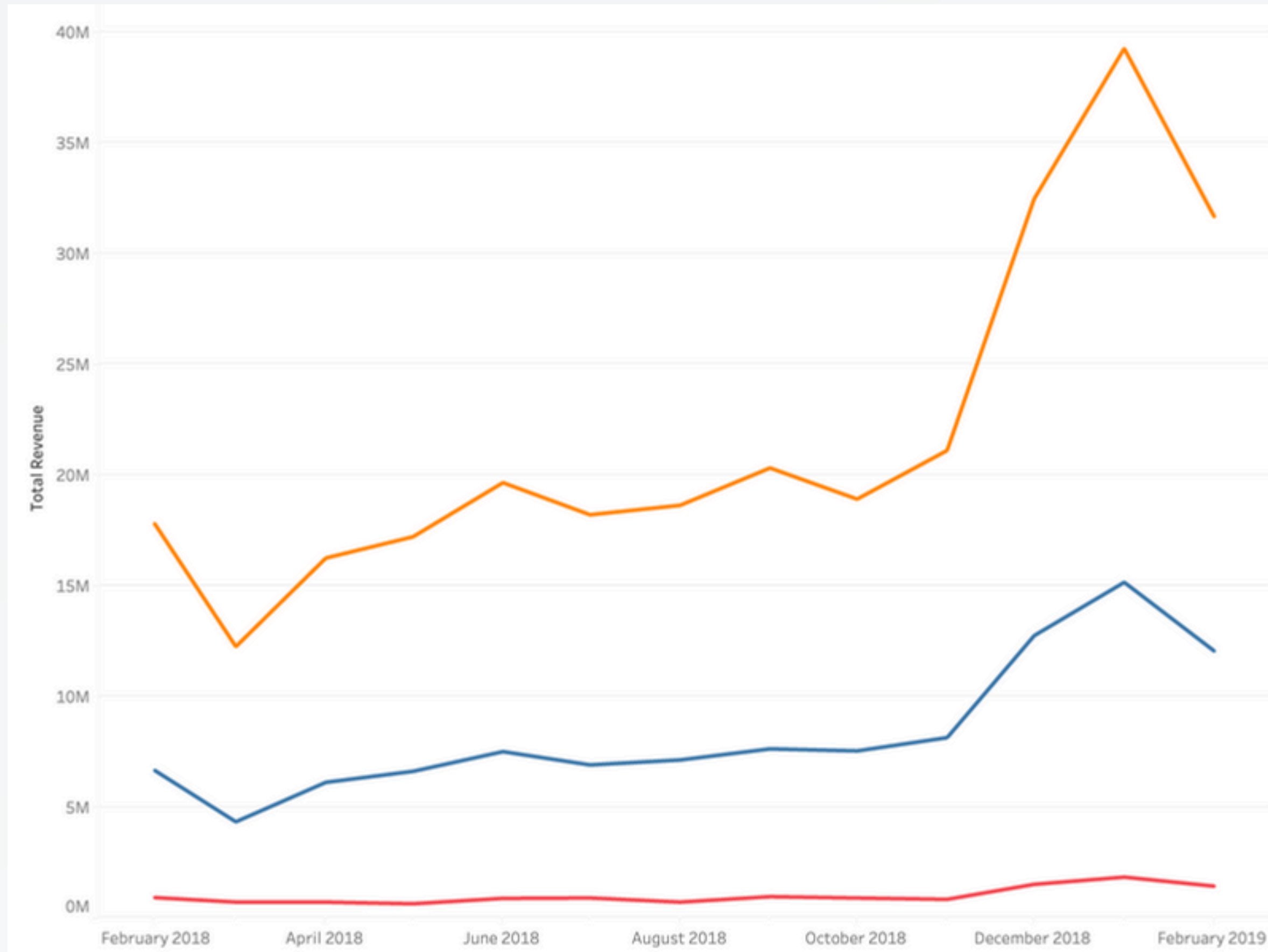
**SPRINT 02**

# Diagnostic Analytics Dashboard





# Seasonal Peaks Drive Revenue Growth



## Product Type

- APPAREL
- EQUIPMENT
- FOOTWEAR

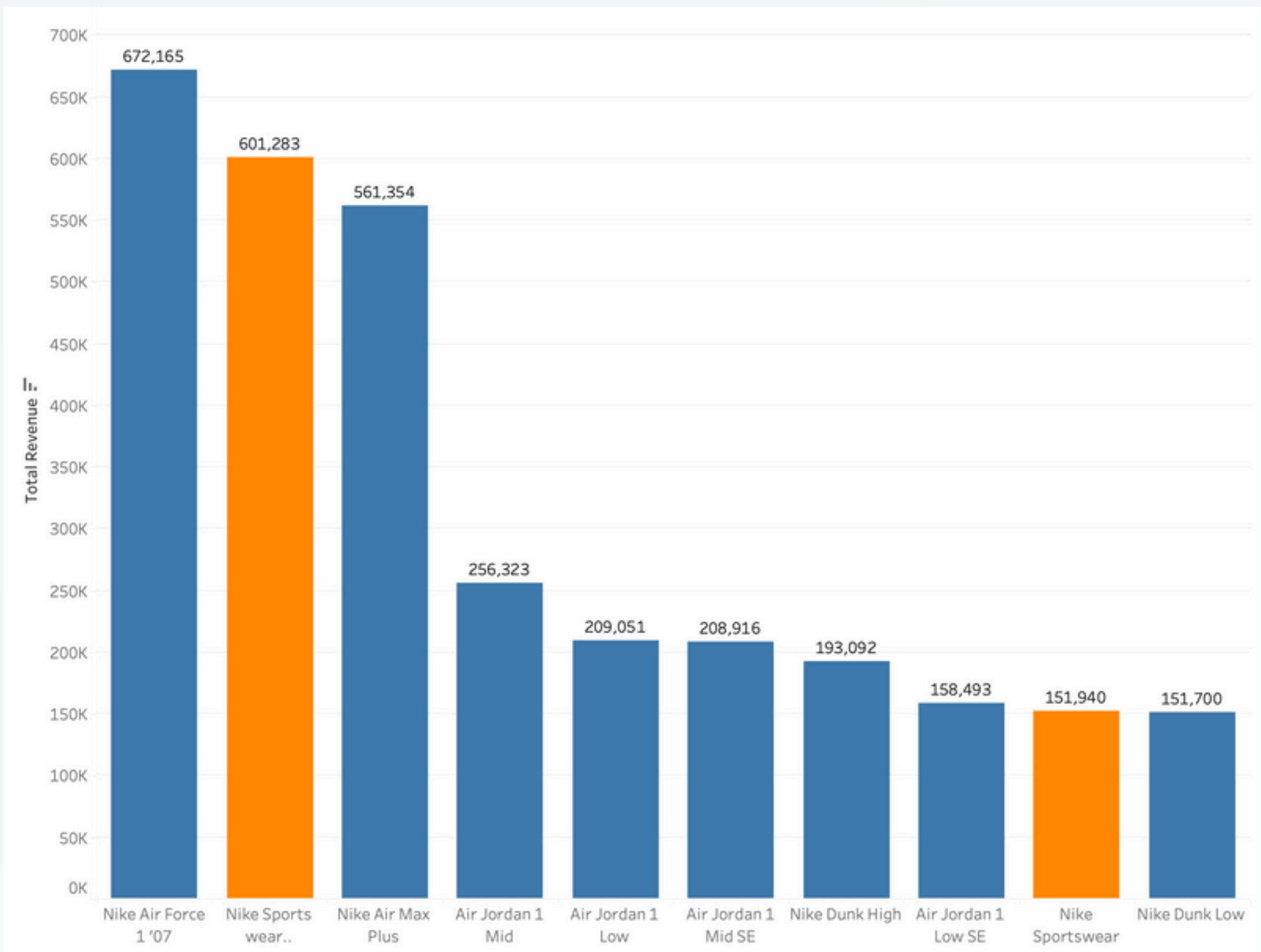
## Recommendation

- Intensify marketing before Q4 across all product types.
- Review and adjust inventory levels to meet the forecasted high demand.

## Prediction

- Stronger revenue peak in Q4 and smoother sales throughout the year.

# Footwear Dominates Bestseller Revenue



## Product Type

- APPAREL
- EQUIPMENT
- FOOTWEAR

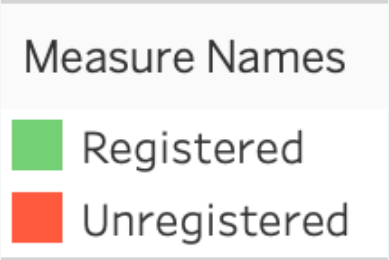
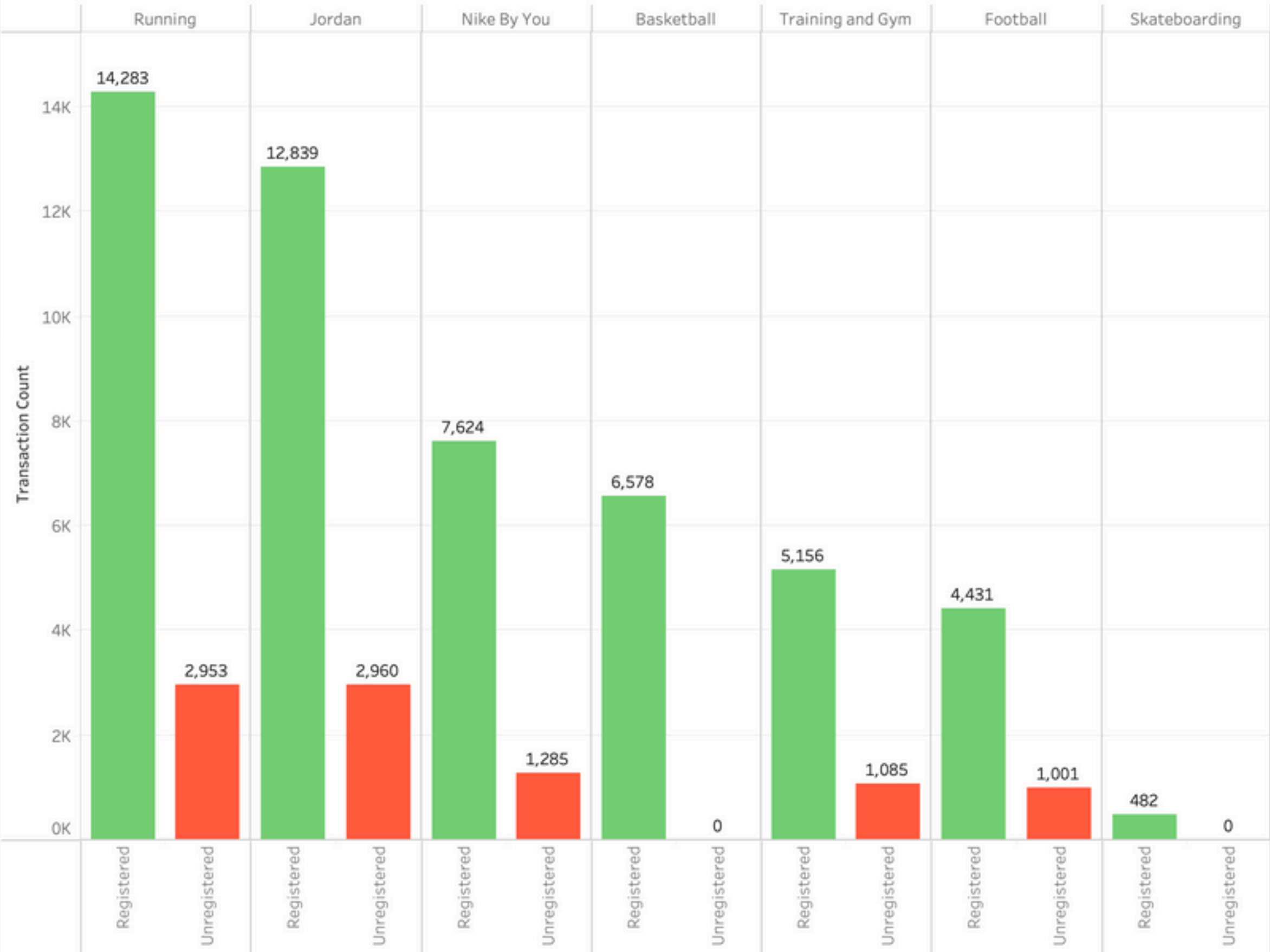
## Recommendation

- Boost marketing for leading footwear models.
- Analyze features driving top sales for product enhancements.

## Prediction

- Focused marketing may lead to increased sales of already popular footwear lines.

# Registered Users Dominate; Unregistered Absent in Niche Categories



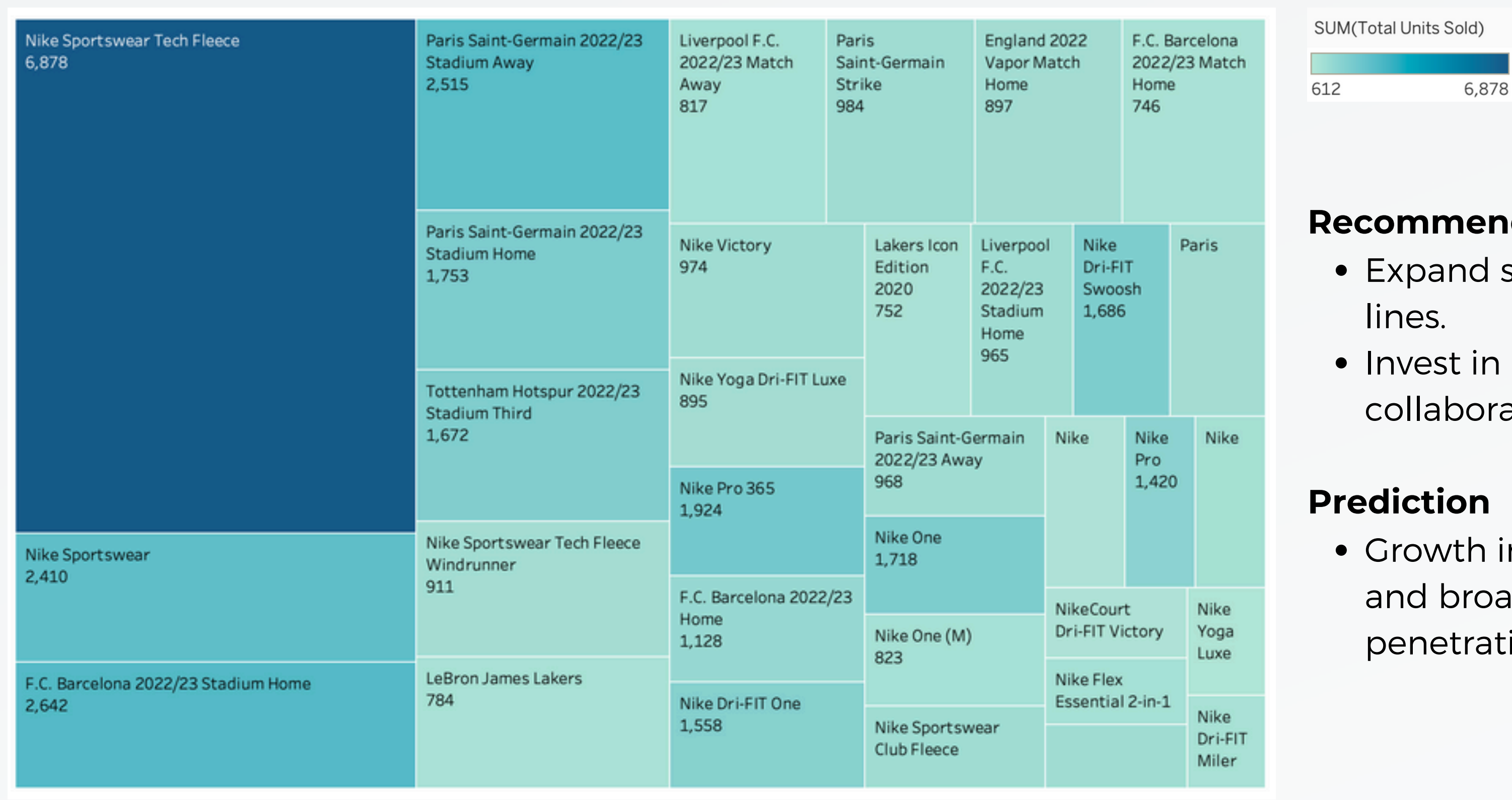
## Recommendation

- Launch targeted campaigns to boost registration in niche markets like basketball and skateboarding shoes.
- Investigate barriers to purchase for unregistered users in these categories.

## Prediction

- An uptick in unregistered user transactions within niche shoe categories.

# Soccer Merchandise Leads Apparel Bestsellers



## Recommendation

- Expand soccer-related apparel lines.
- Invest in more soccer team collaborations.

## Prediction

- Growth in soccer apparel sales and broader market penetration.