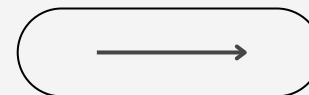
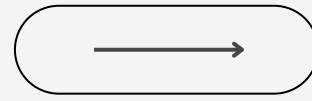


NIKE SALES GROWTH INITIATIVE

SPRINT 01 PRESENTATION



PRESENTED BY
Xi Chen
Tsai Lieh Kao
Vish Ramesh
Eddie Pate



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

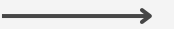
- | | | | |
|----|-----------------------------------|----|-----------------------|
| 01 | Business Problem Definition | 05 | ETL Pipeline |
| 02 | Data Collection & Data Dictionary | 06 | Data Lineage |
| 03 | MySQL Data Warehouse | 07 | Data Governance |
| 04 | ERD | 08 | Descriptive Analytics |



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

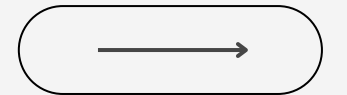


02



03

DATA COLLECTION & DATA DICTIONARY



Dataset Name

Nike Sportswear 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 contains 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



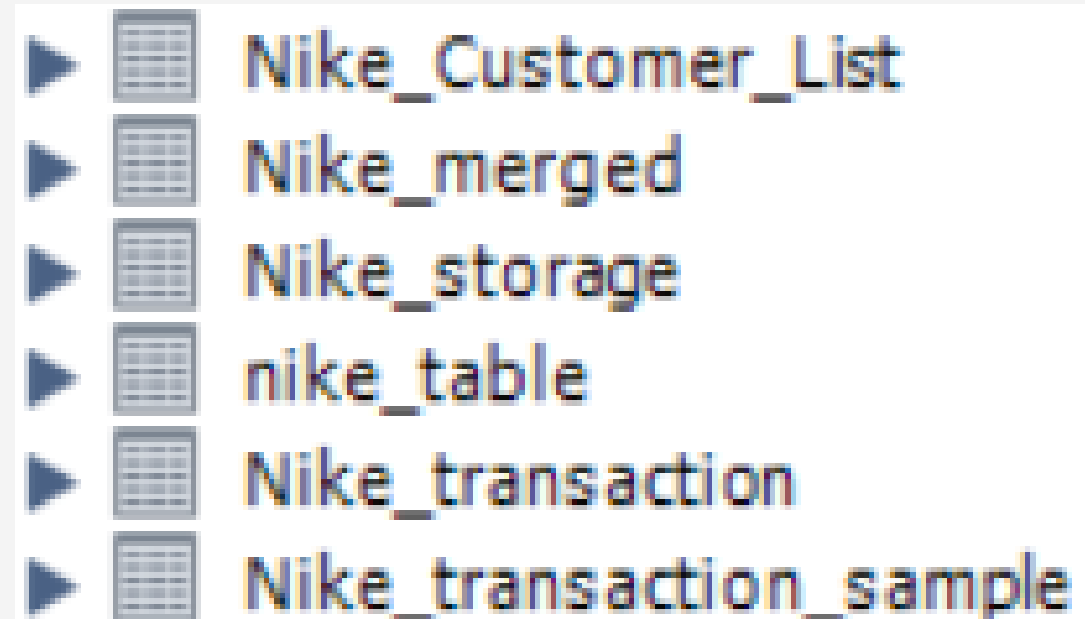
```
df.to_sql("Nike_storage", con=aws_write, if_exists='replace', index=False)
```

ETL with Python:

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

Benefits:

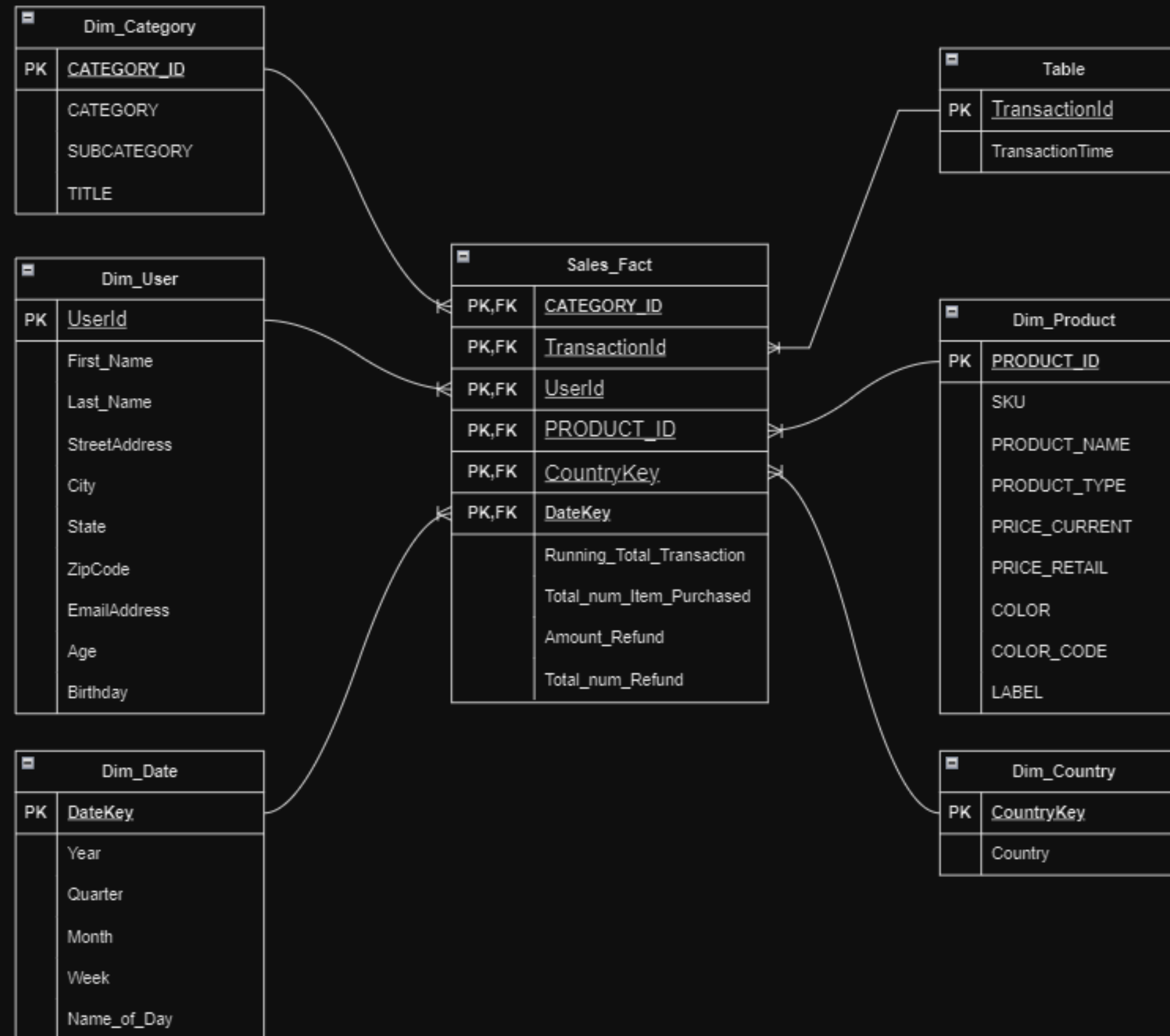
- Improved data management
- Centralized data storage
- Improved accessibility for Scrum developers, marketing teams, and managers
- Improved operational efficiency while gathering insights



- ▶ Nike_Customer_List
- ▶ Nike_merged
- ▶ Nike_storage
- ▶ nike_table
- ▶ Nike_transaction
- ▶ Nike_transaction_sample

ERD - STAR SCHEMA

04

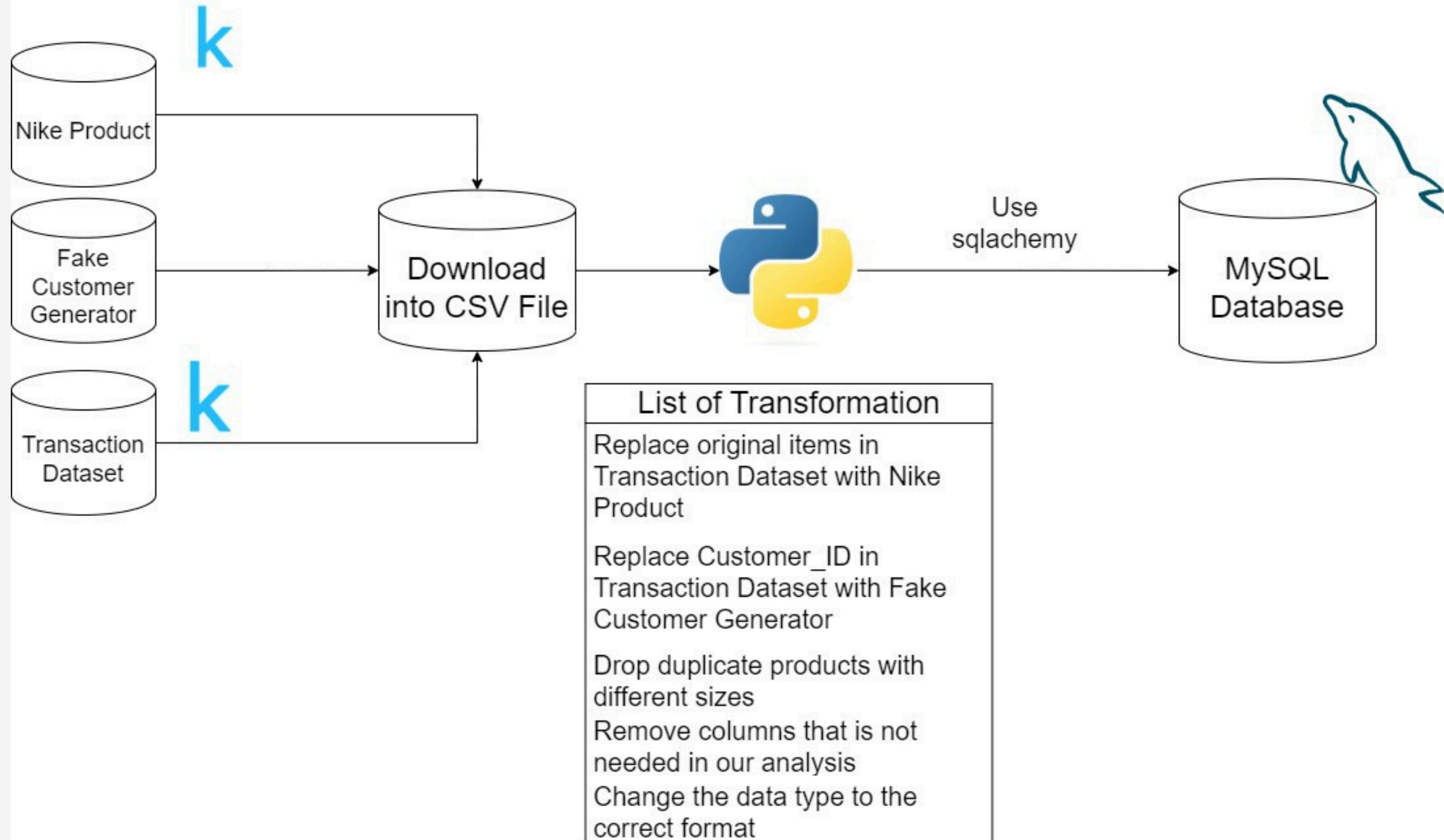


ETL PIPELINE

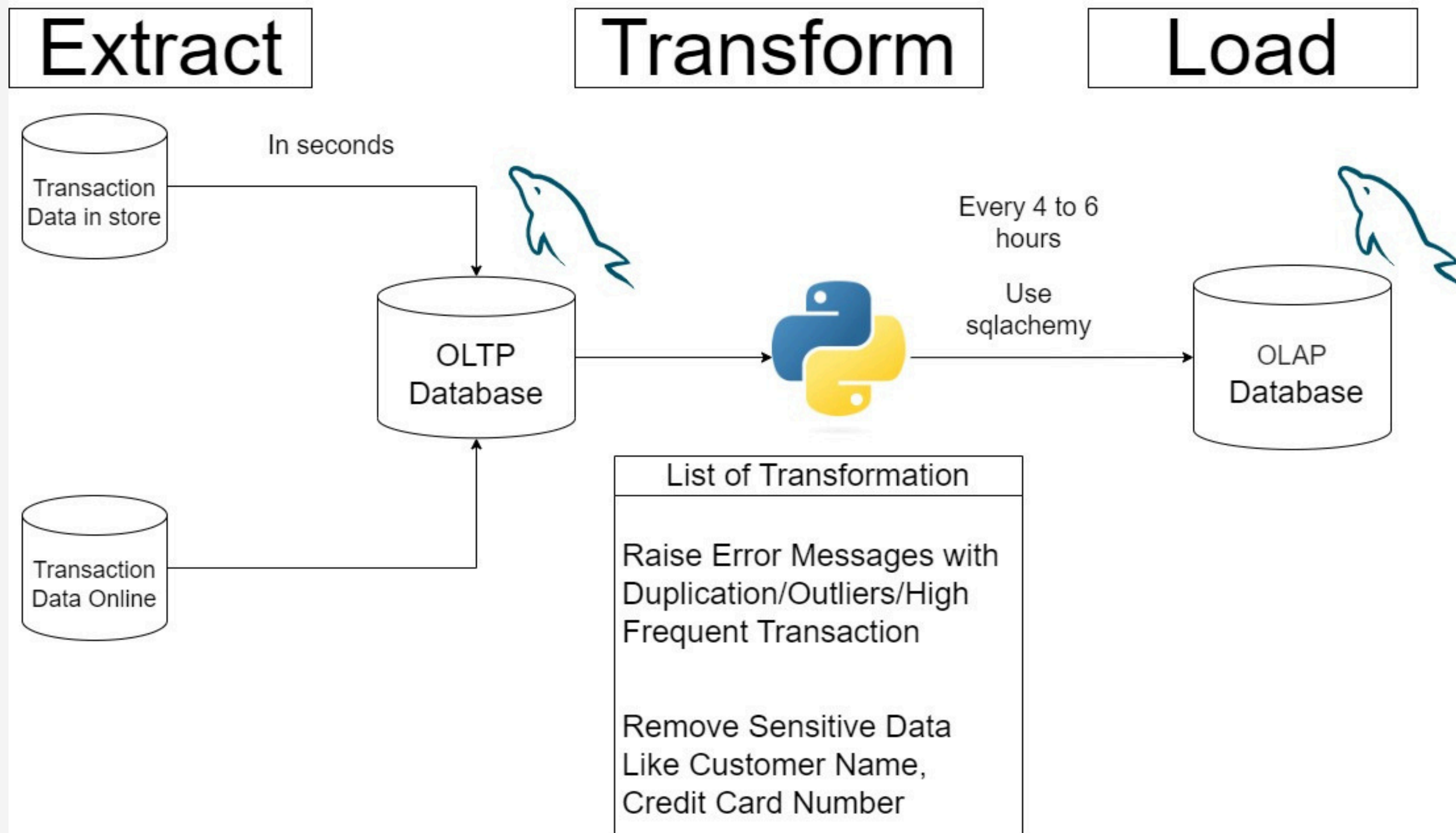
Extract

Transform

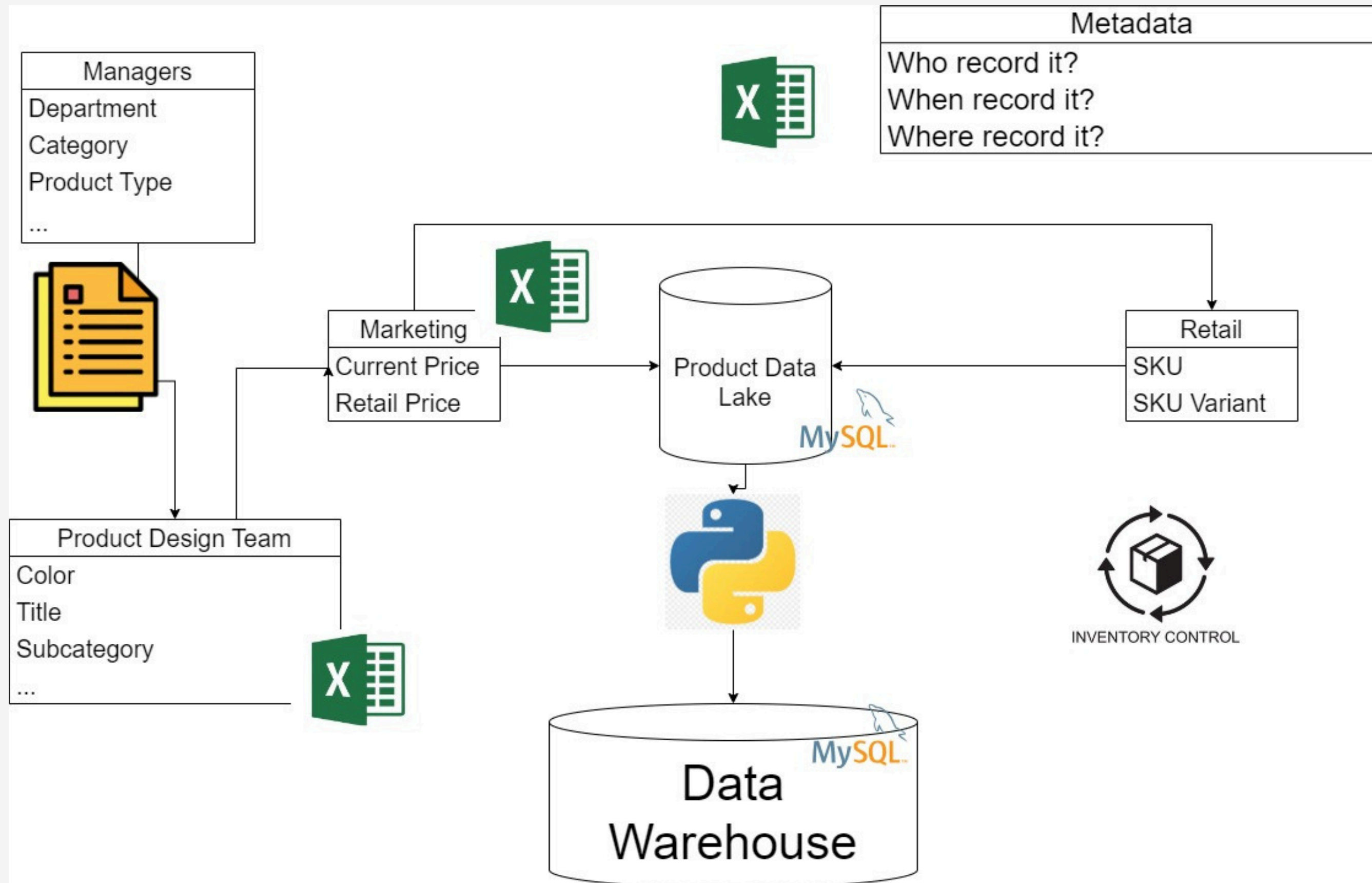
Load



ETL PIPELINE



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.

Nike Revenue

<

State Revenue Map

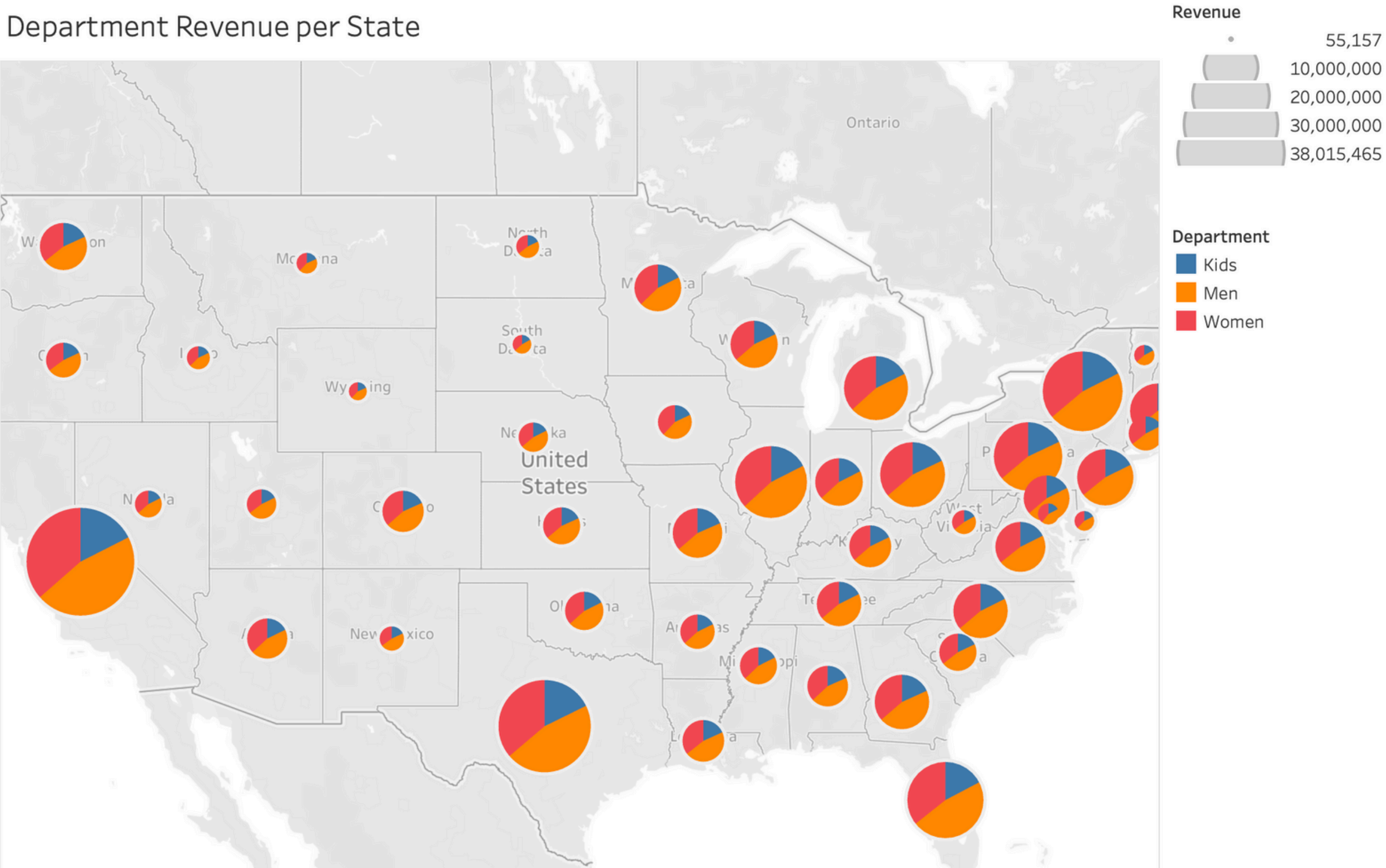
State Revenue Chart

Subcategory Chart

Time Revenue

>

Department Revenue per State



Nike Revenue

<

State Revenue Map

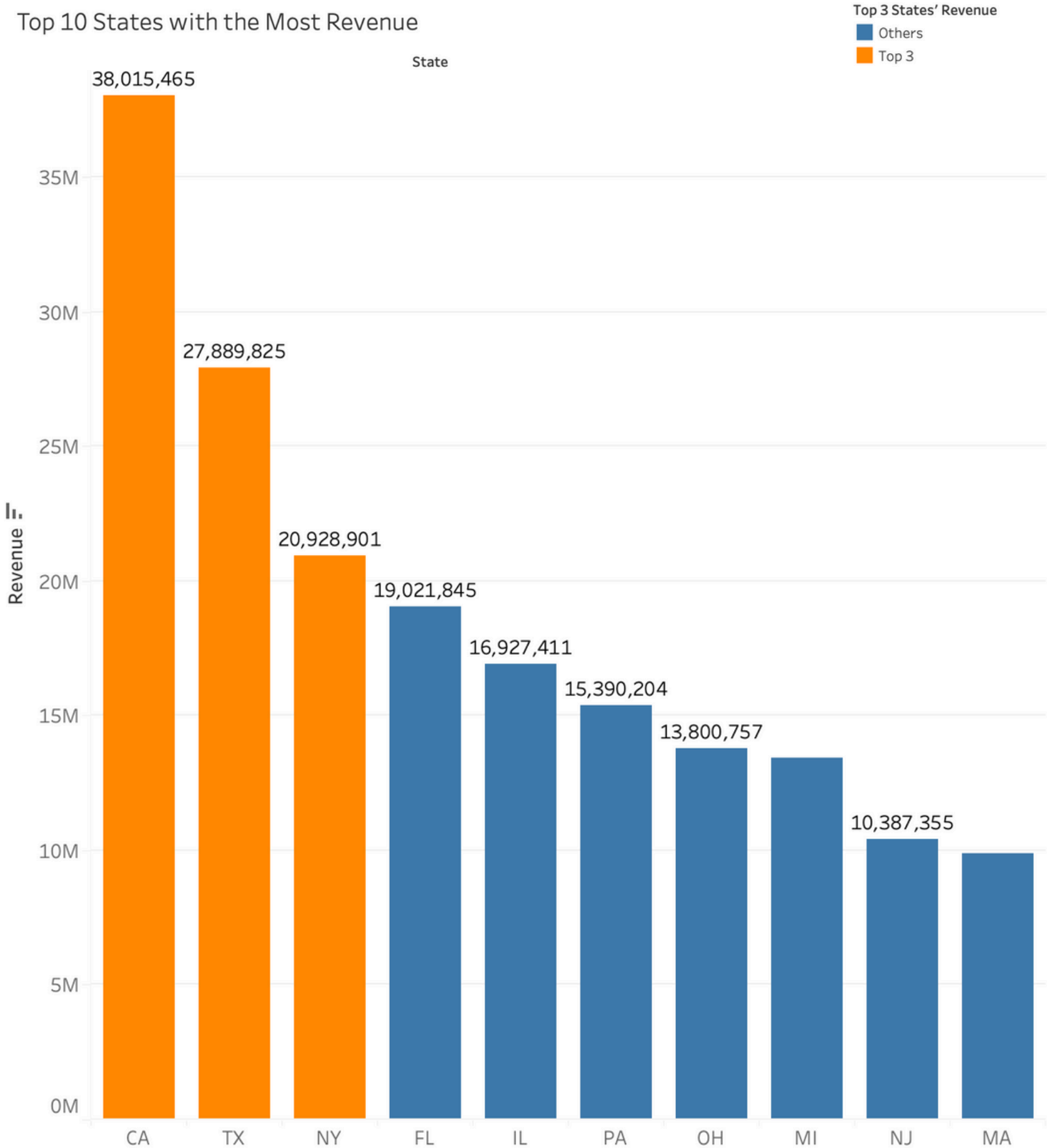
State Revenue Chart

Subcategory Chart

Time Revenue

>

Top 10 States with the Most Revenue



Nike Revenue

<

State Revenue Map

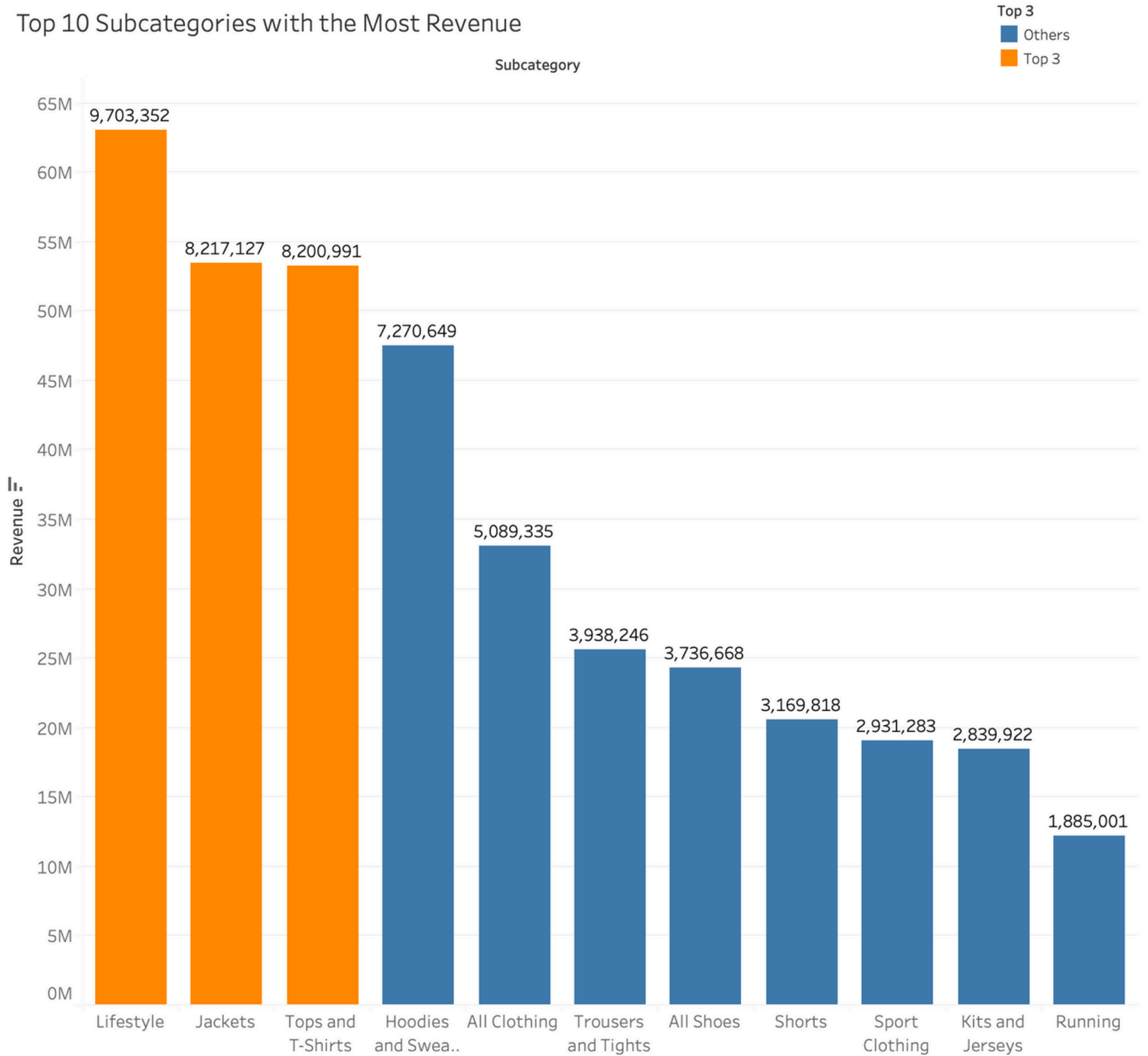
State Revenue Chart

Subcategory Chart

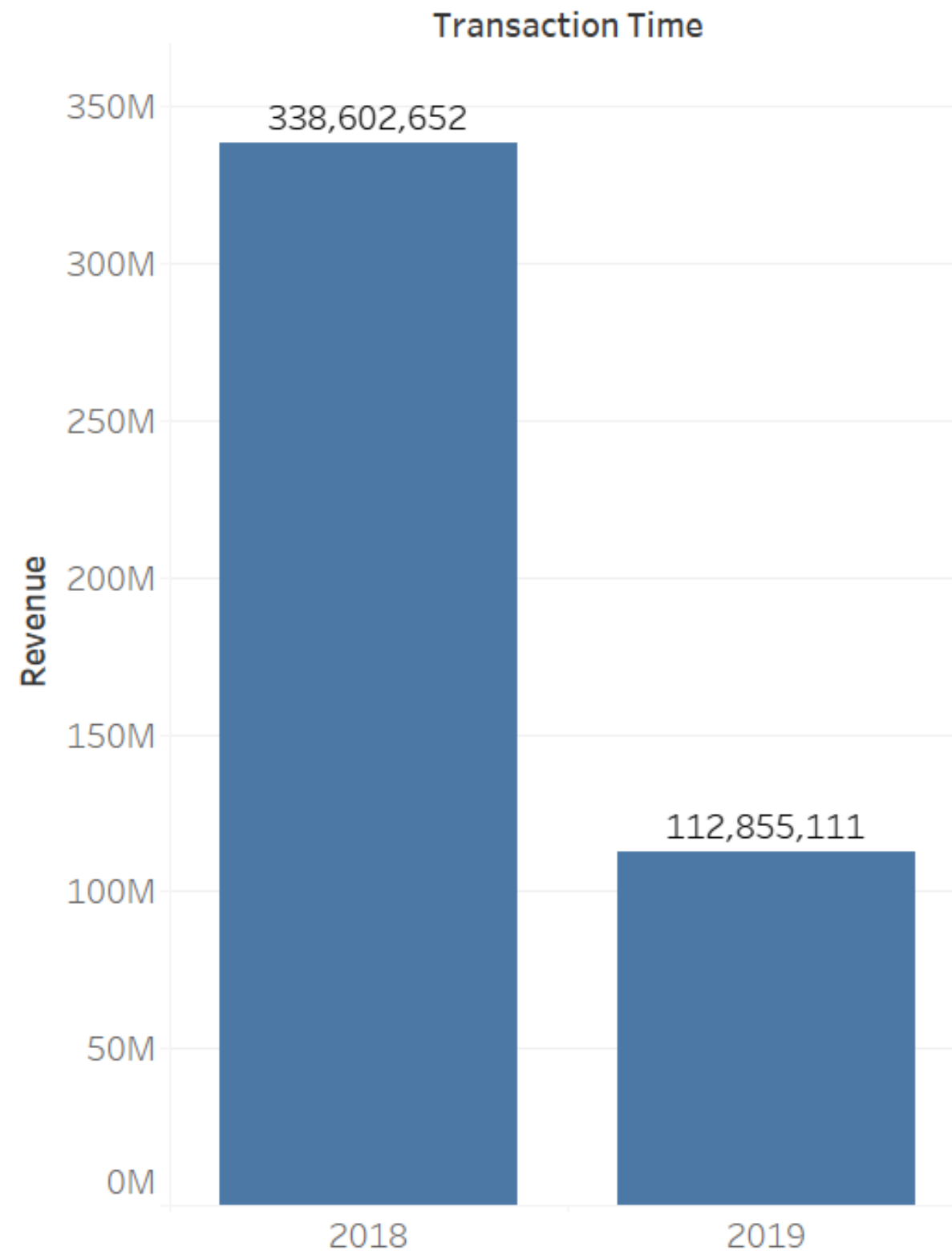
Time Revenue

>

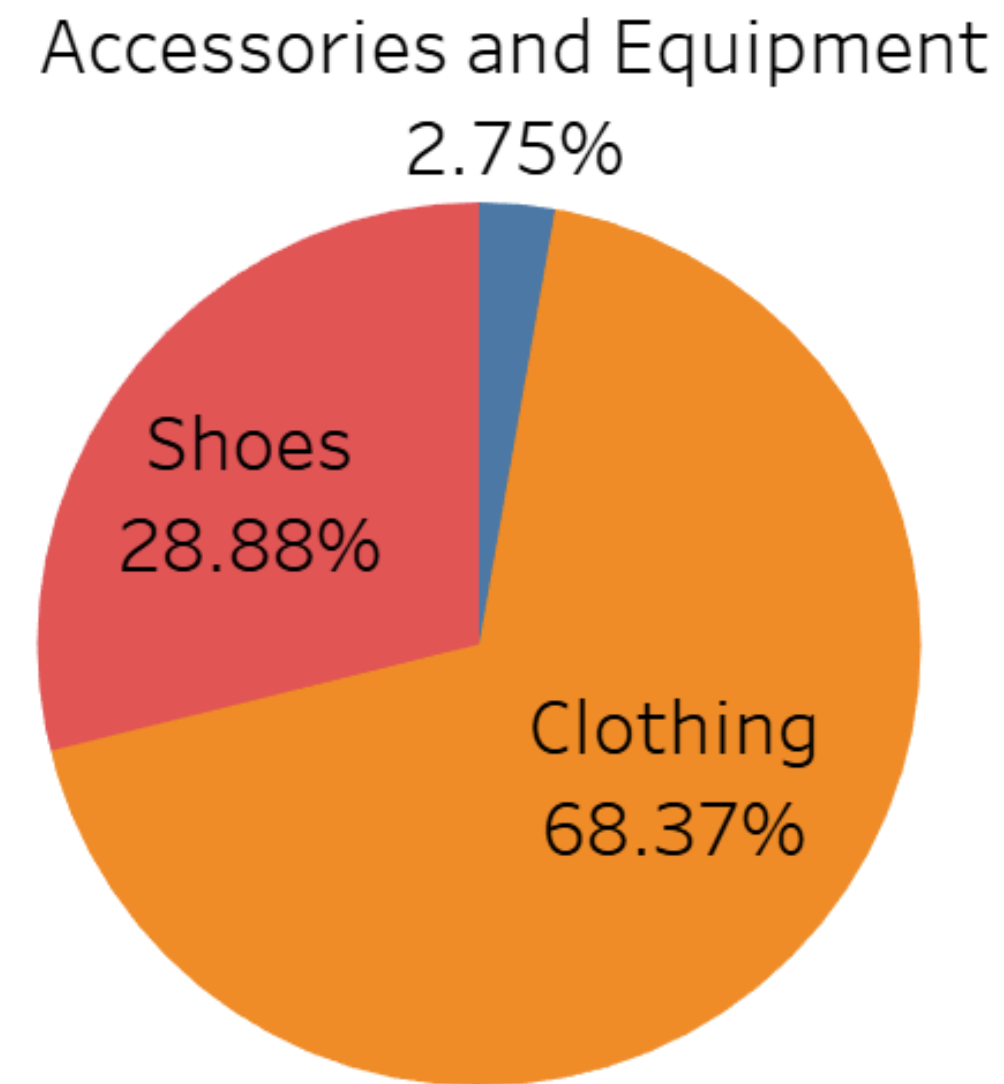
Top 10 Subcategories with the Most Revenue



Revenue From 2018 January to 2019
February

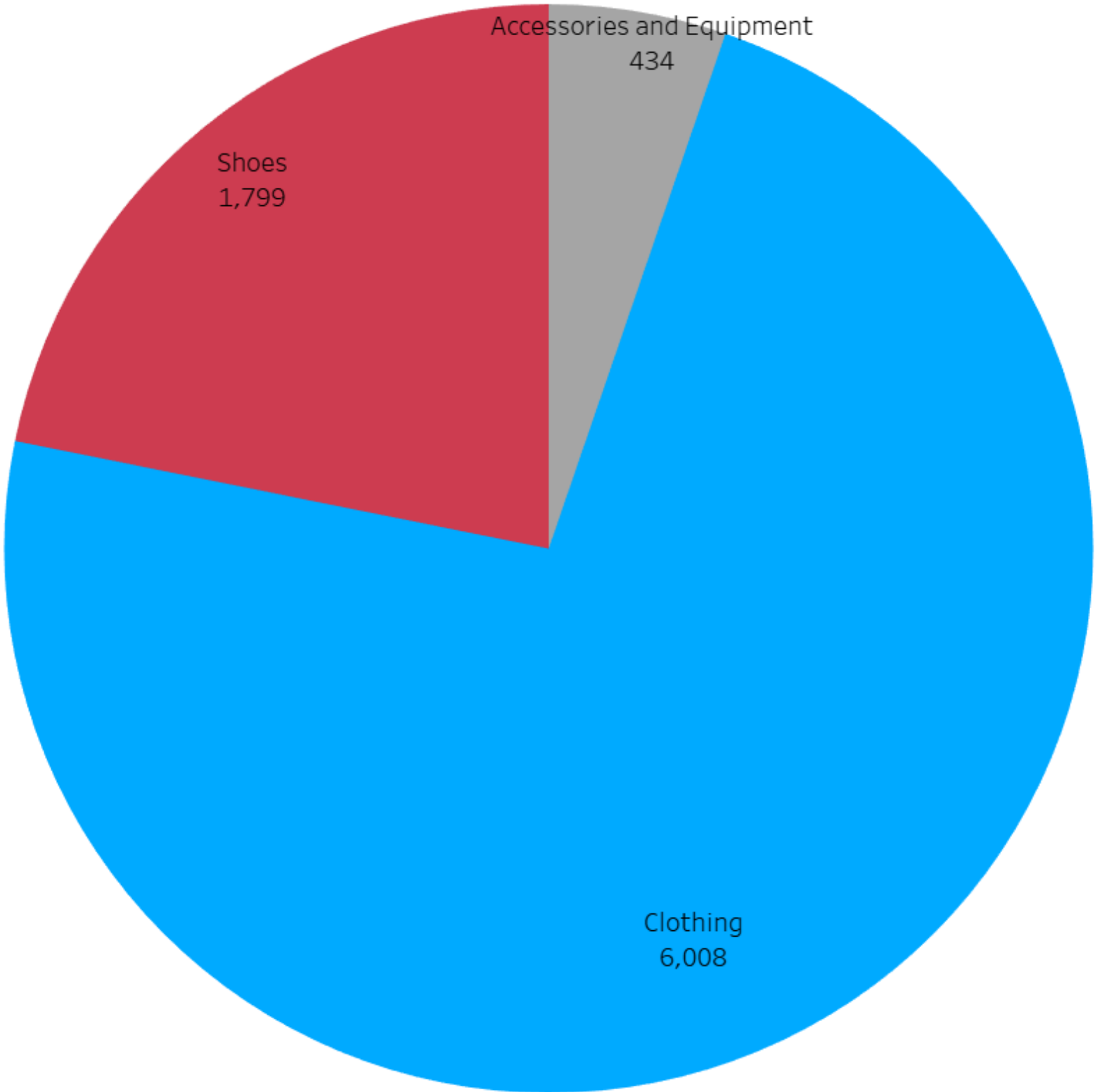


Revenue Percentage of Each
Category



Nike Product

< Price Distribution Highest Price Category in Storage Department in Storage >

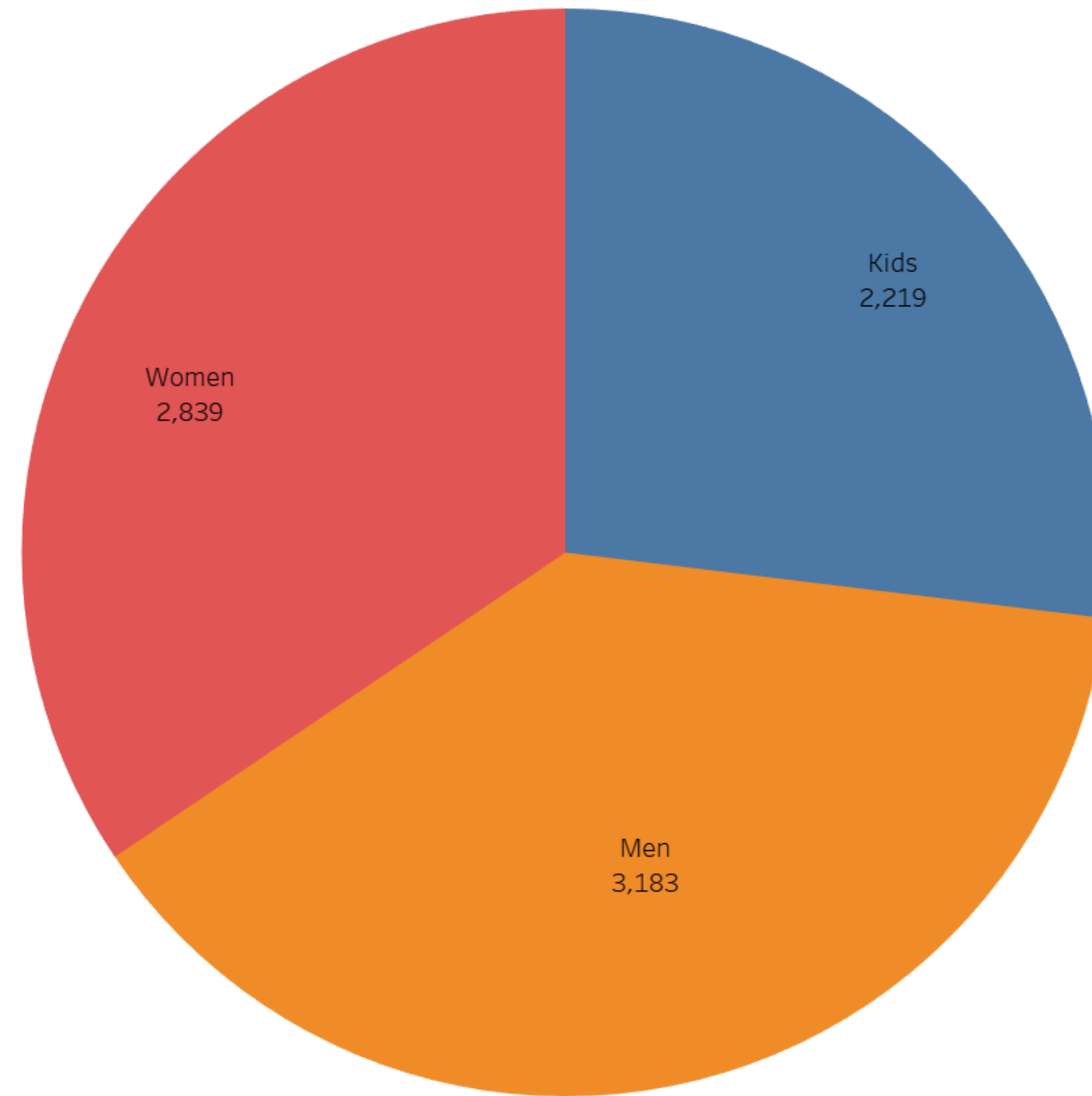


Category
■ Accessories ..
■ Clothing
■ Shoes

Count of Catego..
8,241

Nike Product

< Price Distribution Highest Price Category in Storage Department in Storage >



Department

- Kids
- Men
- Women

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

