

2024 NIKE SALES ANALYSIS

Chiyedza Ford

Questions answer:

Which main category had the most sales.

Which Region had the most units bought.

Average regional revenue over the year.

Average revenue over the year.

What subcategory had the most revenue

Average subcategory revenue over the year

Financial Information:

Revenue Stats:

count	1000.00
mean	5039576.41
std	3267216.81
min	287400.00
25%	2344675.00
50%	4328020.00
75%	7264942.50
max	14864700.00

Units Stats:

count	1000.00
mean	28498.95
std	12926.50
min	5028.00
25%	17554.25
50%	28685.00
75%	40026.00
max	49992.00

During my analysis I've found some very interesting information in the Nike Sales CSV.

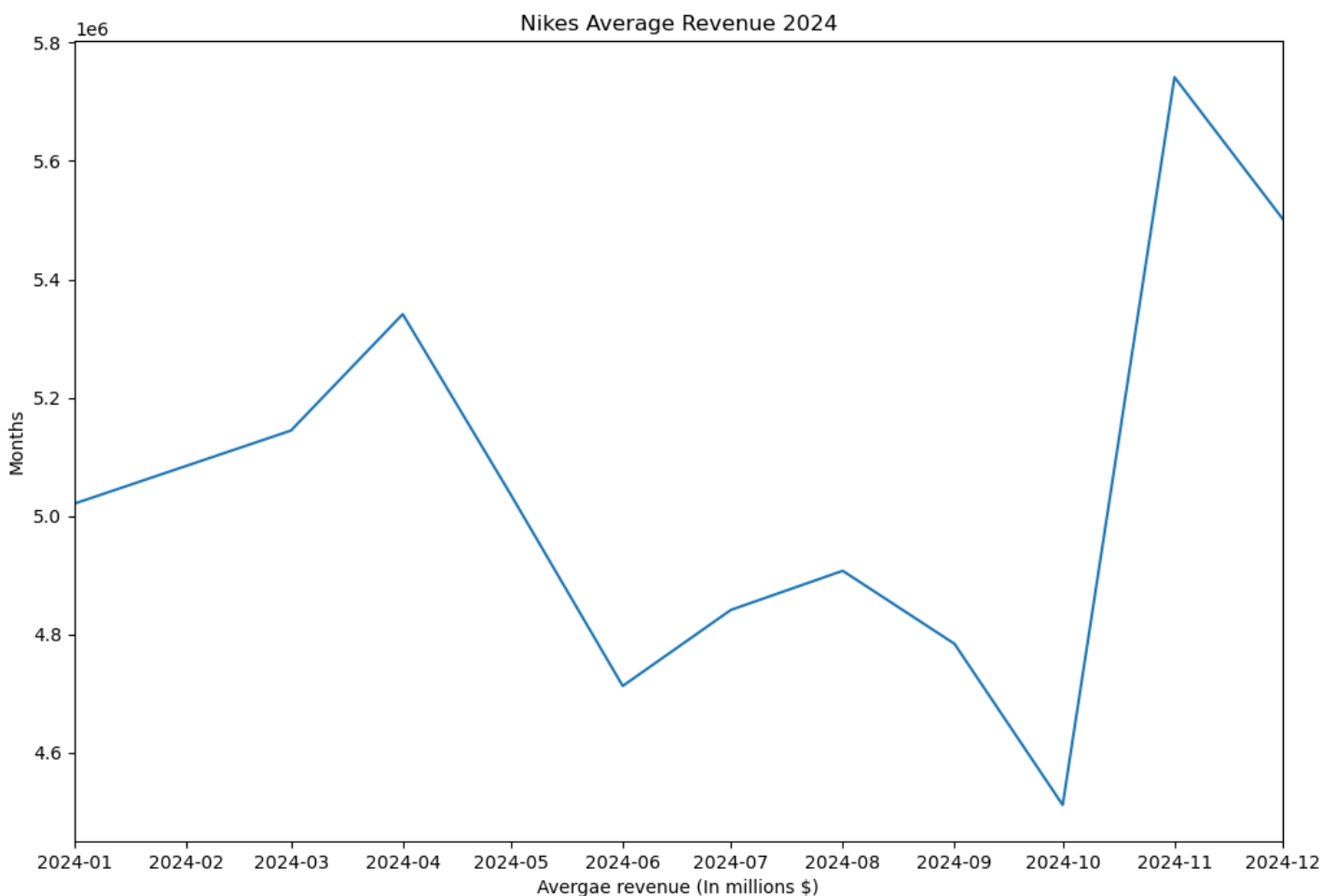
In 2025 we see two big spikes and two drops in Nikes average revenue for 2024. During March of 2024 we see Nikes first financial spike, this may be due to Great China and Southeast Asia.

During March Great China celebrates the Zhonghe Festival, while Southeast Asia has the Lunar New Year. These may be factors in why Nike had its first profit spike.

The next spike happened during August after a significant decrease in revenue, During June we know that the cricket world cup was taking place, and we see that June was the month where we start to see the next rise. We can also see that cricket had the greatest revenue spike on August of 2024 while it started its rise during may (before the world cup).

The third spike occurred during November, this is due to holiday gifts, Christmas gifts and end of year sales. From November to December the revenue only dropped by 0.2 at the most.

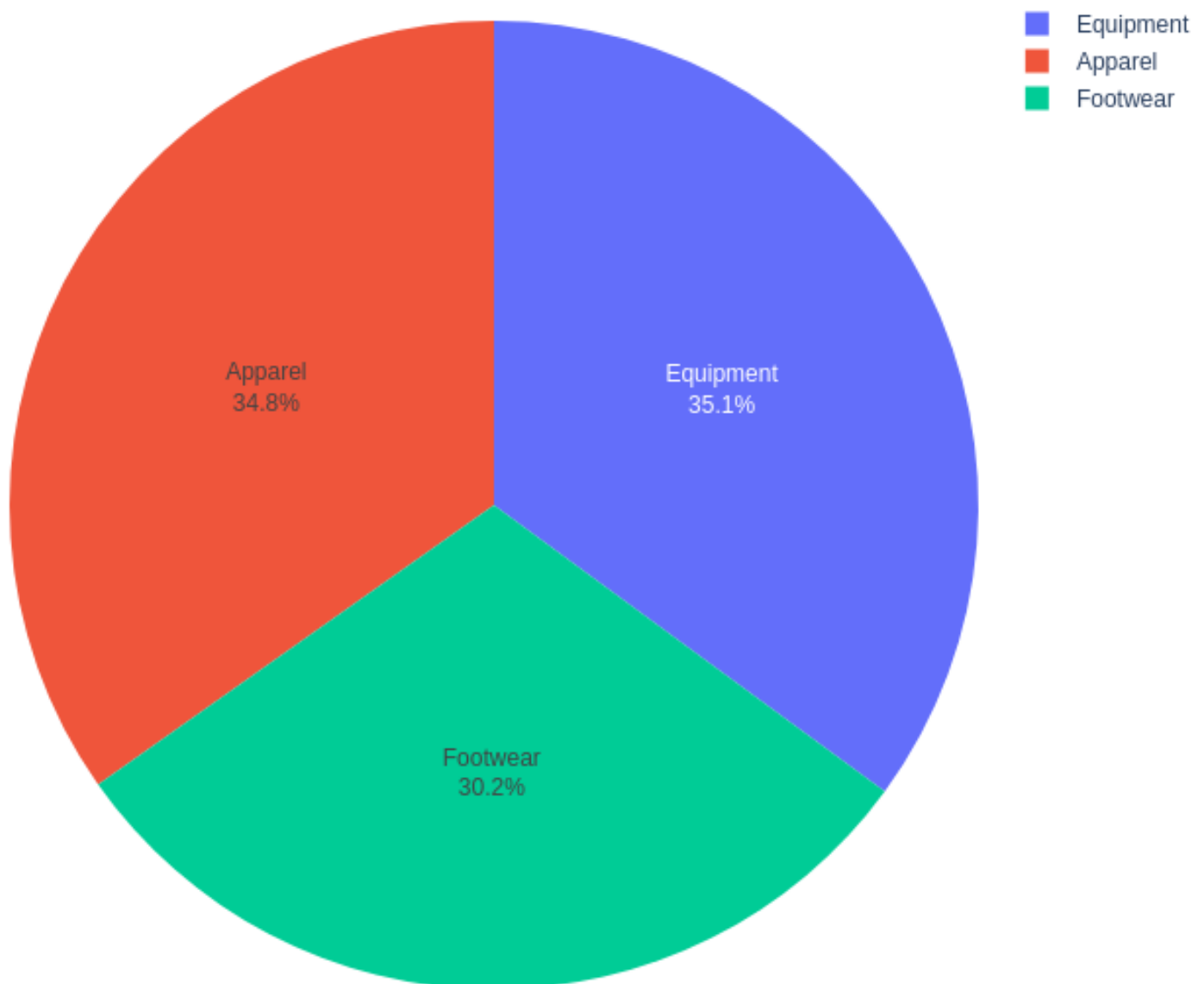
This analysis was done with a line graph.



The next question answered the question, what Main Category had the most units sold.

Comparing three different main categories: Equipment, Apparel, and Footwear. The main category with the least units sold was footwear, while the category with the most units sold was equipment.

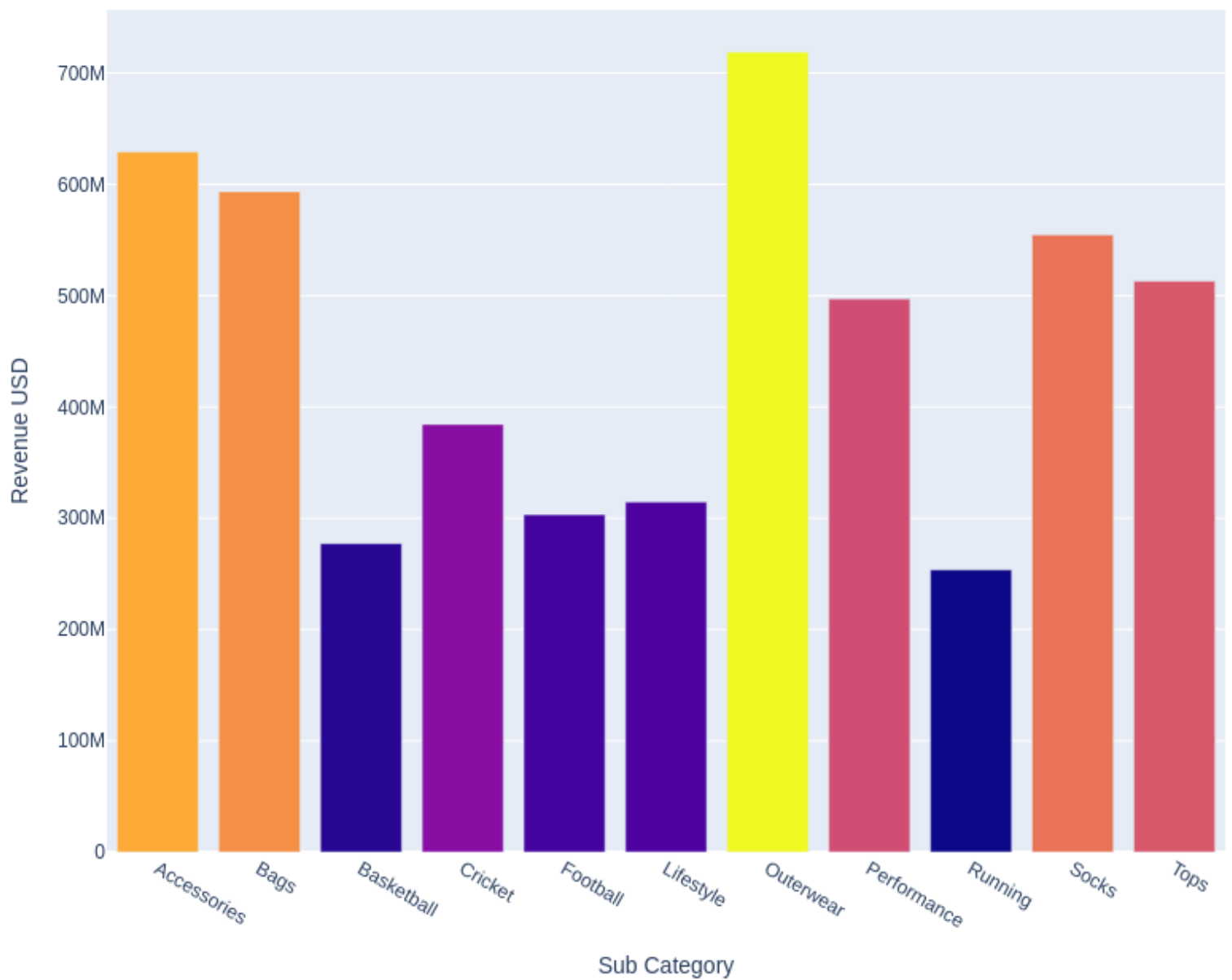
Units sold by Main Category



The next question answered, what subcategory had the most sales?

Outerwear brought in the most revenue with Accessories and Bags trailing behind., while the subcategory with the least sales was Running followed by Basketball.

Total revenue per sub category

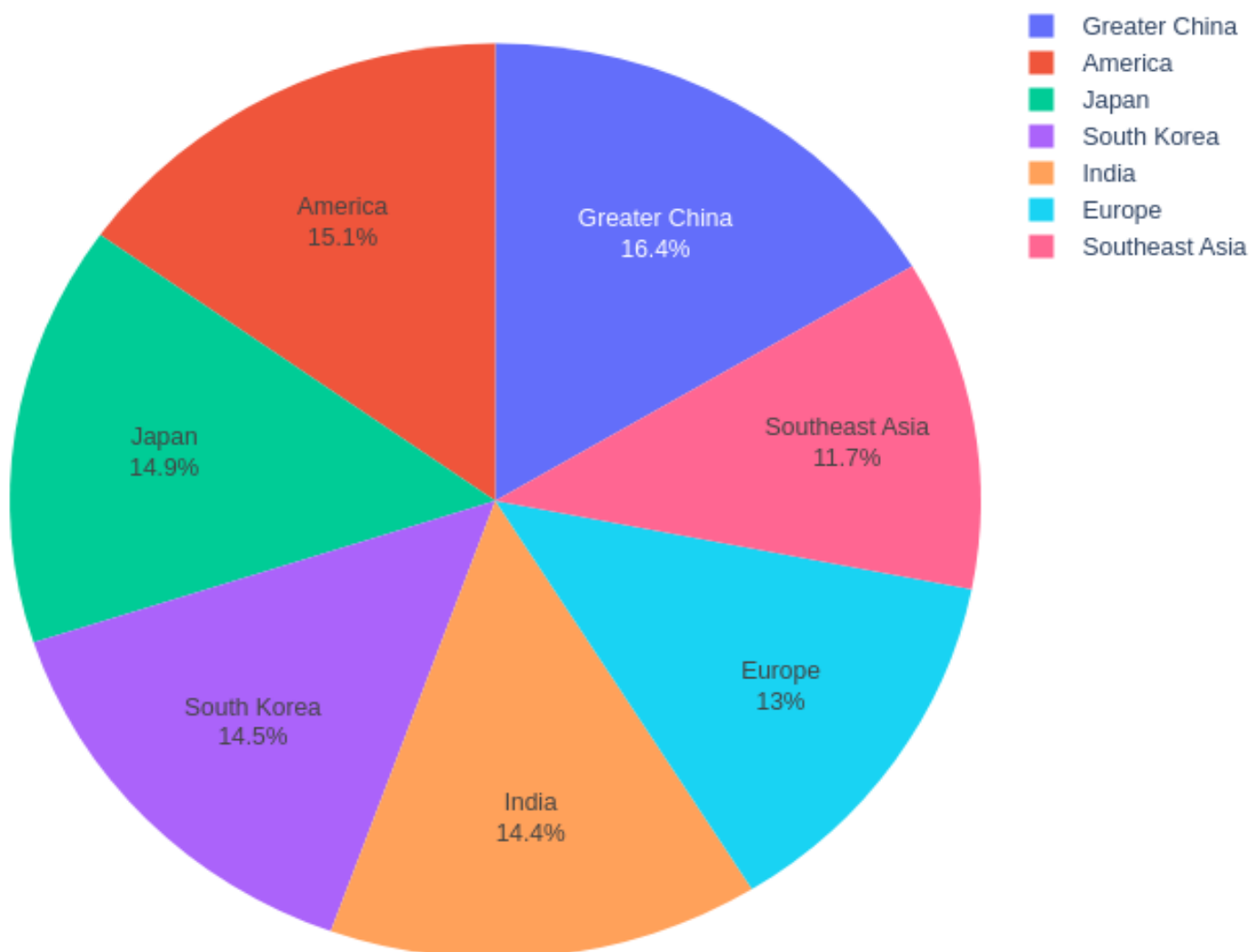


The next question answered:

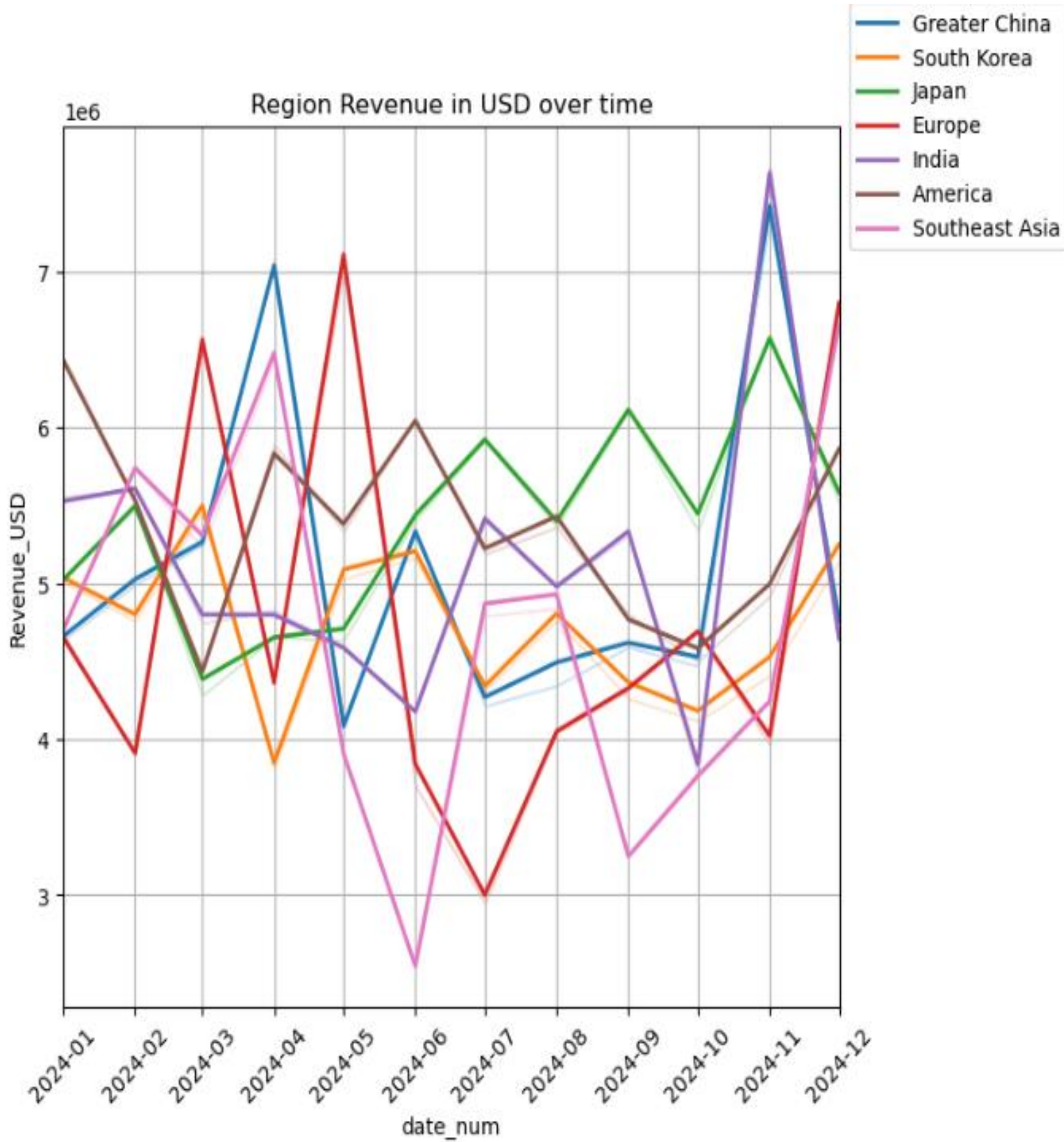
Which region had the most units sold?

Out of the 7 regions analysed, Greater China had the highest units sold, while Southeast Asia had the lowest units sold. This makes sense considering that most of Nikes leading manufacturing sites are in China.

Units sold by region

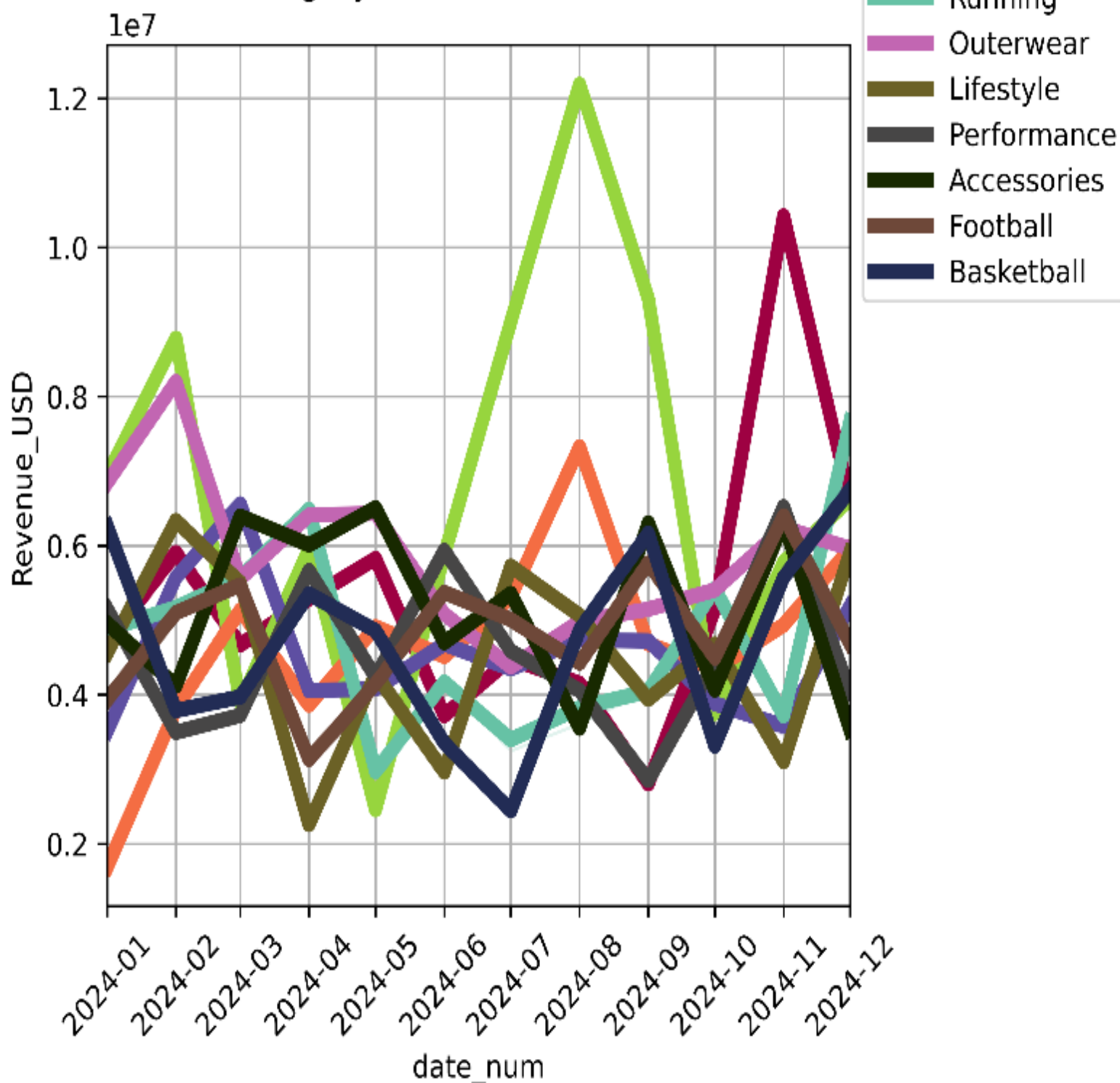


The following graph displays the revenue by region throughout 2024:



The following graph displays the revenue by subcategory throughout 2024:

Sub Category Revenue in USD over time



The last question answered:

Which subcategory had the most average online sales percentage?

Accessories had the largest online sales percentage while Bags had the lowest online sales percentage.

Average Online Sales Percentage per Sub Category

