Sales StockX

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Preparation, Processing, Analysis, Visualization | Excel

Overview

For this data analysis project, I focused on extracting, analyzing, and cleaning sales data from StockX. I created various visualizations, including pivot tables and charts, to examine global sales trends, sales by country, and sales by brand. Additionally, I conducted an analysis of the percentage differential between brands and developed a comparative graph of price over time between Adidas and Nike. Finally, I implemented a dynamic dashboard to allow for personalized variable analysis.

Key Points

- I conducted the extraction, analysis, and cleaning of StockX sales data.
- I created visualizations to examine global sales trends, sales by country, and sales by brand.
- I analyzed the percentage differential between brands.
- I developed a comparative graph of price between Adidas and Nike
- I implemented a dynamic dashboard for personalized analysis.

SELLING COLLECTIBLE SNEAKERS | PRICE DIFFERENTIAL

Dashboard by Gildardo Gamino Torres
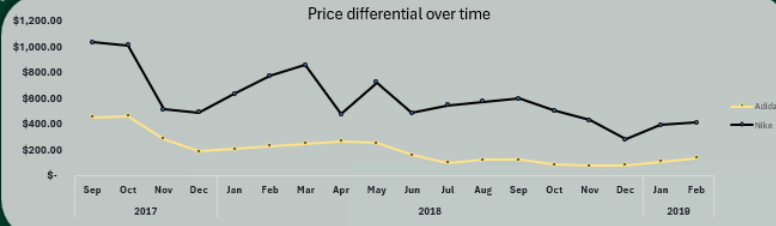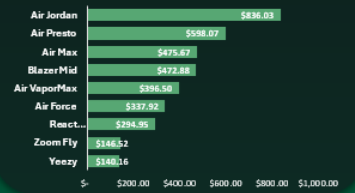
CONFIGURATION

Year

2017	2018	2019
<01/0...	>14/0...	

Purchasing Region

Alab...	Alaska	Arizona
Arka...	Califo...	Color...
Conn...	Dela...	Distri...
Florida	Geor...	Hawaii
Idaho	Illinois	Indiana
Iowa	Kansas	Kent...
Louis...	Maine	Maryl...
Mass...	Michi...	Minn...

Model

Air Force	Air Jor...	Air Max
Air Pre...	Air Va...	Blazer ...
React ...	Yeezy	Zoom Fly

Price differential over time

Legend: Adidas, Nike

Differential in USD per Model

Model	Value
Air Jordan	$836.03
Air Presto	$598.07
Air Max	$475.67
Blazer Mid	$472.88
Air VaporMax	$396.50
Air Force	$337.92
React...	$294.95
Zoom Fly	$146.52
Yeezy	$146.16

States with the highest percentage differential

© GeoNames, Microsoft, TomTom

Sales by brand

42%

Total, Adidas, $25,9__.__ 9.00, 58%

Legend: Adidas, Nike
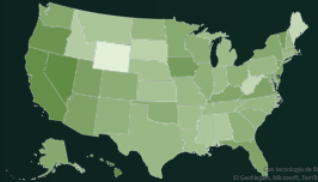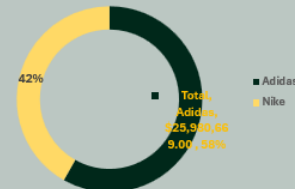
Percentage difference by model

Model	Value
Air Jordan	540%
Air Presto	474%
Blazer Mid	484%
Air Max	378%
Air Force	300%
Air VaporMax	259%
React Hyperdunk	247%
Zoom Fly	183%
Yeezy	184%