



# Shoe Brand Sales Performance Analysis

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# Agenda

- 1.Introduction
- 2.Key Metrics
- 3.Brand Profitability and Costs
- 4.Revenue Development and Market Share
- 5.Dashboard

# Introduction

- This presentation provides a comprehensive overview of the sales, profitability and market shares of six well-known shoe brands.
- The goal of the overview is to highlight business critical insights into brand performance across different time periods and sales channels using data.
- **The Analysis includes:**
  - Sales revenue and profit
  - Sales volumes and average price
  - Market shares
  - Brand-specific costs and margins
  - Revenue development over time
- **Tools used:**
  - Microsoft Excel
  - Pivot tables
  - Charts
  - Slicers
  - Visual Dashboard structure

# Key Metrics



Total Revenue: 120 131 818 €



Units Sold: 2 477 947 pairs



Average Price / pair: 45 €



Total Profit: 61 286 730 €



Profit Margin: 51,02%

**The market demonstrates strong profitability, with more than half of the total revenue converting into profit.**

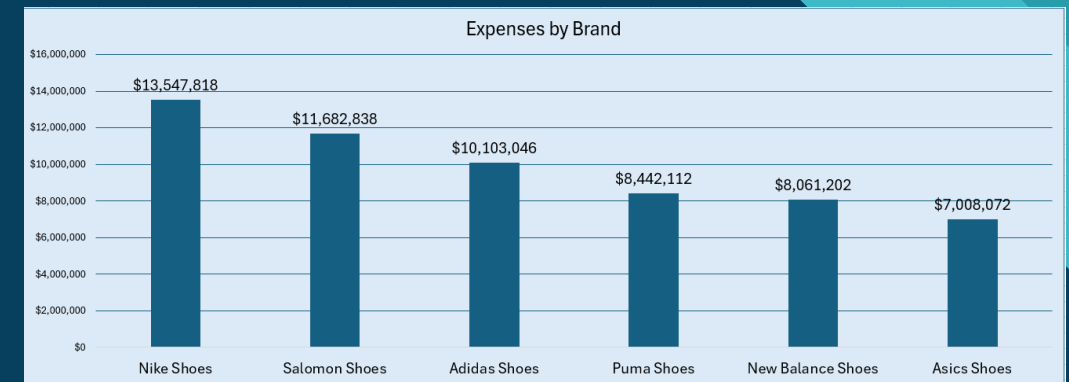
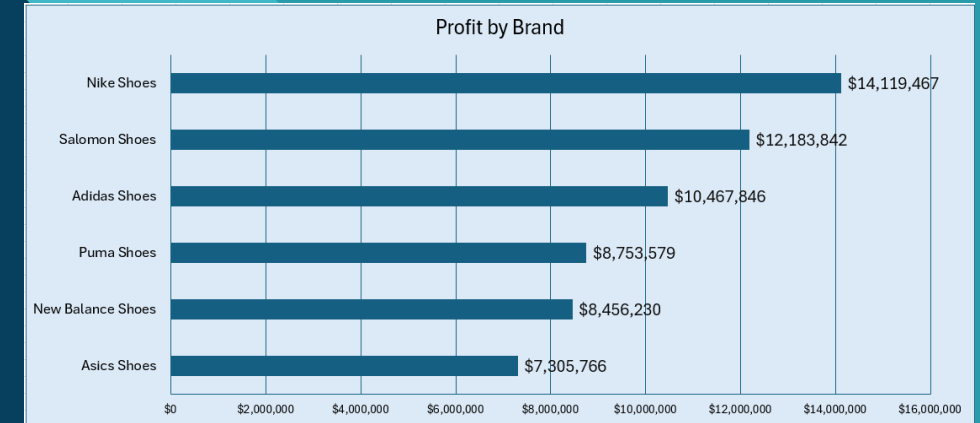
**This high profit margin indicates efficient cost management and a healthy business structure.**

**Meanwhile, the average price per pair remains moderate (45€), suggesting that the business model is driven by high sales volumes rather than premium pricing. This points to a strategy focused on scale and accessibility across multiple brands and distribution channel.**

# Brand Profitability and Costs - Who Generates the Highest Profits and at What Expense?

- Nike emerges at the most profitable brand, achieving a total profit of 14.1 € million. While it also incurs the highest expenses at 13.5 € million, its ability to maintain a strong profit margin of 51.03% demonstrates operational efficiency and pricing power.
- Salomon and Adidas also show robust profitability, each generating over 10 € million in profit. Their margins reflect a healthy balance between revenue and cost management, positioning them as strong competitors in the market.
- Asics, on the other hand, reports lower absolute profits compared to the top brands. However, this is accompanied by significantly lower expenses, suggesting a leaner cost structure and potentially a more value-oriented market strategy.

**These findings reveal how different brands adopt distinct business strategies. Some emphasizing scale and premium pricing, others focusing on cost control and efficiency**

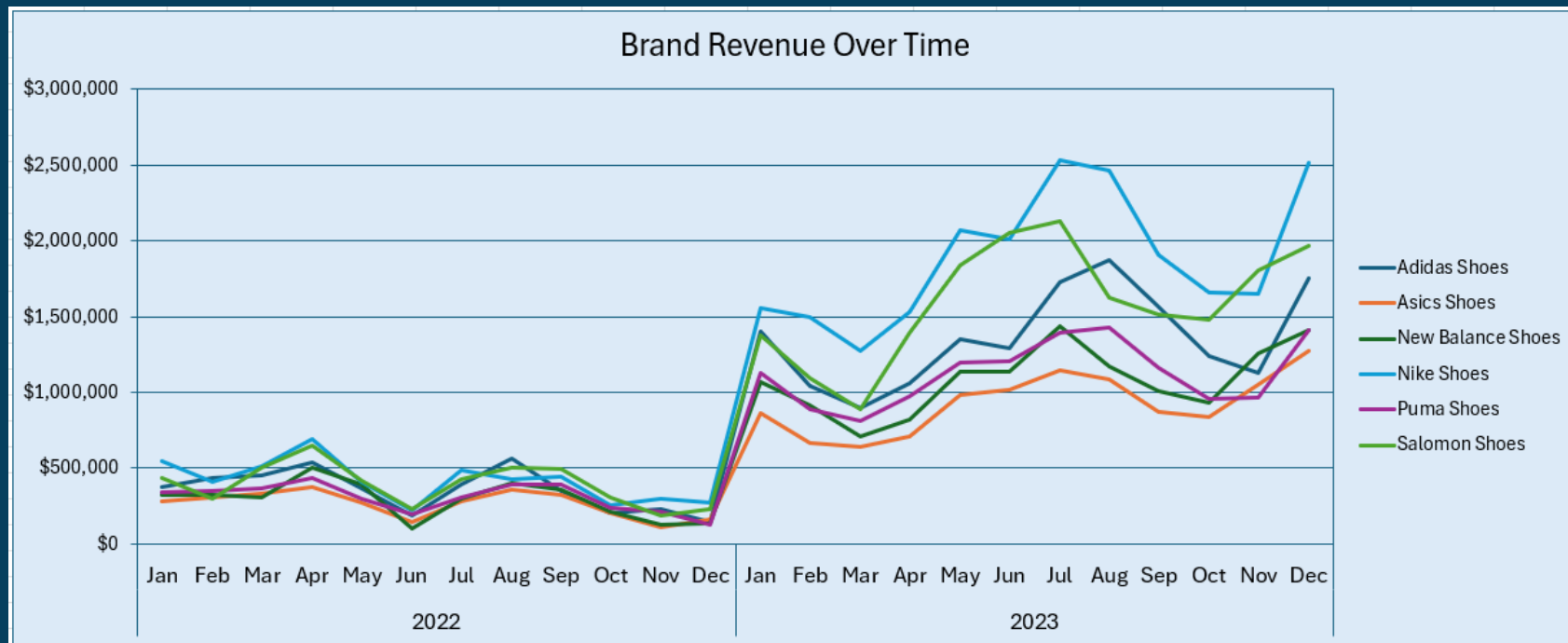


# Revenue Development and Market Share

This slide show how each brand's revenue evolved over time and how they positioned themselves in terms of market share.

- **Revenue Trends Over Time**

- The line chart illustrates brand-specific revenue progression from early 2022 thorough the end of 2023. Noticeable seasonal peaks are visible during major retail months like June, August and December, likely reflecting sales campaigns and holiday demand. Nike and Salomon show the strongest upward trends, especially in 2023, while smaller brands maintain steadier revenue lines.



# Market Share

This slide show how they positioned themselves in terms of market share.

- **Market Share Breakdown**

- The pie chart highlights the total market share distribution by brand.
- Nike holds a commanding lead with approximately 24% of the total market.
- Adidas, Puma and Salomon follow, each capturing over 15%, showing competitive strength.
- Smaller players like Asics and New Balance maintain niche positions.

- **Insights:**

**Brands that combine strong seasonal revenue spikes with sustained year-round presence (like Nike and Adidas) are better positioned to capture and defend market share. This suggests success in both promotions and long-term customer loyalty.**



# Conclusion: Strategic Insights for Brand Portfolio Optimization

## Key Takeaways:

- **High market profitability (51.02% margin)** reflects strong cost control and volume-driven growth.
- **Nike leads in profit (€14.1M) and cost (€13.5M)** — but maintains balance through efficient scaling and brand strength.
- **Revenue seasonality is evident**, with spikes aligning to promotional months (e.g., June, December).
- **Market share concentration** among top brands (Nike, Adidas, Salomon) indicates maturity but also margin pressure from competition.

## Strategic Implications:

1. **Double down on high-performing brands** like Nike and Salomon — optimize pricing and campaign timing.
2. **Monitor cost efficiency in leaner brands** (e.g., Asics) — potential for margin improvement without large spend.
3. **Leverage seasonal peaks** with campaign playbooks, inventory readiness, and channel alignment.
4. **Explore premium product strategies** for brands with pricing power and scale.



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**Thank You!**