

📊 Nike Sales Analysis Report

🗨️ Project Overview

This project analyzes Nike sales data collected from multiple sources, including sales transactions, product performance, and revenue distribution across years, regions, and channels. The dataset spans **2023 to 2025** and includes **318 total orders**, **648 units sold**, and **₹3,857,184.99** in total revenue.

- The analysis aims to:
- Understand sales trends over time.
 - Compare performance by region, product line, and sales channel.
 - Identify high-performing products and categories.
 - Provide actionable recommendations to optimize revenue and market reach.

📁 Dataset Description

The dataset consists of several views:

- **nike sales` (raw transactions):** Contains order-level data (Order ID, Gender, Product, Units Sold, Price, Revenue, Channel, Region, Date).
- **Aggregated Sheets:**
 - Sales & revenue by **channel and gender**
 - Sales & revenue by **product line and product name**
 - Sales & revenue by **region**
 - Sales & revenue by **year**
- **KPI Summary:**
 - Orders: **318**
 - Units Sold: **648**
 - Total Revenue: **₹3,857,184.99**

✅ Key Findings

1. **Overall Performance (2023--2025)**

- Revenue grew sharply from **₹285,056.81 in 2023 → ₹1,766,155.30 in 2024 → ₹1,805,972.88 in 2025**.\
- Sales volume increased consistently: **20 orders (2023) → 140 (2024) → 158 (2025)**.\
- Indicates a **strong upward growth trajectory**.

2. **Sales by Channel & Gender**

- **Online** contributed **₹1,973,663.15 revenue** vs **Retail ₹1,883,521.84** → Online slightly stronger.\
- Gender breakdown:
 - **Men:** ₹777,893.12\
 - **Women:** ₹511,630.95\
 - **Kids:** ₹684,139.08\
- Insight: **Men lead in spending, but Kids' category shows strong contribution** relative to order count.

3. **Product Line Performance**

- Top revenue contributors:
 - **Lifestyle (₹905,398.46)**\
 - **Soccer (₹855,389.48)**\
 - **Training (₹837,773.21)**\
- Lower-performing: **Running (₹521,465.52)** despite decent order count.\
- **Air Jordan (₹234,868.26)** and **Dunk Low (₹322,272.17)** are among best-selling products.

4. **Regional Performance**

- **Delhi** leads with **₹638,400.44 revenue**.\
- **Bangalore + Bengaluru combined** ≈ **₹641,000+**.\
- **Hyderabad/Hyd combined** ≈ **₹175,000+** → weaker performance.\
- Regional data contains duplicates (e.g., "Hyd" and "Hyderabad"), suggesting **data standardization issues**.

5. **KPIs Snapshot**

- **Orders:** 318\
- **Units Sold:** 648\
- **Revenue:** ₹3,857,184.99\
- **Average Revenue per Order:** ≈ ₹12,125\

- **Average Units per Order:** ≈ 2

💡 Recommendations

1. **Strengthen Online Presence**
 - Online slightly outperforms retail --- continue investing in digital sales, targeted ads, and e-commerce partnerships.
2. **Product Strategy**
 - Boost **Running line** with promotions or product redesign, as it lags behind others.\
 - Capitalize on **Lifestyle and Soccer**, which dominate revenue.
3. **Regional Expansion & Cleanup**
 - Standardize region data to avoid duplicates (e.g., Bangalore vs Bengaluru).\
 - Focus marketing in **Delhi and Bangalore**, while exploring growth strategies for underperforming regions like Hyderabad.
4. **Customer Segmentation**
 - Men generate the highest revenue, but **Kids'** segment shows untapped potential → explore youth campaigns, school partnerships, or bundled offers.\
 - Women's segment underperforms --- consider influencer marketing, women-centric product lines, or targeted pricing strategies.
5. **Sustain Growth Momentum**
 - Year-over-year growth is strong; maintaining this requires **consistent product innovation** and **regional market penetration**.

🗺️ Next Steps

- Build a **dashboard visualization** for real-time KPI tracking.\
- Apply **predictive modeling** to forecast future sales and demand.\
- Perform **RFM (Recency, Frequency, Monetary) analysis** to segment customers for better targeting.

✅ This README serves as both **project documentation** and a **business intelligence summary** for decision-makers.