**Nike Sales Analysis Dashboard**

**Project Overview**

This Power BI-driven analysis dashboard for Nike is designed to provide key insights into various aspects of the company’s sales performance. The goal is to empower Nike's decision-makers with data-driven strategies to foster growth and enhance competitiveness in the sports and athletic industry. The dashboard addresses specific business requirements and key performance indicators (KPIs), allowing users to explore data from multiple dimensions including time, location, product, and retailer contributions.

**Business Requirements**

The Nike Data Analysis Dashboard serves to:

* Offer a comprehensive understanding of sales dynamics and the drivers behind performance.
* Identify geographical areas with high and low sales potential.
* Provide insights into product performance to optimize inventory and marketing decisions.
* Inform pricing and margin strategies for improved profitability.
* Generate actionable recommendations for maximizing sales and profit across different dimensions.

**Problem Statement**

The primary focus of this dashboard is to address the following KPIs (Key Performance Indicators):

1. **Total Sales Analysis**  
   Gain an understanding of Nike’s overall sales performance over time.
2. **Profitability Analysis**  
   Evaluate the total profit generated across different dimensions, such as products, regions, and retailers.
3. **Sales Volume Analysis**  
   Analyze total units sold to gain insights into demand for Nike products.
4. **Pricing Strategy**  
   Assess Nike's pricing strategy by analyzing the average price per unit.
5. **Margin Analysis**  
   Evaluate the average margin to understand the overall profitability of sales.

**Visualization Requirements**

The dashboard includes the following visualizations to meet the problem statement requirements:

1. **Total Sales by Month (Area Chart)**  
   Visualizes the monthly distribution of total sales, helping to identify peak sales periods.
2. **Total Sales by State (Filled Map)**  
   Geographically represents total sales across different states, highlighting regions with high and low sales.
3. **Total Sales by Region (Donut Chart)**  
   Represents the contribution of different regions to total sales.
4. **Total Sales by Product (Bar Chart)**  
   Displays the sales distribution across various Nike products, enabling detailed product performance analysis.
5. **Total Sales by Retailer (Bar Chart)**  
   Visualizes the contribution of different retailers to Nike’s overall sales performance.

**Features**

* **Interactive and Responsive Design**: The dashboard is fully interactive, allowing users to drill down into specific data points across various dimensions such as time (months, days, date ranges), geographical regions, retailers, and products.
* **Data Filters**: Filters are provided to enable customized views of the data across multiple aspects, including product categories, regions, and sales periods.

**How to Use the Dashboard**

1. Open the Power BI dashboard file in Power BI Desktop or Power BI Service.
2. Use the available filters to view specific data related to sales, profit, pricing, and product performance.
3. Explore the visualizations to gain insights into different dimensions of Nike’s sales performance.

**Data Sources**

The data used for this analysis includes Nike's sales, pricing, margin, and profitability metrics, aggregated over time and categorized by product type, region, and retailer.

**Contact**

For any questions or further development inquiries, please reach out to Prajesh Ram V at prajeshram14@gmail.com