Data Set Evaluation :-

To evaluate the data set with respect to the FAIR principles:-

1) Accessible :- Data present in all of the excel files are easily accessible in the repository. If the data is no longer available, then metadata is still accessible.

2) Reusability :- The final aim of the FAIR principle is to optimize the reuse of data. To attain this, metadata and data is well-described in all of the excel files, so that they can be reproduced or combined in different settings.

Following are the challenges that user of the data set might encounter :-

1) Users might find difficulty in web-scraping the data of the Net Global Sales of both the brands region-wise, as users have to pay for downloading the online available data. To overcome this issue, the user can create his own csv files by collecting the data shown in visualizations.

2) We can also show the comparison of both the brands in terms of social media followers such as on Twitter, Facebook, and YouTube for the past five years. In addition to that we can provide information related to 'Which celebrity is brand ambassador of Nike or Adidas products?' and 'How it impacts the popularity of these two brands on social media ?'.

3) In case of net global sales data of both the brands , there are some regions for which we don't have data for a particular brand. For an instance, we don't have information of Net Global Sales of Nike brand in Russia/CIS region from 2016 to 2020. Similarly, we cannot compare the Net Global Sales of Adidas with Nike for the Greater-China region from 2016 to 2020.

Following are the best practices :-

1) Data is well-documented and appropriate file formats are being used.

2) Data Sets are easily accessible and metadata has been added.