



# NIKE DATA ANALYSIS 2020



## TOTAL PROFIT

317.36M

## TOTAL SALES

868.40M

## REGIONS

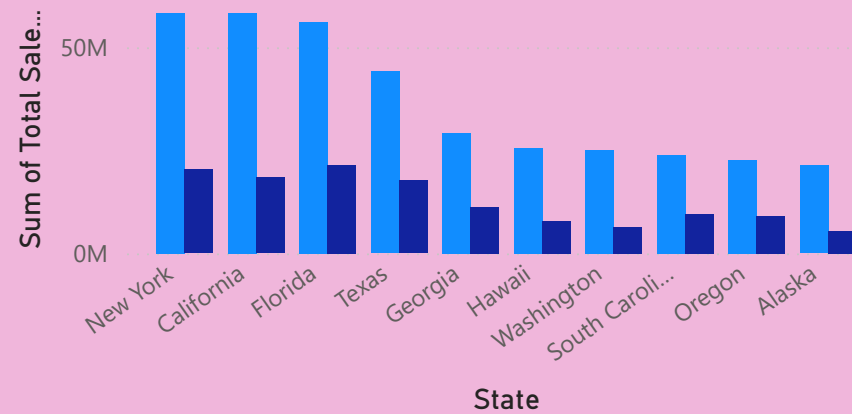
5

## RETAILERS

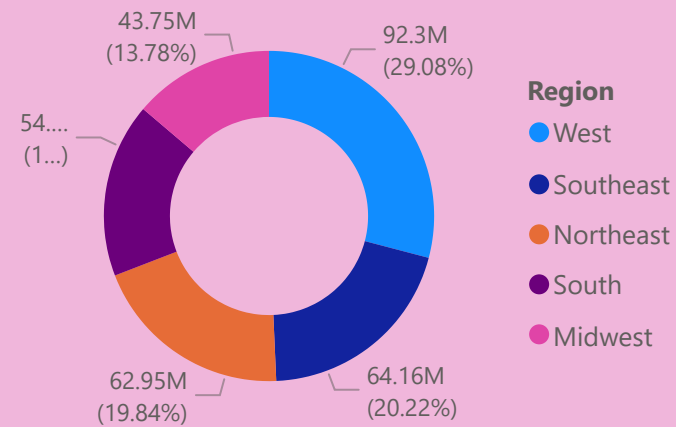
4

### Sum of Total Sales and Sum of Operating Profit by State

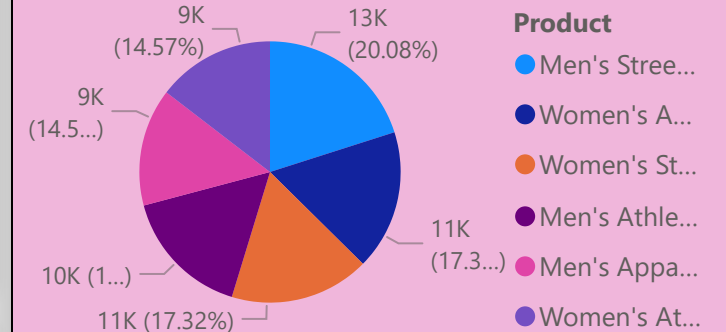
● Sum of Total Sales ● Sum of Operating Profit



### Sum of Profit by Region

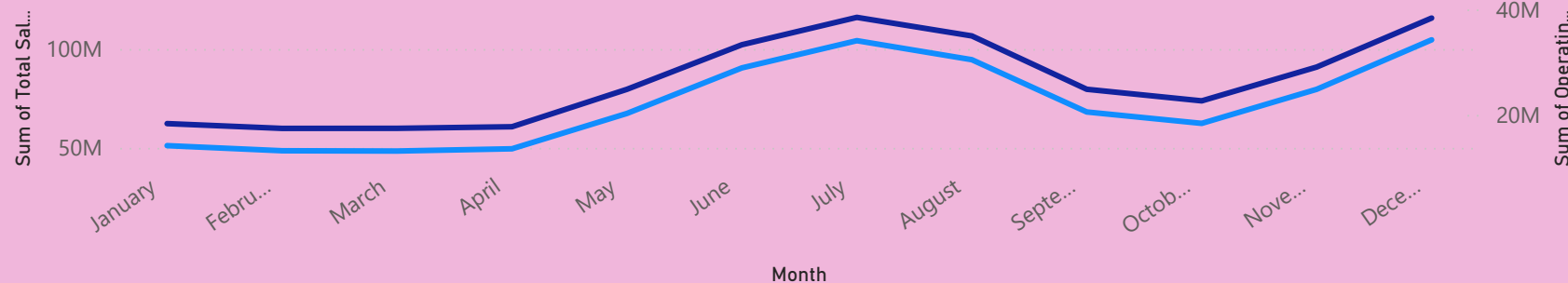


### Max of Units Sold by Product



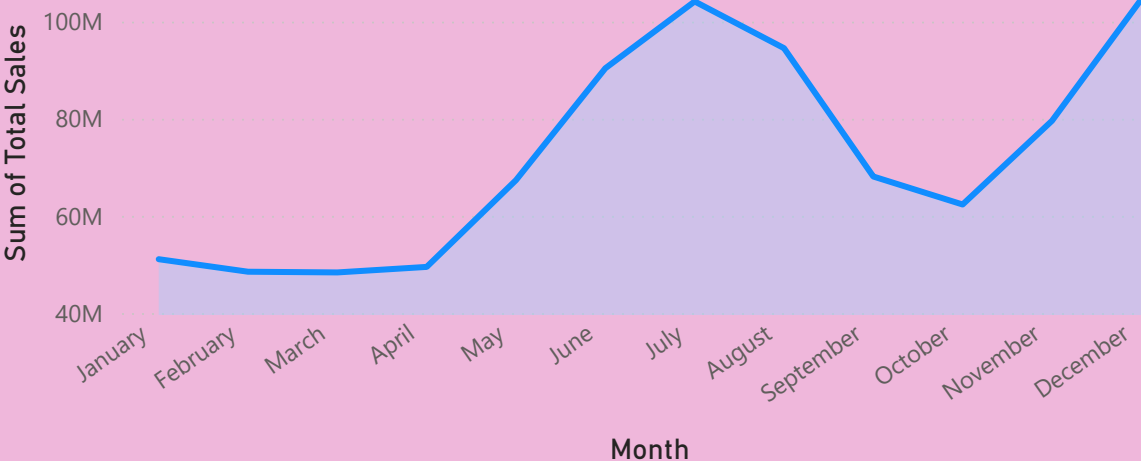
### Sum of Total Sales and Sum of Operating Profit by Month

● Sum of Total Sales ● Sum of Operating Profit

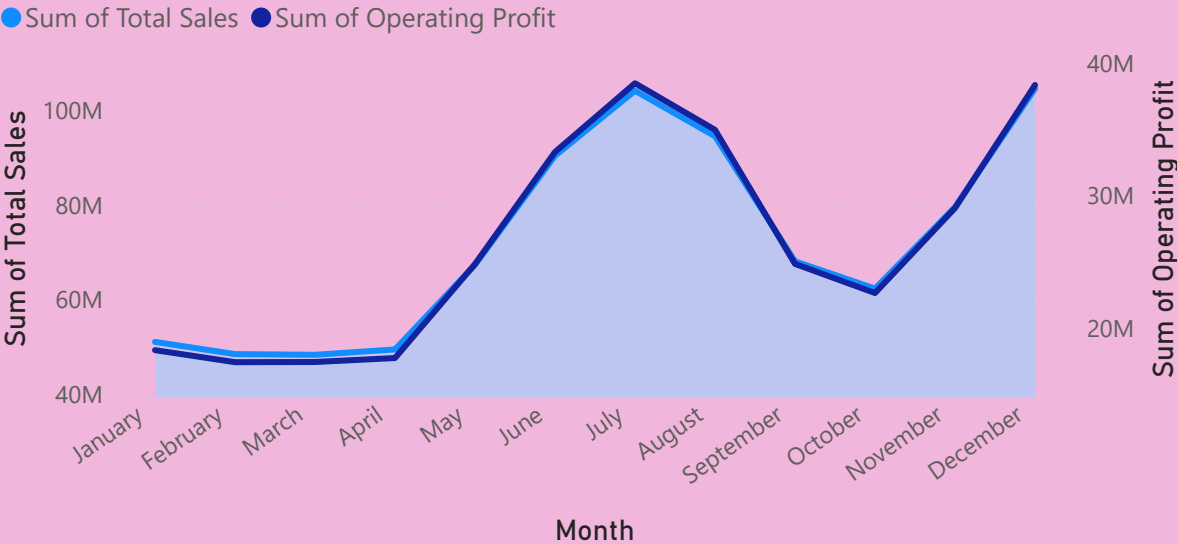


# NIKE SALES ANALYSIS 2020

Sum of Total Sales by Month



Sum of Total Sales and Sum of Operating Profit by Month



Retailer

One Sports

Sport Locker

Sports Hero

West Gear

Region

Midwest

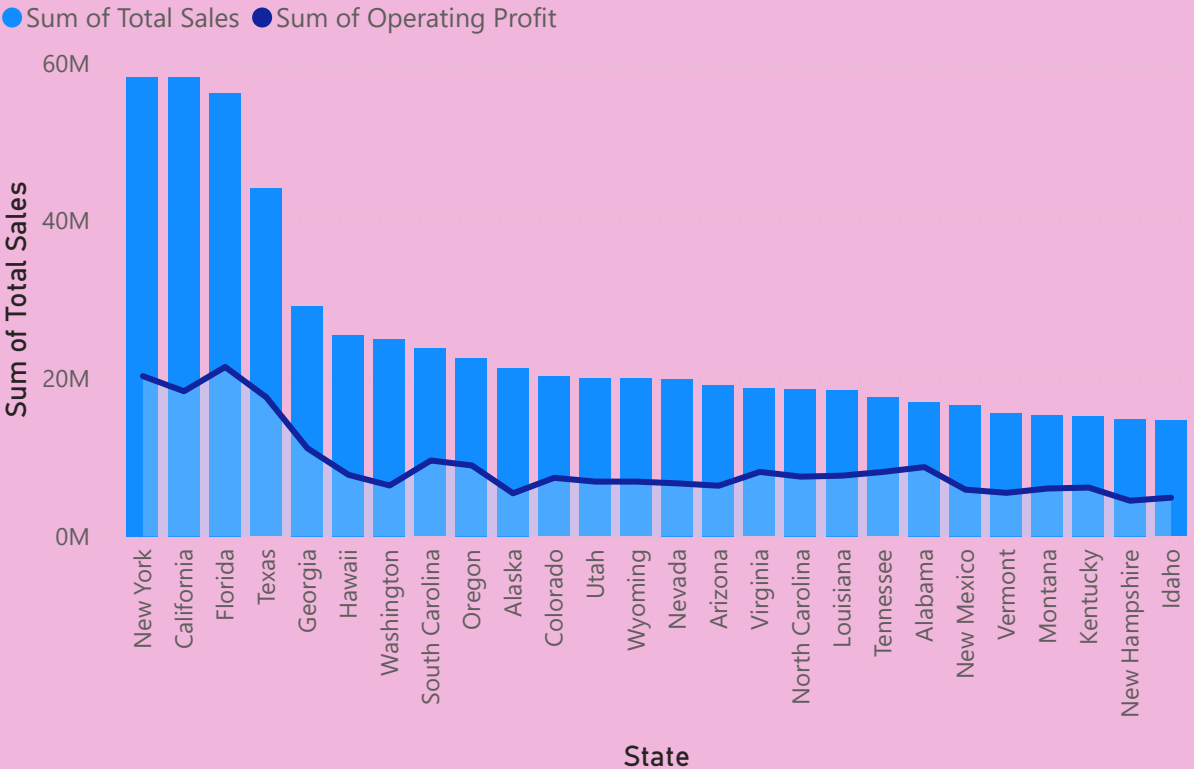
Northeast

South

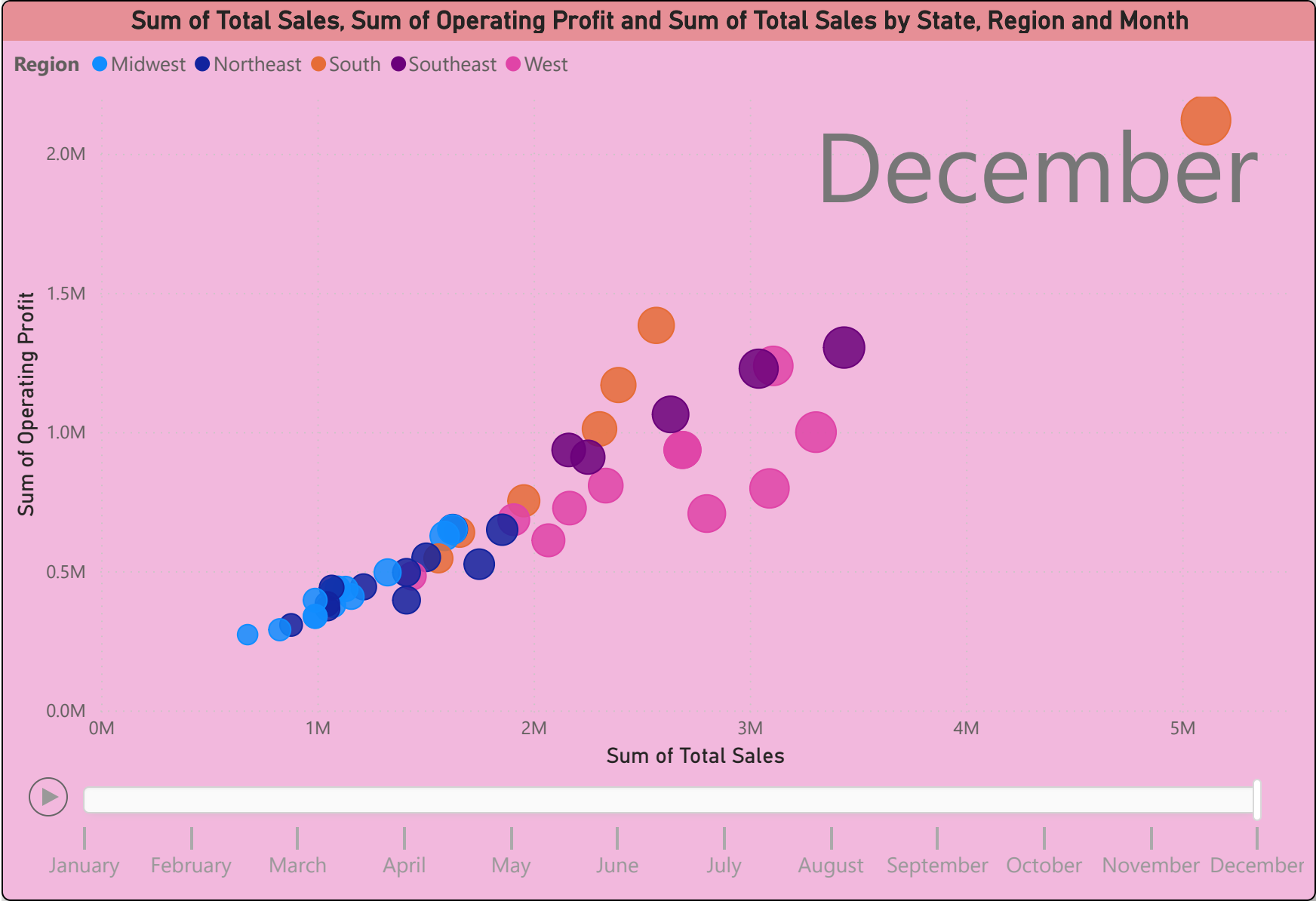
Southeast

West

Sum of Total Sales and Sum of Operating Profit by State



# NIKE SALES ANALYSIS 2020



## INSIGHTS (PAGE1)

### Overall Performance

- **Total Profit:** \$317.36 million
- **Total Sales:** \$868.40 million
- **Profit Margin:** Approximately 36.5% (Profit/Sales)

### Regional Insights

- **Total Regions:** 5
- **Profit Distribution:**
- **West:** \$92.3 million (29.08%)
- **South:** \$64.16 million (20.22%)
- **Northeast:** \$43.75 million (13.78%)
- **Midwest:** \$62.59 million (19.84%)
- **Southeast:** \$63.49 million (19.07%)

### Product Performance

- **Top Product Sold by Units:**
- **Men's Street:** 13,000 units (20.8%)
- **Women's Athletic:** 11,000 units (17.3%)
- **Women's Apparel:** 10,000 units (16.3%)
- **Men's Athletic:** 9,000 units (14.57%)

### Monthly Trends

- **Sum of Total Sales and Operating Profit by Month:**
- **Peak sales** observed in June with approximately \$40 million.
- **Gradual increase** in sales from January to June, followed by a dip in July, and then stabilization.

### Key Highlights

- **The West region** leads in total profit, indicating strong sales performance there.
- **Men's Streetwear** is the most popular product by unit sales, reflecting current consumer trends towards casual and streetwear styles.

## INSIGHTS (PAGE2)

### 1. Total Sales by Month

- **Peak Sales:** Over 100 million in June.
- **Seasonal Decline:** Notable drop in July and August.
- **Mid-Year Trends:** Sales grew from January to June.
- **Year-End Decline:** Gradual reduction in sales towards December.

### 2. Total Sales and Operating Profit by Month

- **Trend Correlation:** Sales and operating profit trends align closely.
- **Profit Peak:** Highest operating profit in June, but consistently below total sales.
- **Margin Stability:** Slight drops in profit margin during summer with lower sales.

### 3. Total Sales and Operating Profit by State

- **Top States:** New York and California lead in sales significantly.
- **Strong Contributors:** Florida and Texas also show high sales figures.
- **Sales Correlation:** Higher population centers correlate with sales volume and profitability.

### Overall Implications

- **Seasonal Planning:** Enhance marketing and inventory before peak months.
- **State-Specific Focus:** Target marketing in high-sales states like New York and California.
- **Cost Optimization:** Manage expenses carefully during sales downturns to improve profits.

## INSIGHTS (PAGE3)

December had the highest Sum of Total Sales (5110000) and Sum of Operating Profit (2120750). The State with the highest Sum of Total Sales and Sum of Operating Profit was Texas.

Most Month were below 12,33,528.81 in Sum of Total Sales and below 4,56,014.63 in Sum of Operating Profit.

At 2,99,126.16, West Gear had the highest Average of Total Sales and was 56.50% higher than One Sports, which had the lowest Average of Total Sales at 1,91,129.77.

West Gear had the highest Average of Total Sales at 2,99,126.16, followed by Sports Hero, Sport Locker, and One Sports.

Across all 4 Retailer, Average of Total Sales ranged from 1,91,129.77 to 2,99,126.16.

