



Nike Shoes Sales Insights (2020 - 2021)

Region
Analysis

Product
Analysis

Review
Analysis

Key Insights

Total Revenue

\$899.90M

Total Profit

\$332.13M

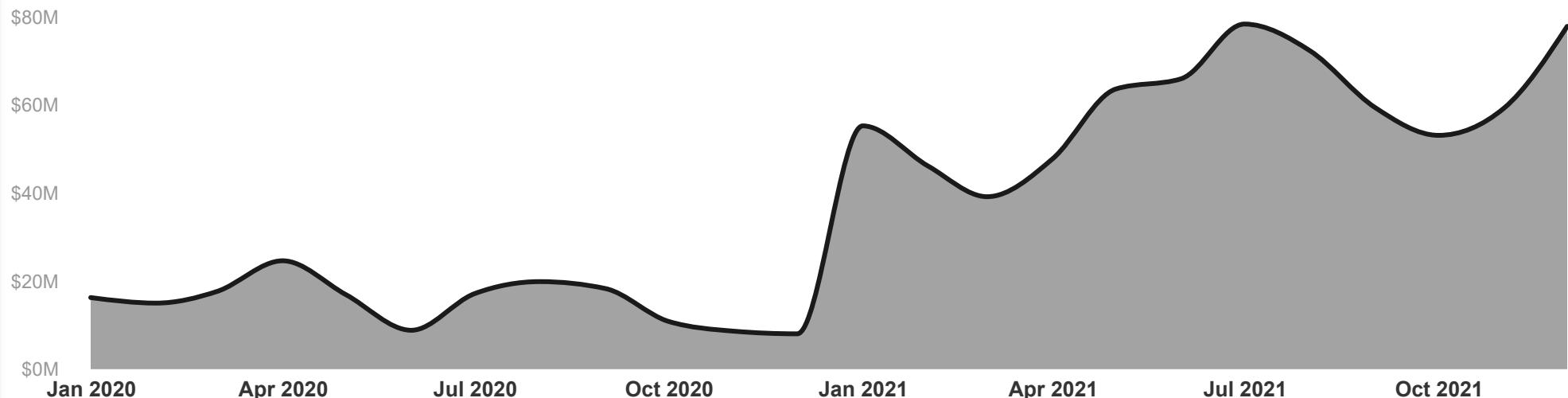
Operating Margin

42.30%

Quantity sold

2M

Quarterly Sales





Regional Analysis



Top Selling State

New York

Unit Sold

169K

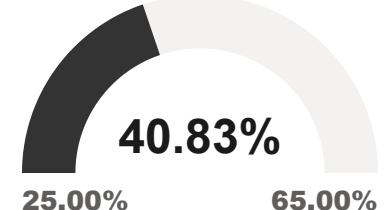
Sales

\$64.23M

Profit

\$23.33M

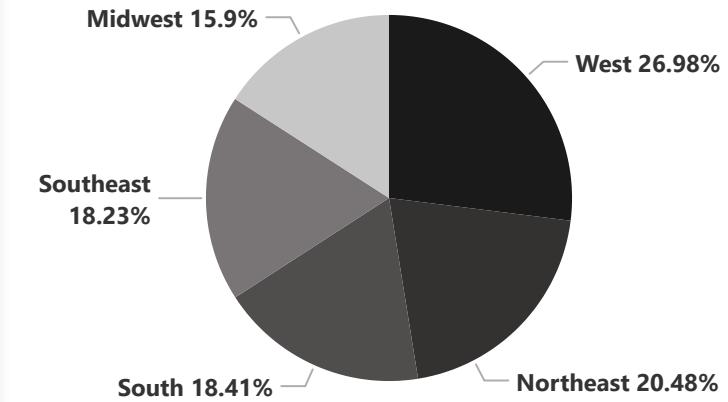
Operating Margin:



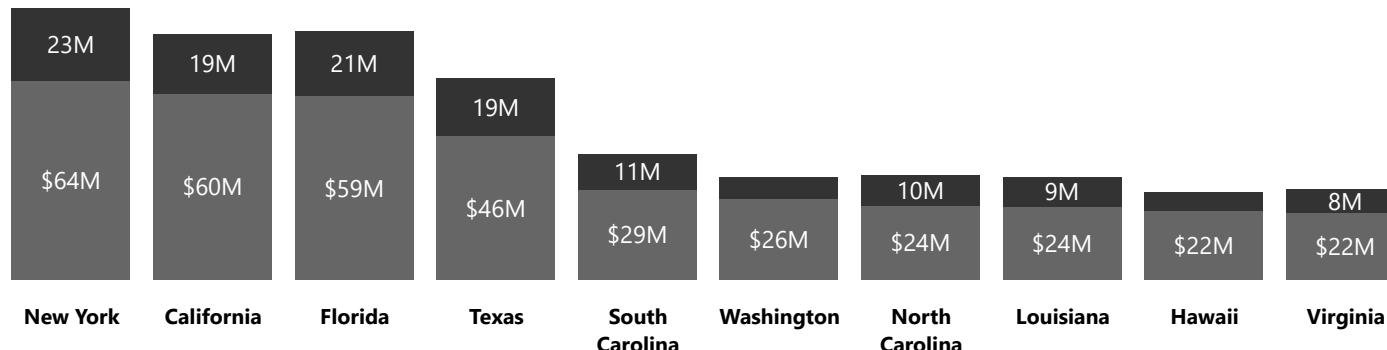
Regional Sales & Profit



Profit by Region



Top 10 State (Sales vs Profit)



Top 10 Cities

City	Sum of Sales	Total Profit
Charleston	\$3,99,74,797.00	\$1,56,07,190.11
New York	\$3,98,01,235.00	\$1,38,99,973.16
San Francisco	\$3,45,39,220.00	\$1,02,56,249.56
Miami	\$3,16,00,863.00	\$1,21,68,619.11
Portland	\$3,05,45,652.00	\$1,07,60,799.37
Orlando	\$2,76,82,851.00	\$87,57,587.81
Seattle	\$2,63,30,718.00	\$69,91,403.13
Los Angeles	\$2,56,34,913.00	\$90,44,920.84
Houston	\$2,54,56,882.00	\$98,45,141.06
Albany	\$2,44,27,804.00	\$94,29,850.91



Product Analysis



Top Selling Product

Nike Air Max 90

Unit Sold

53K

Sales

\$19.86M

Profit

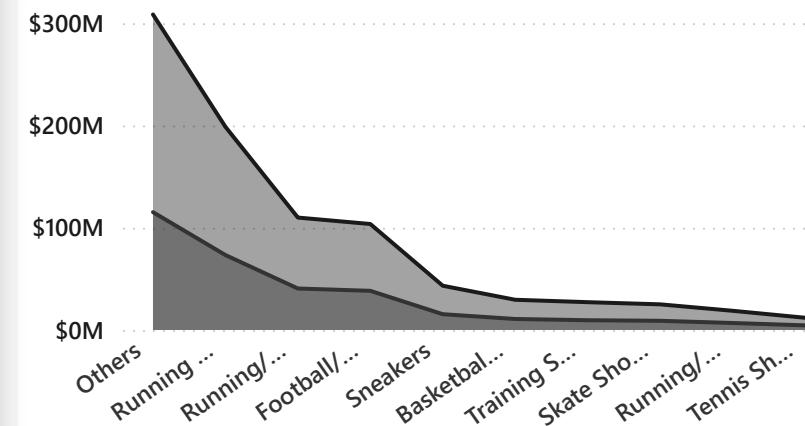
\$7.34M



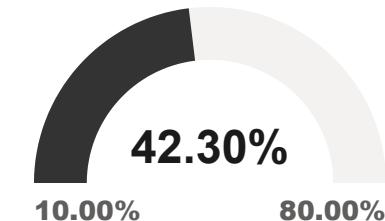
Top 10 Products

Nike Air Max...	\$20M
Nike Air Max...	\$13M
Nike Air Max...	\$10M
Nike Air Zoo...	\$9M
Nike Air Max...	\$8M
Nike Air Max...	\$8M
Nike Air Vap...	\$8M
Nike Zoom P...	\$7M
Nike MX-720...	\$7M
Nike Metcon...	\$6M

Sales & Profit by Category



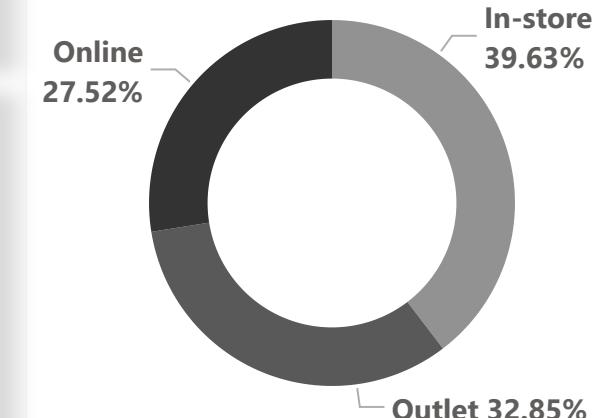
Operating Margin:



No. of Products by Category



Sales Method

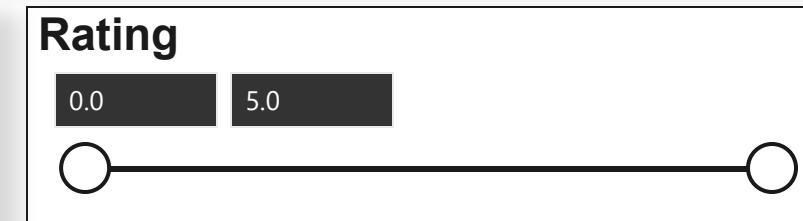
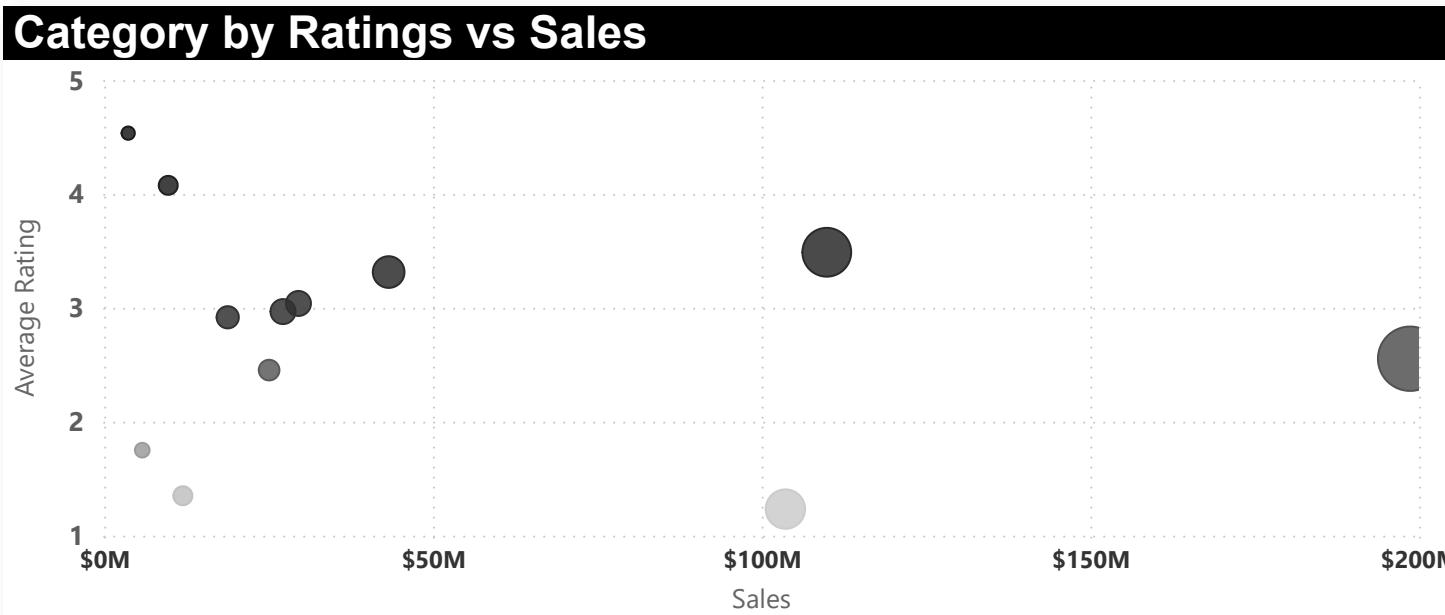




Review Analysis



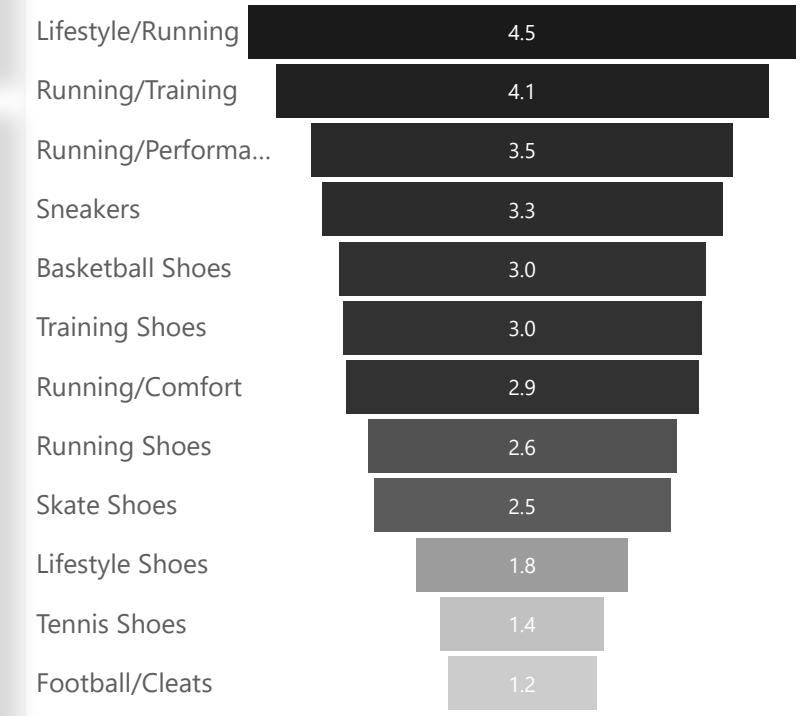
Product Name	Average of Rating	Sum of Reviews
Air Jordan 1 Jester XX Low Laced	5.00	2
Air Jordan 1 Nova XX	5.00	1
Air Jordan 13 Retro Chinese New Year	5.00	1
Air Jordan 8 Retro	5.00	1
Air Jordan XXXIV PF	5.00	4
Jordan Aerospace 720	5.00	1
Jordan Air Latitude 720	5.00	1
Jordan Jumpman 2020 PF	5.00	2
Jordan Trunner NXT React	5.00	3



Average Rating

2.73 551

Category wise Rating





Key Insights

Regional Insight

At \$6,42,29,039.00, New York had the highest Sum of Sales and was 197.70% higher than Virginia, which had the lowest Sum of Sales at \$2,15,75,040.00.

Sum of Sales and total Sum of Operating Profit are positively correlated with each other.

New York accounted for 17.03% of Sum of Sales.

Sum of Sales and Sum of Operating Profit diverged the most when the State was New York, when Sum of Sales were \$4,08,99,214.93 higher than Sum of Operating Profit.

Product Insight

At \$1,98,55,848.00, Nike Air Max 90 had the highest Sum of Sales and was 219.71% higher than Nike Metcon 5 AMP, which had the lowest Sum of Sales at \$62,10,580.00.

Nike Air Max 90 accounted for 20.74% of Sum of Sales.

Across all 10 Product Name, Sum of Sales ranged from \$62,10,580.00 to \$1,98,55,848.00.

Sum of Operating Profit and total Sum of Sales are positively correlated with each other.

Sum of Sales and Sum of Operating Profit diverged the most when the Category was Others, when Sum of Sales were 19,32,66,010.84 higher than Sum of Operating Profit.

ⓘ State has more than 10 unique values. This may impact the quality of the analysis. [Learn more](#) X

Key influencers [Top segments](#)

When is State more likely to be California ▼ ?

We found 3 segments and ranked them by % State is California and population size. Select a segment to ...

23.9%

14.2%

8.4%
Segment 3

	Segment 1	Segment 2	Segment 3
% State is California	23.9%	14.2%	8.4%
Population count	639	767	814



Product Breakdown

Top Selling Product

Air Jordan 8 Retro

Unit Sold

3300

Sales

\$1.31M

Profit

\$462.97K

Unit Price

\$3.52K

Rating

5.00

Description:

The Air Jordan 8 Retro recaptures the memorable look of the '93 release. It's made from real and synthetic leather and has the same distinct and daring design that made the original such a '90s favourite.