



# Nike Sales Report

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## 1.Total sales revenue per month

Month	Total_Revenue
2020-01	162538
2020-02	149980
2020-03	176612
2020-04	246082
2020-05	169189
2020-06	88302
2020-07	171467
2020-08	198787
2020-09	183047
2020-10	108364
2020-11	86230
2020-12	80277
2021-01	530664
2021-02	435621
2021-03	371677
2021-04	456997
2021-05	608784
2021-06	615833
2021-07	734861
2021-08	681562
2021-09	564937
2021-10	507084
2021-11	558182
2021-12	742198

## 2.Product line with highest total sales

Product	Total_Revenue
Men's Street Footwear	1999192

### 3.Region with the highest total revenue

Region	Total_Revenue
West	2329193
Northeast	1863429
Southeast	1631786
South	1446722
Midwest	1358145

### 4.Top 5 best-selling products by units sold

Product	Total Units
Men's Street Footwear	57737
Men's Athletic Footwear	42429
Women's Apparel	42356
Women's Street Footwear	38309
Women's Athletic Footwear	31068

### 5.State contributing most to total sales

State	Total_Revenue
New York	642317
California	601768
Florida	592866
Texas	463613
South Carolina	292868
Washington	263318
North Carolina	239574

Louisiana	237520
Virginia	215753
Oregon	213509
Colorado	209975
Nevada	208586
New Mexico	198664
Idaho	192778
Georgia	189988
Michigan	186262
Wyoming	185783
Ohio	184859
Tennessee	180689
Alabama	176347
New Hampshire	164133
Arizona	157840
Montana	157124
Mississippi	155927
Vermont	143540
Arkansas	126407
Delaware	123000
Connecticut	115760
Massachusetts	110782
West Virginia	106906
Oklahoma	106219
Pennsylvania	103590
Kentucky	100737
Kansas	99733
New Jersey	99353
Illinois	97988
Utah	96972
Missouri	96846
Maine	91974
Indiana	88371
South Dakota	84970
Rhode Island	84483
Maryland	77591
North Dakota	77361
Wisconsin	77286
Iowa	74249
Minnesota	73795

Nebraska	59301
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## 6. Retailer with highest average revenue per transaction

Retailer	Avg_Revenue_Per_Transaction
Walmart	1164.44
West Gear	1023.5
Kohl's	991.48
Sports Direct	892.25
Foot Locker	812.3
Amazon	781.77

## 7. Compare total sales between in-store and online per region

Region	Sales_method	Total_Revenue
Midwest	In-store	595588
Midwest	Online	402590
Midwest	Outlet	359967
Northeast	In-store	1159610
Northeast	Outlet	657514
Northeast	Online	46305
South	Outlet	814347
South	Online	598434
South	In-store	33941
Southeast	Online	839047
Southeast	In-store	723634
Southeast	Outlet	69105
West	In-store	1053877
West	Outlet	694078
West	Online	581238

## 8. Peak month for sales and units sold

Month	Total_Revenue	Total_Units
2021-12	742198	16651

## 9. Region with most units sold for Women's Athletic Footwear

Region	Total_Units
West	8553
South	6431
Northeast	5998
Southeast	5552
Midwest	4534

## 10. State-wise average price per unit

State	Avg_Unit_Price
Washington	67.65
Colorado	60.09
Florida	56.69
Nevada	54.33
Oregon	53.74
New Hampshire	53.64
Virginia	52.64
Louisiana	52.34
New Mexico	50.61
Pennsylvania	49.94
California	49.55
Vermont	49.31

New York	49.11
Maine	48.64
Illinois	47.74
South Carolina	47.72
Delaware	47.41
Georgia	46.81
Arizona	45.96
Montana	45.02
Massachusetts	44.79
Ohio	44.59
North Carolina	44.48
Maryland	44.07
New Jersey	43.98
Wyoming	43.94
South Dakota	43.83
Connecticut	43.62
Kentucky	43.45
Michigan	43.42
Minnesota	41.37
West Virginia	41.07
Rhode Island	40.35
Idaho	40.01
North Dakota	39.77
Texas	39.27
Indiana	38.85
Kansas	38.29
Wisconsin	37.06
Nebraska	36.87
Alabama	36.69
Iowa	36.42
Tennessee	36.1
Mississippi	35.48
Oklahoma	33.42
Arkansas	33.34
Missouri	31.49
Utah	26.83

## 11.Monthly unit sales trend for Men's Apparel

Month	Total_Units
2020-01	591
2020-02	543
2020-03	535
2020-04	830
2020-05	609
2020-06	153
2020-07	464
2020-08	815
2020-09	692
2020-10	430
2020-11	244
2020-12	249
2021-01	2154
2021-02	1864
2021-03	1549
2021-04	1761
2021-05	2211
2021-06	1876
2021-07	2266
2021-08	2179
2021-09	2166
2021-10	1850
2021-11	1894
2021-12	2160

## 12.Total sales and units sold per sales method

Sales_method	Total_Revenue	Total_Units
In-store	3566650	69401



Outlet	2595011	79706
Online	2467614	92877

## 13. Retailers selling mostly online vs. in-store

Retailer	Sales_method	Transactions
Amazon	Online	477
Amazon	Outlet	228
Amazon	In-store	118
Foot Locker	Online	1349
Foot Locker	Outlet	747
Foot Locker	In-store	449
Kohl's	Online	576
Kohl's	Outlet	310
Kohl's	In-store	144
Sports Direct	Online	982
Sports Direct	Outlet	731
Sports Direct	In-store	293
Walmart	Outlet	279
Walmart	Online	266
Walmart	In-store	37
West Gear	Online	1095
West Gear	In-store	699
West Gear	Outlet	580