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**Nike Sneaker Dashboard Analysis**

*Final Report*

**Objective**:  
To analyze Nike's sneaker sales performance by location and key metrics such as sales, profit, and customer ratings. This dashboard enables insights into regional trends, high-performing products, and customer satisfaction levels.

**Scope**:  
The dashboards cover detailed sales analysis, comparing popular Nike sneaker lines, including Air Jordan, Air Max, ZoomX, React Infinity, and Blazer, segmented by region and product performance.

Dashboard URL : 

**Insights and Highlights**:

* **Metrics Displayed**:
  + Average Rating: *2.97 (indicating room for improvement in customer satisfaction)*.
  + Total Units Sold: *23031 units sold across all sneaker lines*.
  + Total Sales: *$1.14M*.
  + Total Profit: *$651.92(k)*.
* **Top Locations by Sales Volume**:
  + **Chicago, IL**: *909 units sold*
  + **Los Angeles, CA**: *906 units sold*
  + **Houston, TX**: *850 units sold*

**Recommendations**

1. **Improve Customer Ratings**:
   * Conduct surveys to identify customer concerns.
   * Enhance after-sales services or product quality for underperforming sneaker lines.
2. **Regional Marketing**:
   * Invest in marketing c ampaigns for lower-performing locations like Seattle and New York.
   * Leverage data from high-performing regions (Chicago, LA) to replicate successful strategies.
3. **Focus on High Profitability Lines**:
   * Continue investment in high-performing sneaker lines like Air Max and ZoomX.

**Key Takeaways and Next Steps**

* Consistent sales growth across recent years
* Balanced performance across marketing channels, with equal contribution from each
* Focus on optimizing inventory management based on demand trends