Nike US Market Analysis Power BI Project

Project Overview

This project aims to provide a comprehensive analysis of Nike's market performance in the United States using Power BI. The dashboard leverages key metrics and visualizations to offer insights into sales performance, revenue trends, regional distribution, product popularity, and profitability.

Objectives

Sales Performance Analysis:

Measure the total units sold and revenue generated across different regions and states.

Identify top-performing cities and states for Nike products.

Revenue by Sales Method:

Break down total revenue by sales method (e.g., online vs. in-store) to determine the effectiveness of each sales channel.

Product Analysis:

Analyse sales and profitability by product name and product ID to identify best-selling and high-margin products.

Profitability Insights:

Calculate operating profit and operating margin to assess financial performance.

Visualize profit trends across different regions and sales methods.

Time-based Analysis:

Use invoice date data to analyse seasonal trends and monthly sales performance.

Data Source

The dataset includes the following columns:

Brand

Retail ID

Invoice Date

Region

State

City

Units Sold

Operating Profit

Operating Margin

Sales Method

Product Name

Product ID

Key Features

Interactive Visualizations: Use of various charts (e.g., bar charts, line charts, column charts) to provide an intuitive understanding of the data.

Filters and Slicers: Enable users to drill down into specific regions, products, and time periods for detailed analysis.

Custom Themes: Application of a custom Nike theme to maintain brand consistency and enhance visual appeal.

Tools and Technologies

Power BI: For data visualization and dashboard creation.

Power Query: For data transformation and preparation.

DAX (Data Analysis Expressions): For creating calculated measures and custom metrics.

Conclusion

The Nike US Market Analysis Power BI project provides valuable insights into Nike's market dynamics, helping stakeholders make informed decisions based on comprehensive data analysis. This project showcases the power of data visualization in understanding and optimizing business performance.