Nike Data Project Summary

Introduction: This project is from a video that I looked at on YouTube. This data set is from Nike USA. What I was assigned with finding is Sales by region, the top ten states with the most sales, units sold at a given price, and creating a total sales report and dividing that by region. Note that all of these tasks were done by using pivot tables.

Sales by region: I created a pivot table with region being the rows that we look at and the sum of the total sales by that region. The manager of Nike wanted that number to be easier to read so I made the value of the total sales into a percentage from the grand total to determine which region had the largest percentage of the total sales. I also created a slicer for the invoice date so that the manager could see and filter sales by days, the month, year, or even by quarter. To make things easier to read I put the percentages I got into a pie chart so that if needed that graph could be used.

Top ten states by total sales: States was the row that was used for this pivot table and the total sales sum was the values. Since we only need ten states and not all 50 of them, I filtered the states to show only the top ten. From this analysis we can see that New York, California, Florida, Texas, Georgia, Hawaii, Washington, South Carolina, Oregon, and Alaska are the top ten states in sales. A graph was made to show the amount in sales by each of the ten states.

Units sold at a given price: With the data the I received it was quickly realized that the price per unit had multiple of the same value (for example, multiple items that were $50), so I decided to create groups based on the pricing in increments of 20 stating with $0 and ending at $120. From this data it is shown that the price range of $40-$60 had the most units sold and the price range of $100-$120 had the fewest units sold. Another graph was created to show this data, however, I decided that we could break this down further and I created a slicer for products so that we could break down which product categories sold best if the manager needed that information. The manager would be able to select one or multiple items at the same time to see the units sold for them (See excel sheet for more)

Total sales report: This report shows the total sales and total operating profits divided into each month by taking the invoice date and making it a row and then taking out invoice date so that we are just left with the month and not specific days of the month. With this data, we can see that July has the best sales and operating profit overall. However, I also needed to find this data for each region. In order to break this down into each region, I created a filter in the pivot table for region, went to the “options” tab under “pivot table analyze” and clicked “show report from filter pages” clicked region and Excel made the same table for each region.