



NIKE





ABOUT US

Dataset Overview

- Nike retail and online sales dataset from Kaggle for practicing data cleaning, preprocessing, and exploratory analysis.
- Date range: Jul 2023 – Jul 2025

Key Features

- Product Information: Product line, name, size, and price
- Customer Attributes: Gender category
- Sales Channels & Regions: Online/offline channels and regional data

Use Cases

- Analyzing sales trends, product performance, and patterns across regions and customer groups.
- Practical example for real-world data analytics and visualization.



PRODUCTS



FOOTWEAR



APPAREL

DATA CLEANING

Removed irrelevant columns: Revenue, Profit, Discount Applied → simplified dataset for analysis

Fixed inconsistent data: Negative or missing (NA) data conversion for accurate calculations

Standardized dates: Converted Order Date to consistent format → timeline ready for trends

Dropped incomplete rows: → Removed NA rows

Standardized prices: Converted MRP from INR to USD (1 USD ≈ 88 INR) → consistent for analysis

Cleaned region names: Unified as “Bengaluru” and “Hyderabad” → accurate regional analysis

Calculated total sales: $Sales = Units\ Sold \times Price\ (USD)$ → added key metric for insights

Categorized products: Footwear (numeric sizes) / Apparel (S-XL) → easy comparison by product type



PROJECT PHASES

MARKET
PERFORMANCE

PHASE 1

TEMPORAL &
PRICING

PHASE 2

CHANNEL
STRATEGY

PHASE 3

STRATEGIC
OPPORTUNITIES

PHASE 4

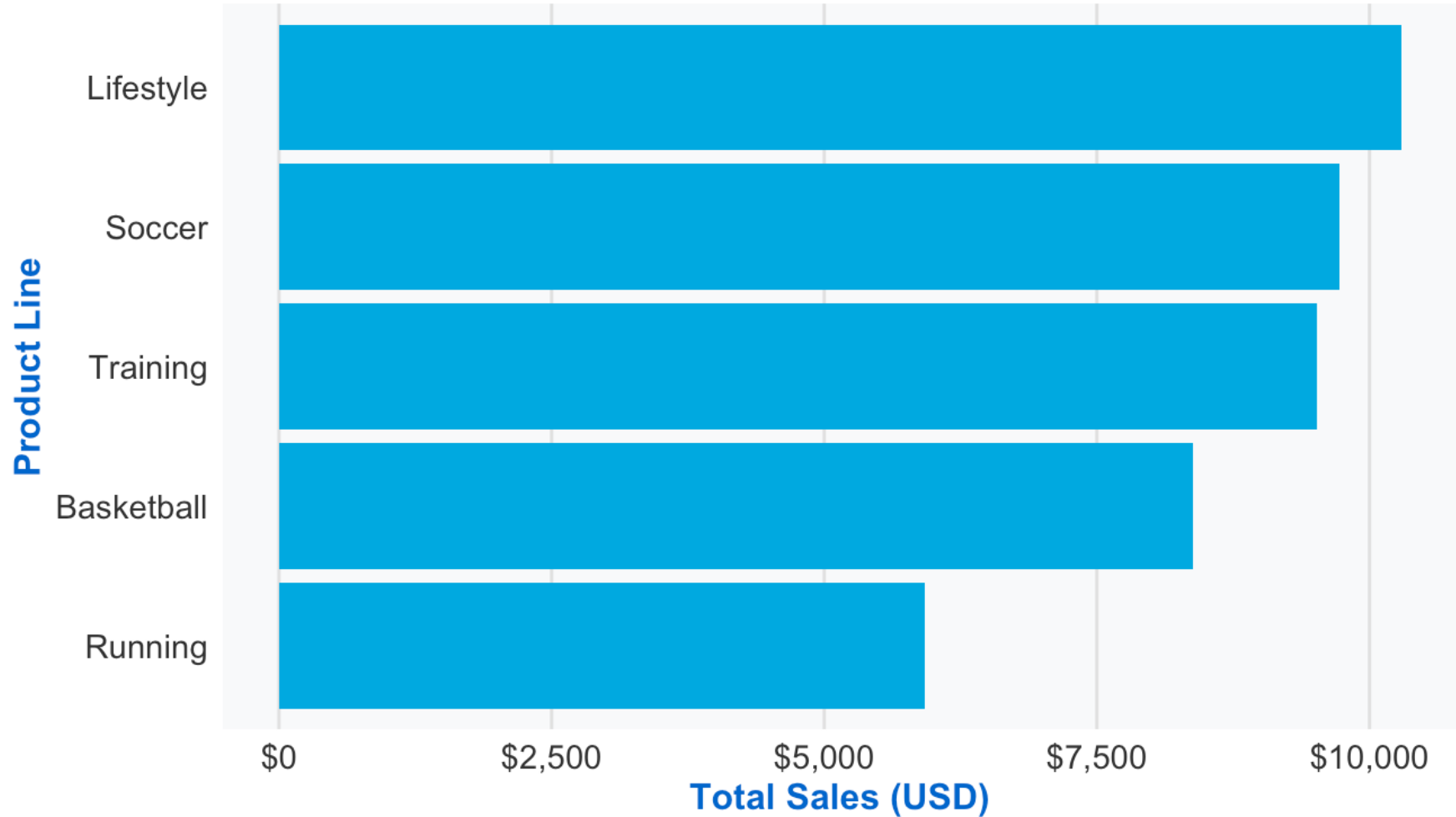


PHASE 1

MARKET
PERFORMANCE

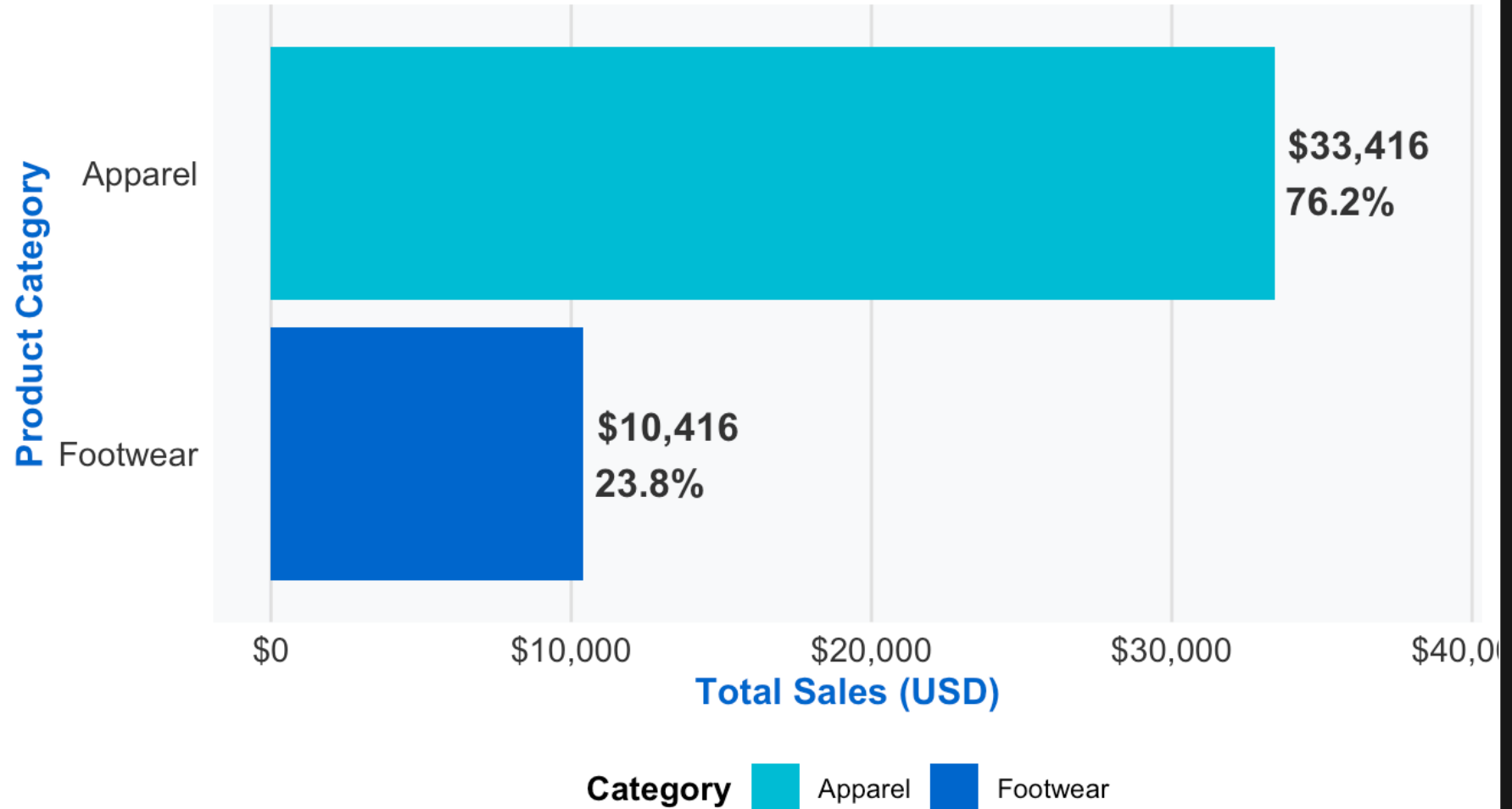
Product Line Performance

Which product lines drive our sales? | Phase 1: Market Performance



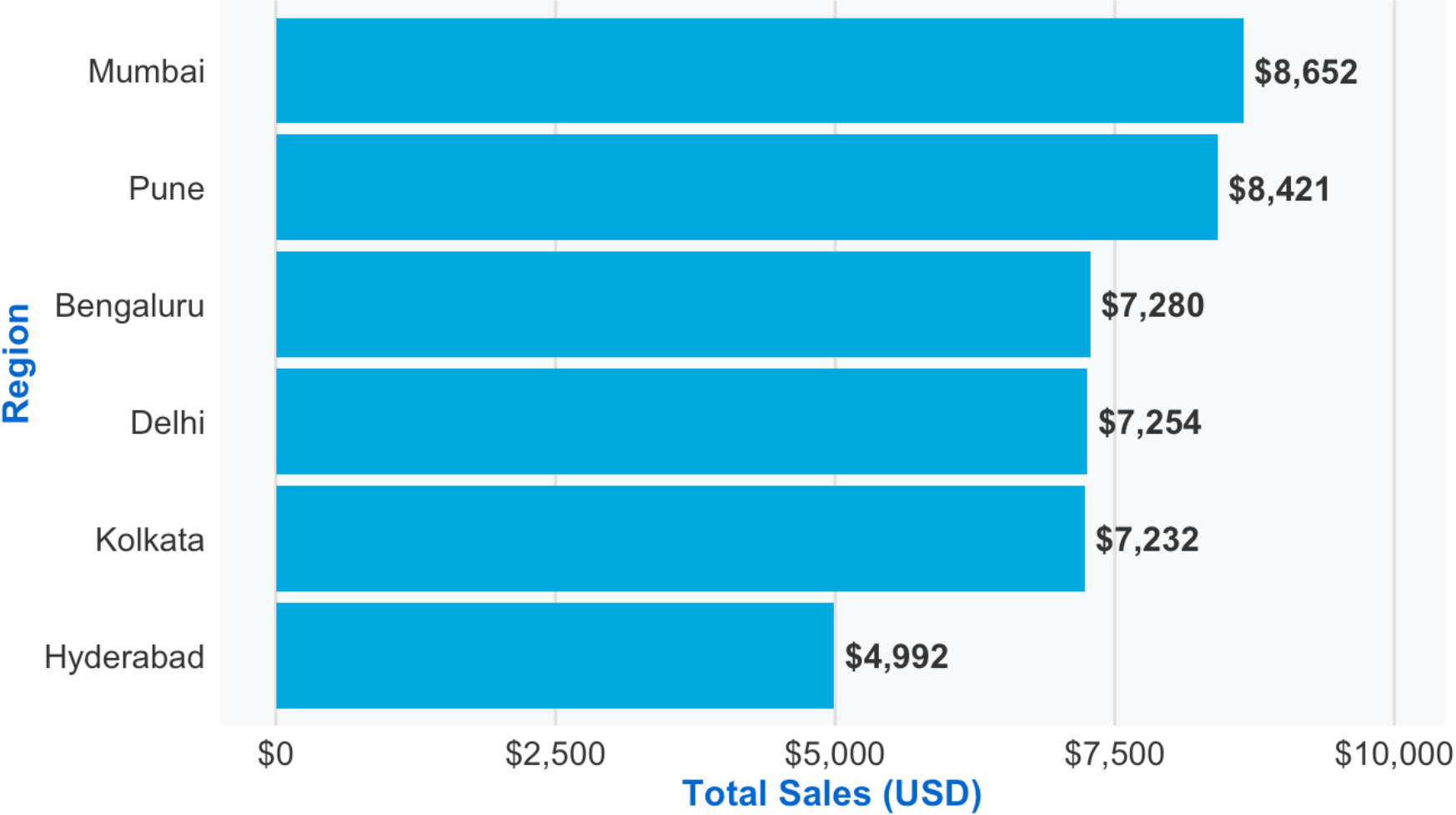
Product Category Mix

Footwear vs. Apparel: Understanding our portfolio balance | Phase 1



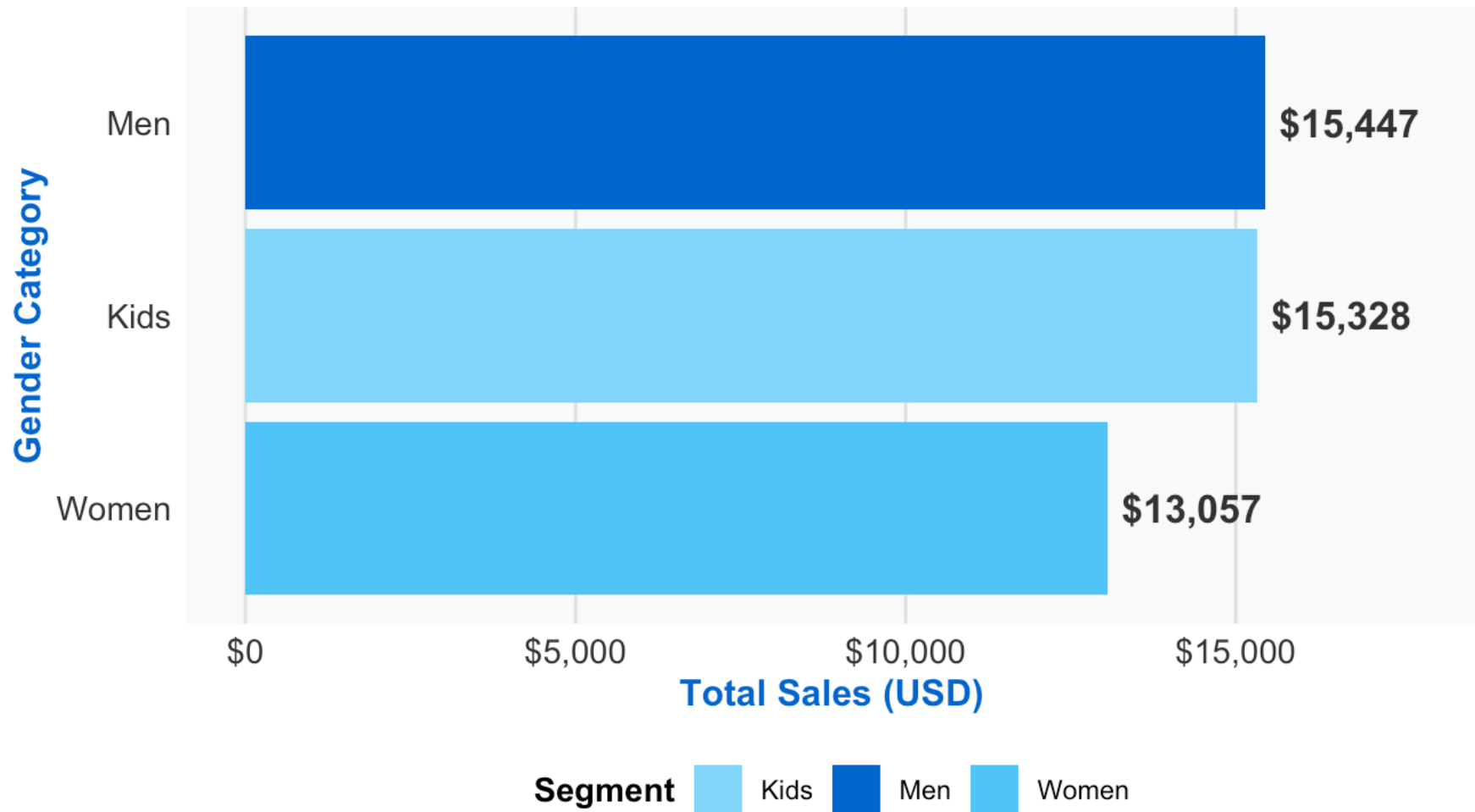
Regional Performance

Where are we winning geographically? | Phase 1: Market Performance



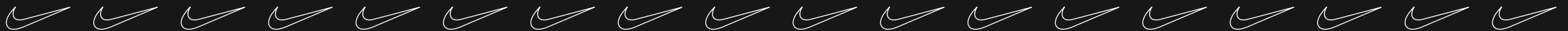
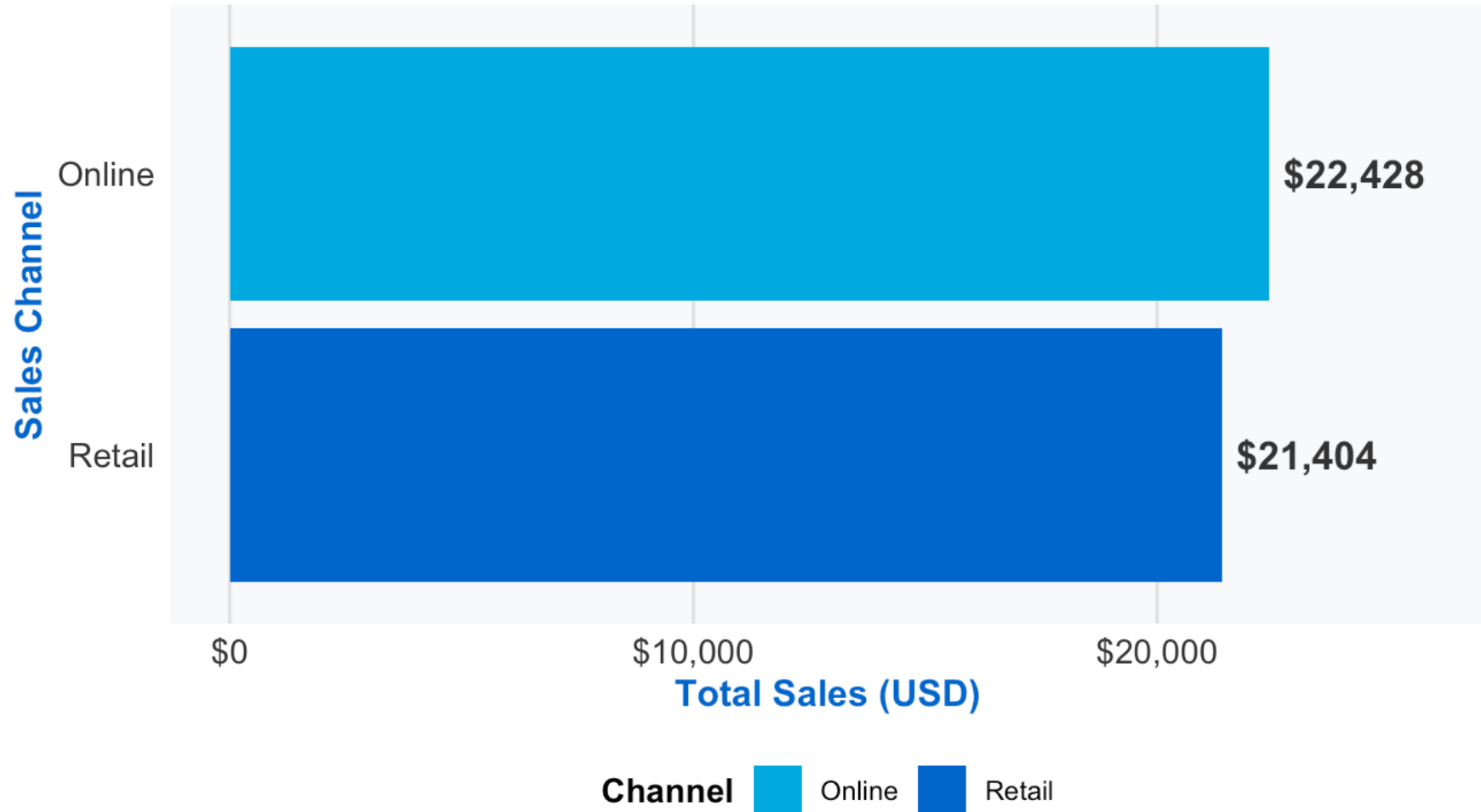
Customer Demographics

Understanding who's buying: Men's, Women's, Kids | Phase 1



Channel Effectiveness

How are customers buying: Online vs. Retail? | Phase 1

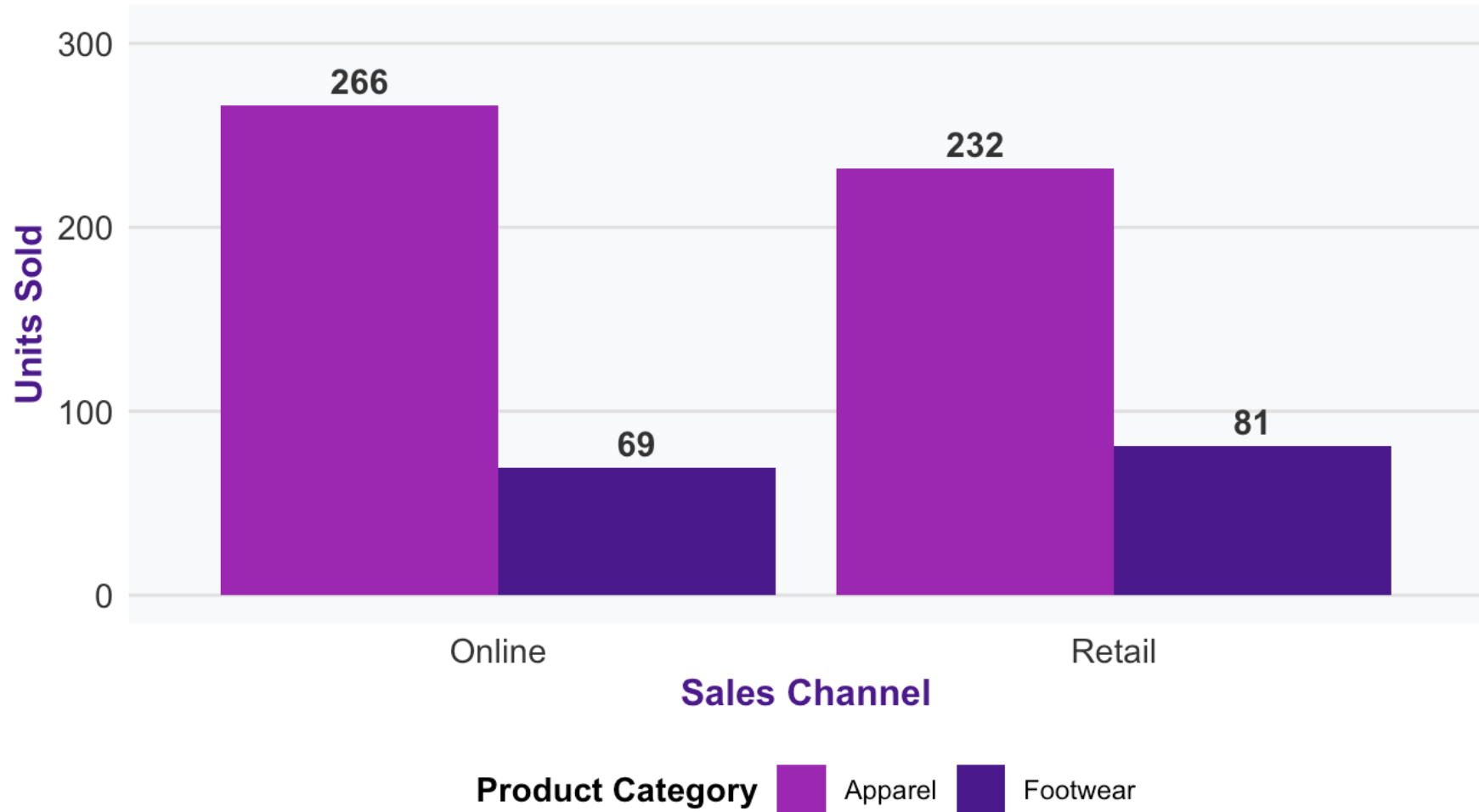


PHASE 2

TEMPORAL &
PRICING

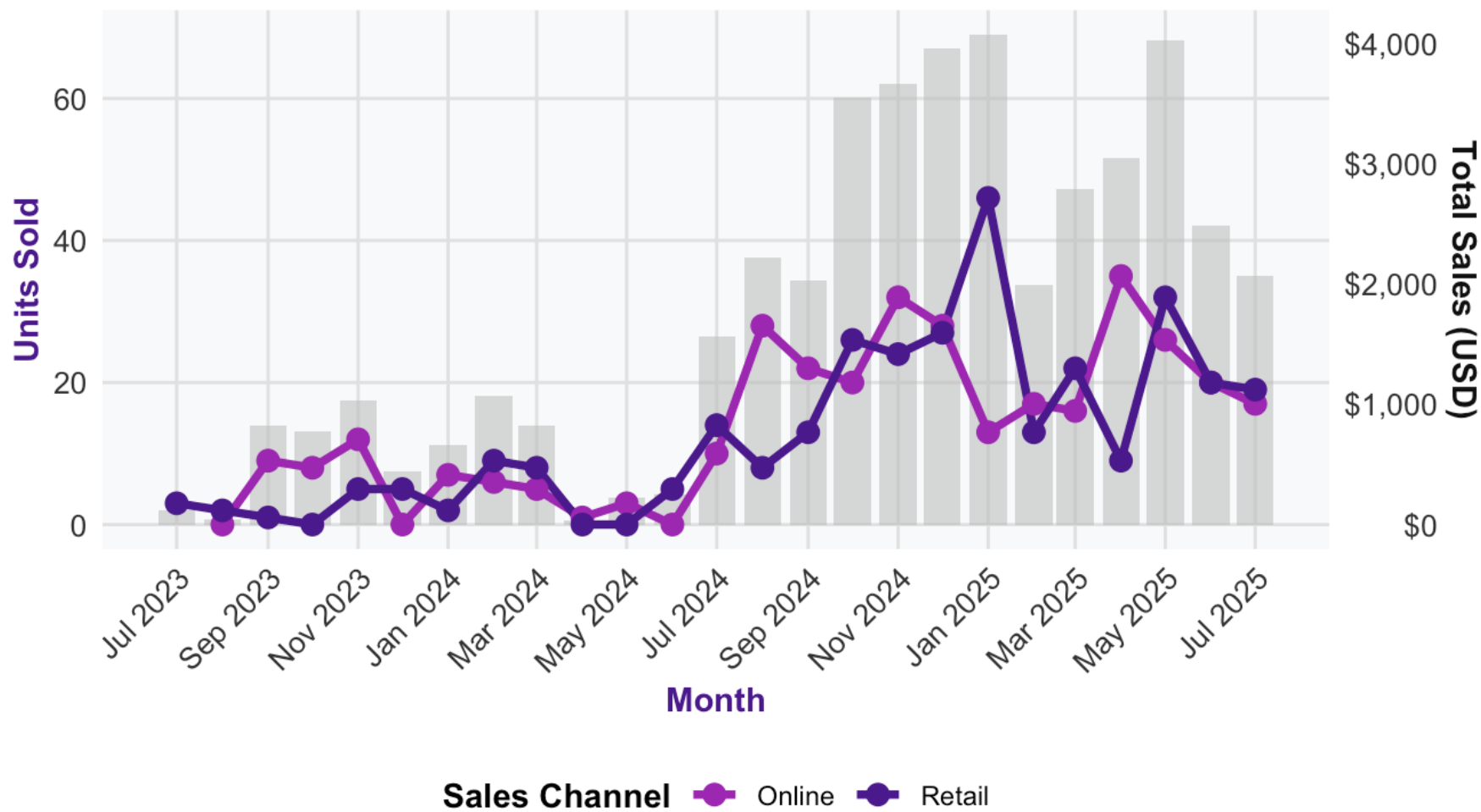
Channel-Product Fit

Which channels work best for which products? | Phase 2: Channel Strategy



Channel Performance & Total Sales Over Time

Channel units (lines) + Total sales revenue (bars) | Phase 2

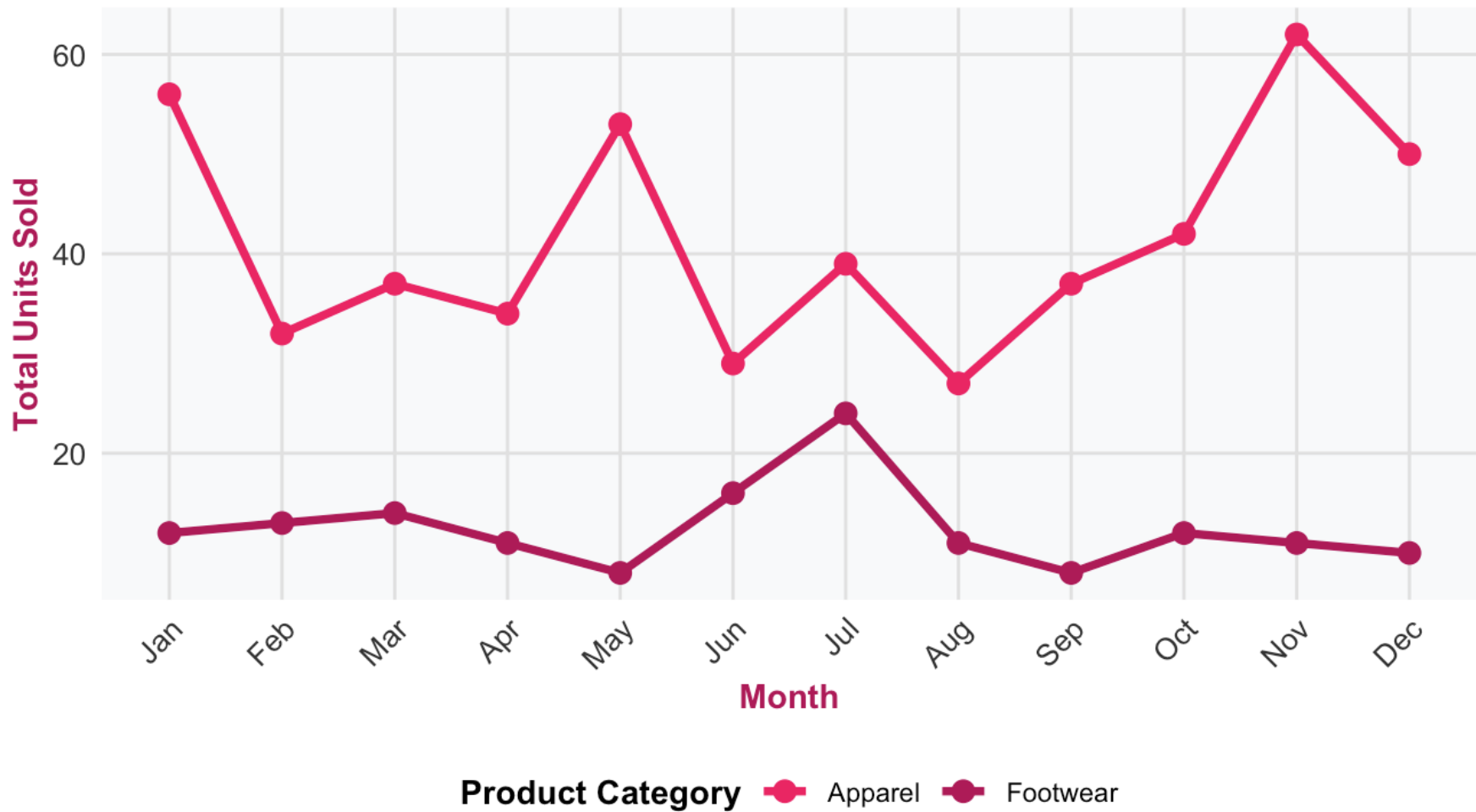


PHASE 3

CHANNEL
STRATEGY

Seasonal Patterns by Product Category

Which categories peak in which months? (All years combined) | Phase 3



Price Range vs Units Sold - Apparel

Does price affect apparel sales volume? | Phase 3



Price Range vs Units Sold - Footwear

Does price affect footwear sales volume? | Phase 3

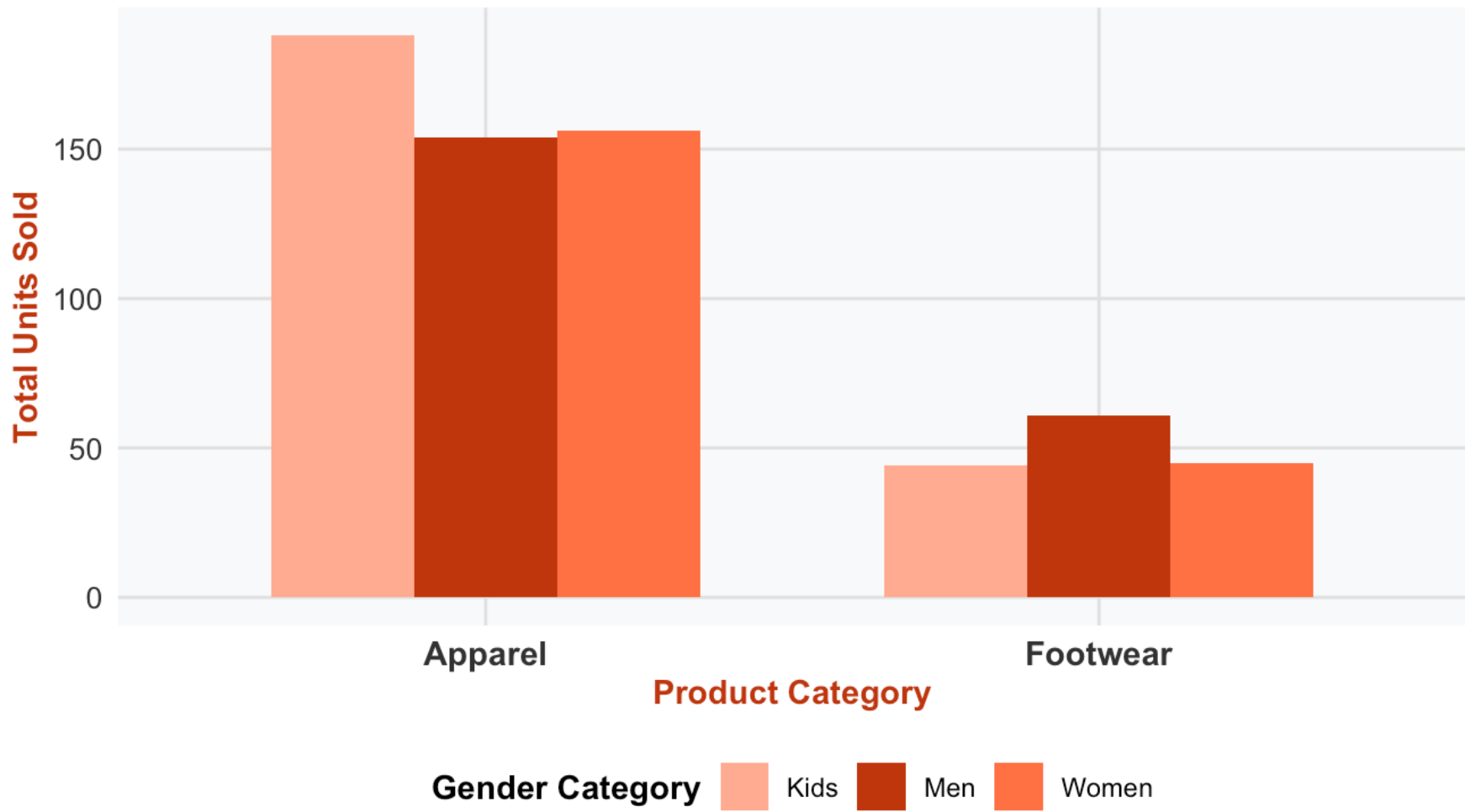


PHASE 4

STRATEGIC
OPPORTUNITIES

Gender Performance by Product Category

Which gender buys what? | Phase 4



Nike Sales Dashboard

Select Date Range:

2023-07-28

to

2025-07-22

Select Sales Channels:

☒ Retail

☒ Online

Select Product Categories:

☒ Apparel

☒ Footwear

Select Regions:

☒ Hyderabad

☒ Pune

☒ Bengaluru

☒ Mumbai

☒ Delhi

☒ Kolkata



SUMMARY

Project Focus

- Cleaned, transformed, and visualized an unprocessed Nike sales dataset to uncover meaningful business insights.

Tools & Methods

- Used R for data preparation, standardization, and feature creation to ensure data accuracy and consistency.
- Applied ggplot and RShiny to build multiple visualizations and interactive dashboards.

Key Insights

- Identified trends in product performance, regional sales, customer behavior, and channel effectiveness.
- Revealed patterns in market demand, pricing impact, and consumer preferences to support data-driven decisions in sales planning and marketing optimization.

Reference:

- <https://www.kaggle.com/datasets/nayakganesh007/nike-sales-uncleaned-dataset>



**THANK
YOU**

