

Streetwear & Sneakers

Sales Analysis

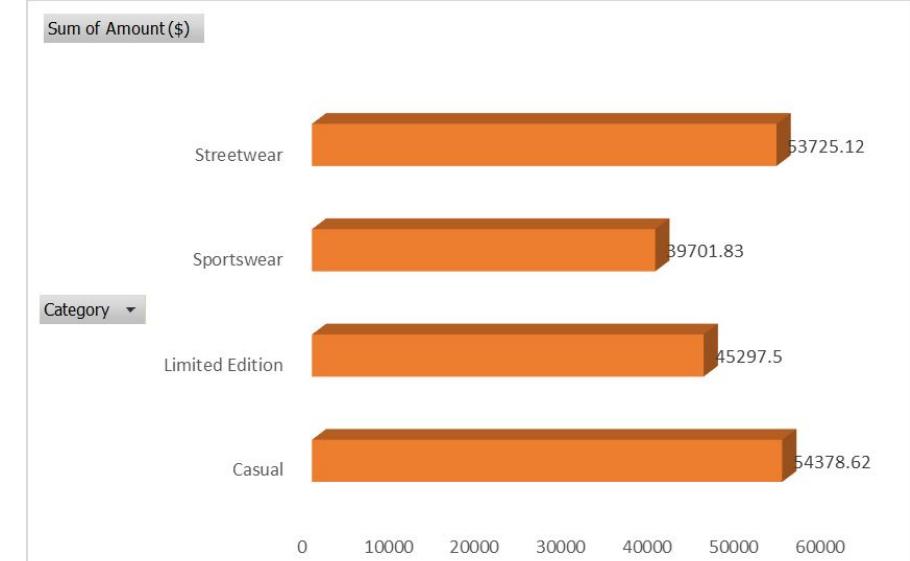
Introduction

- This case study focuses on analyzing sales performance.
- The objective is to transform raw sales data into meaningful business insights.
- The analysis aims to evaluate total revenue, quantity sold, product performance, and country-wise sales distribution.
- The goal is to support data-driven decision-making by identifying trends, high-performing segments, and areas of improvement.

Revenue by Category

Insights

- **Casual (\$54,378.62) and Streetwear (\$53,725.12)** are the strongest revenue drivers, together forming nearly half of total sales.
- **Limited Edition (\$45,297.50)** shows steady demand, appealing to niche buyers but not leading overall.
- **Sportswear (\$39,701.83)** lags behind, suggesting room for growth through targeted campaigns or product expansion.



Row Labels	Sum of Amount (\$)
Casual	54378.62
Limited Edition	45297.5
Sportswear	39701.83
Streetwear	53725.12

Country wise Total Sales

Insights

- **UK (191)** leads in quantity, showing the strongest demand among all regions.
- **Canada (174)** and **Japan (170)** follow closely, forming the next tier of high-performing markets.
- **Germany (155)** and **Australia (144)** sit mid-range, contributing steady volumes.
- **USA (138)** and **India (125)** record the lowest totals, suggesting potential growth opportunities.
- Overall, demand is **geographically diverse**, but clearly concentrated in the UK, Canada, and Japan.

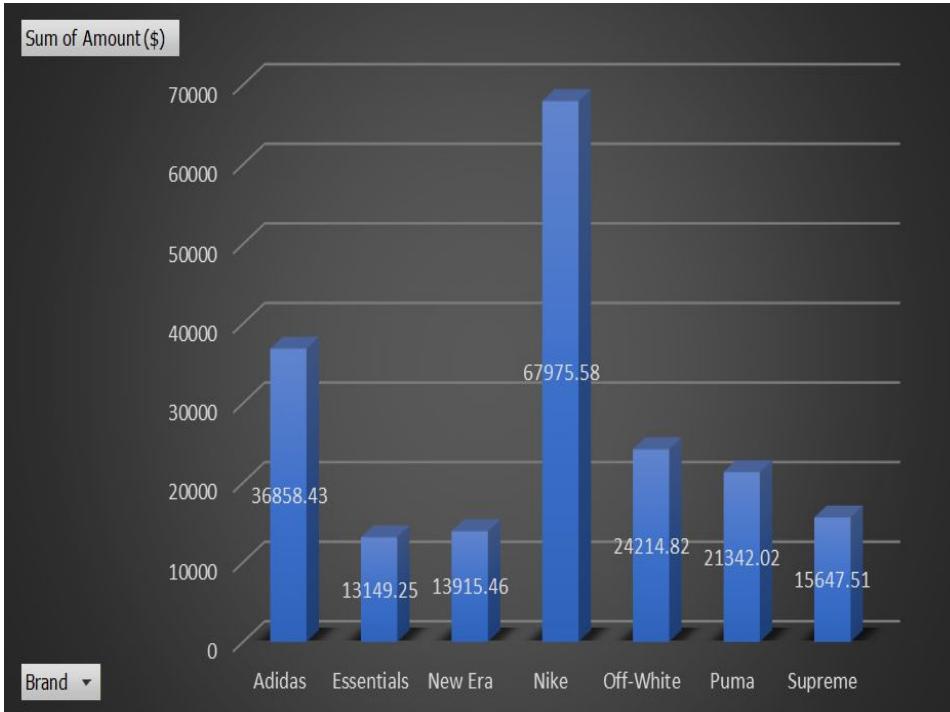


Row Labels	Sum of Quantity
Australia	144
Canada	174
Germany	155
India	125
Japan	170
UK	191
USA	138

Revenue by Brand

Brand Insights

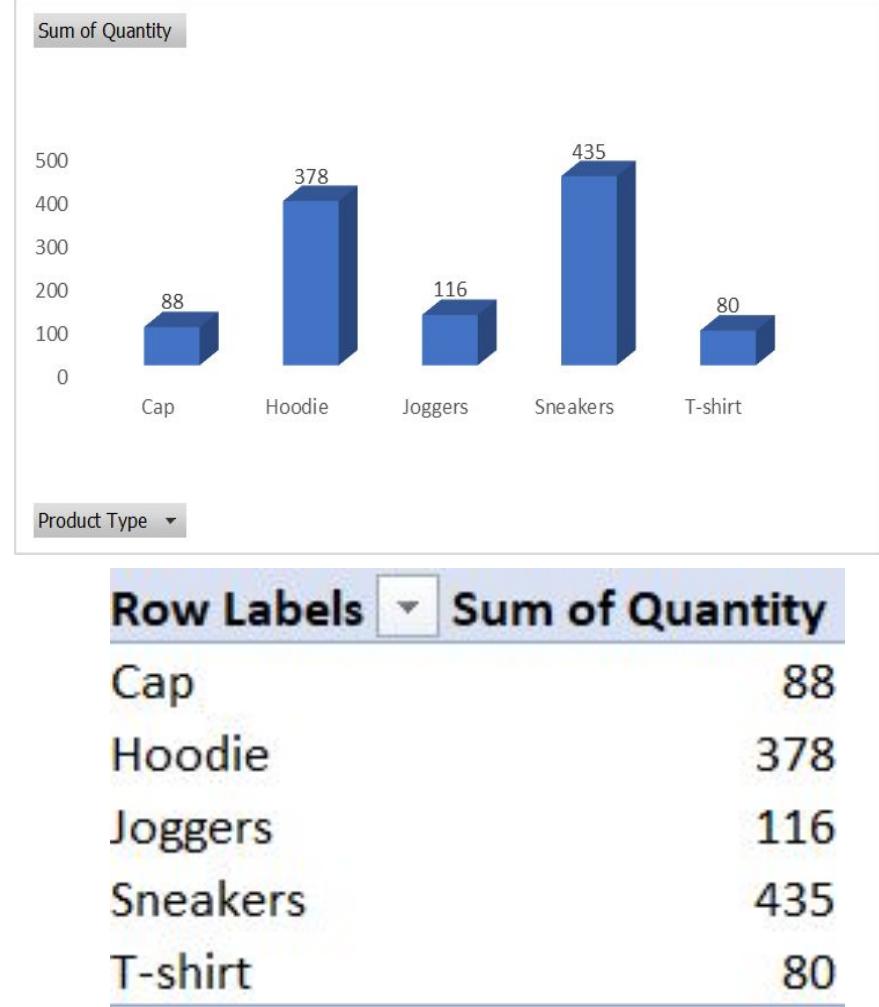
- Nike leads strongly at **\$67,975.58**, far ahead of competitors.
- Adidas (**\$36,858.43**) is second but less than half of Nike's total.
- Off-White (**\$24,214.82**) and Puma (**\$21,342.02**) sit mid-tier.
- Supreme, New Era, and Essentials contribute smaller amounts, showing niche appeal.
- Overall, sales are **skewed toward Nike**, with others competing in smaller segments.



Product wise Sales

Insights

- **Sneakers (435)** and **Hoodies (378)** dominate, showing the highest demand.
- **Joggers (116)** contribute moderately, while **Caps (88)** and **T-shirts (80)** are the lowest.
- The clear skew toward sneakers and hoodies suggests these are the **core drivers of sales**, while lighter categories may need stronger promotion or product refresh.



Month wise Revenue

Insights

- **July (\$32,073)** is the peak month, followed by **March (\$29,043)** and **June (\$26,089)**, showing strong mid-year performance.
- **April (\$17,177)** is the lowest, with **February (\$20,394)** and **May (\$20,397)** also on the weaker side.
- Overall, sales show **fluctuations across months**, with clear spikes in March, June, and July, suggesting seasonal or campaign-driven demand.



Row Labels	Sum of Amount (\$)
Jan	23068
Feb	20394
Mar	29043
Apr	17177
May	20397
Jun	26089
Jul	32073
Aug	24861

Sales Dashboard

Gender

- Men
- Unisex
- Women

193K

Total Revenue

1K

Total Quantity Sold

Payment Mode

Card

Cash on Deli...

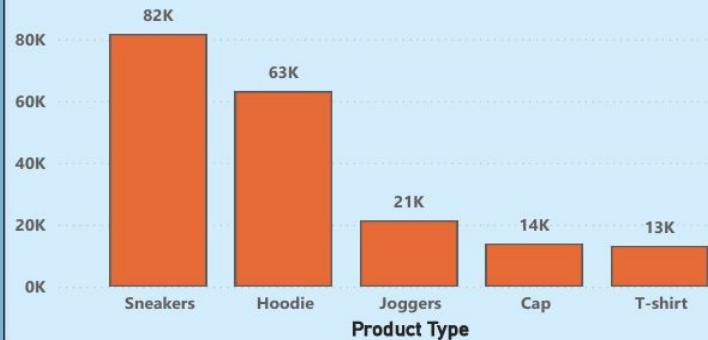
UPI

Wallet

Total Quantity by Country wise



Revenue by Product Type

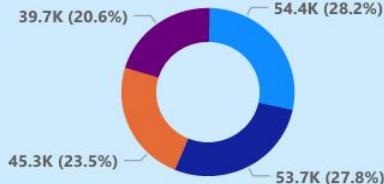


Brand

- Adidas
- Essentials
- New Era
- Nike
- Off-White
- Puma
- Supreme

Revenue by Category

● Casual ● Streetwear ● Limited E... ● Sportswear



Revenue by Month



Recommendations

- **Double down on winners:** Focus on sneakers, hoodies, casual wear, streetwear, and Nike as the strongest drivers.
- **Boost weaker areas:** Revitalize sportswear, caps, and T-shirts with promotions or seasonal launches.
- **Target regions smartly:** Prioritize UK, Canada, and Japan while exploring growth in India and USA.
- **Plan around peaks:** Align campaigns with March, June, and July sales spikes.
- **Use exclusivity:** Position Limited Edition and niche brands as premium offerings to lift margins.