

NIKE STRATEGY: NBA ANALYSIS

POLARITY REVIEW

AGENDA





Top Terms Overview

- October 2019
- November 2019
- December 2019
- October 2020



Popularity

- By Products
- By Teams
- By Players



Sentiment

- Lebron James
- Los Angeles Lakers Team
- NBA



& Conclusion

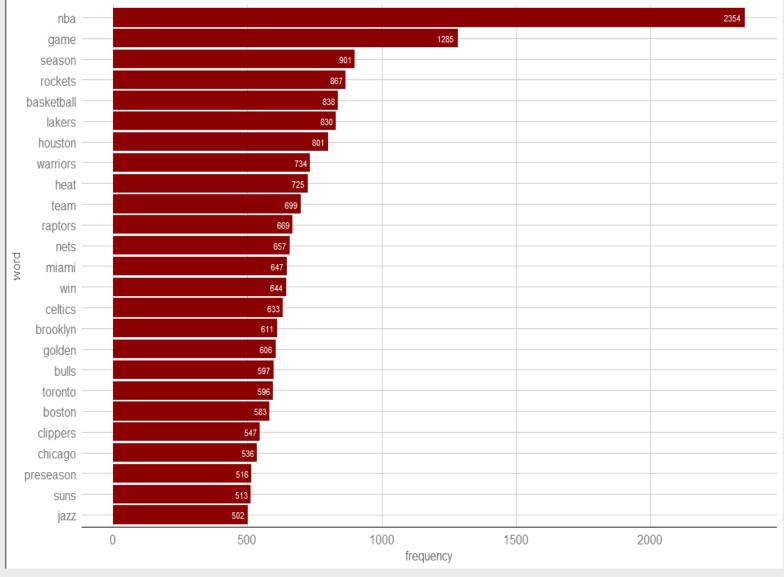






TOP TERMS OVERVIEW- OCTOBER 2019

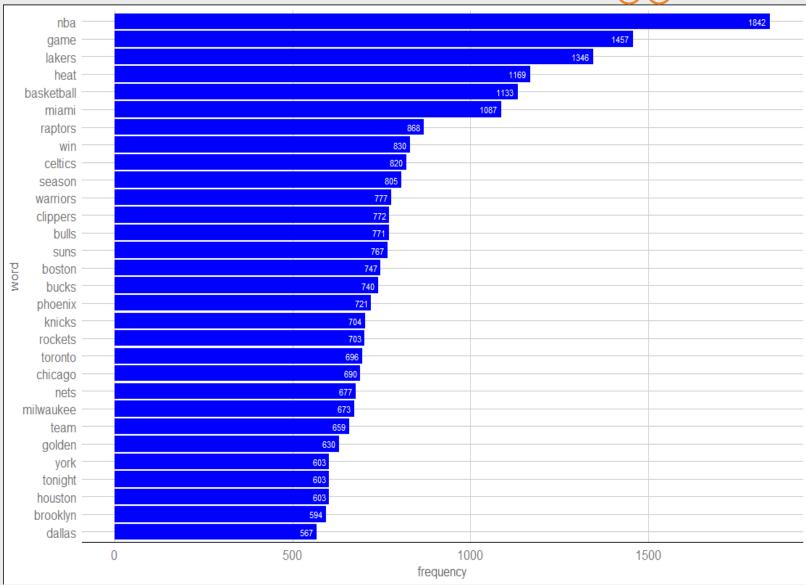






TOP TERMS OVERVIEW- NOVEMBER 2019





TOPTERMS OVERVIEW- DECEMBER 2019



Single Term Overview

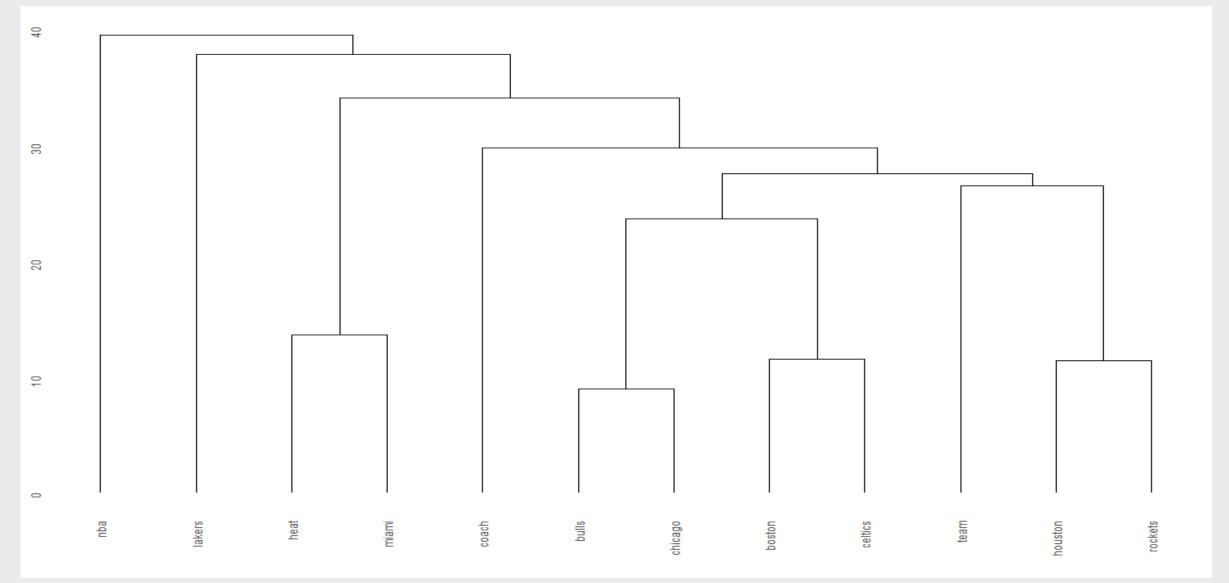
orlando nets mavericks detroit games team clippers magic x raptors bucks dallas pistons win lakers to tonight pts celtics nbat boston heat boston heat kings knicks miami milwaukee lebron season bulls pacers warriors detroit detroi

Couple Terms Overview



TOPTERMS OVERVIEW- OCTOBER 2020



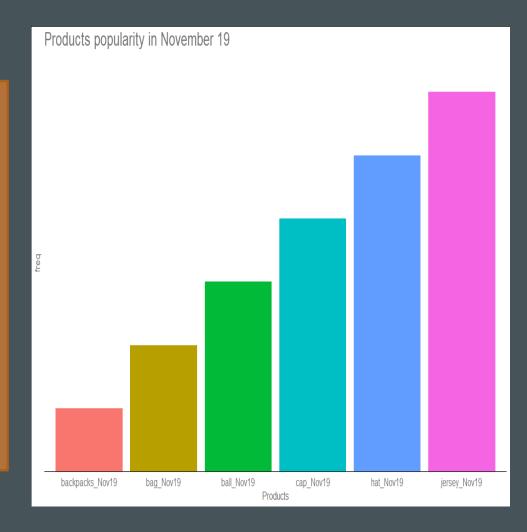






Popular Products

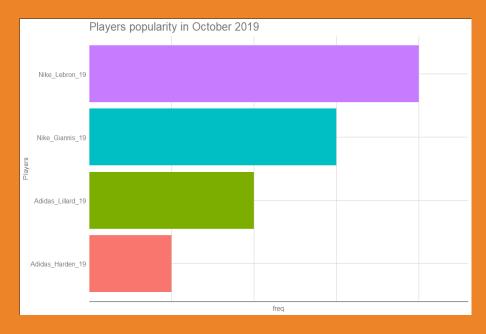
- Jersey
- Hats
- Caps

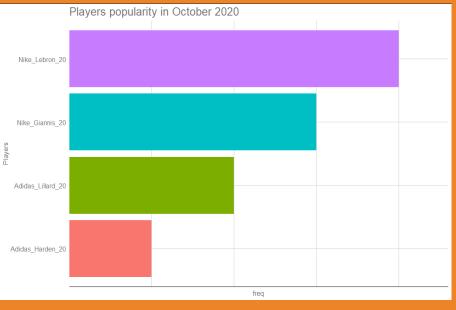


PRODUCT ROADMAP



Nike sponsored players are the most liked by fans.

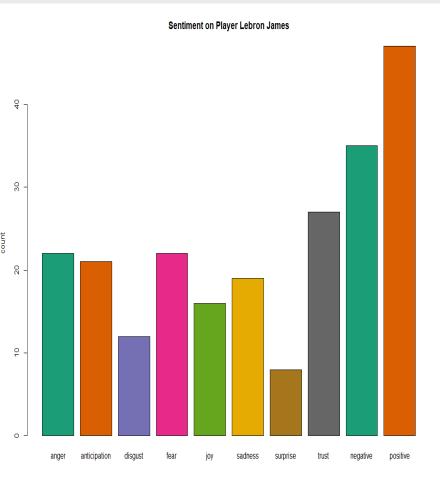






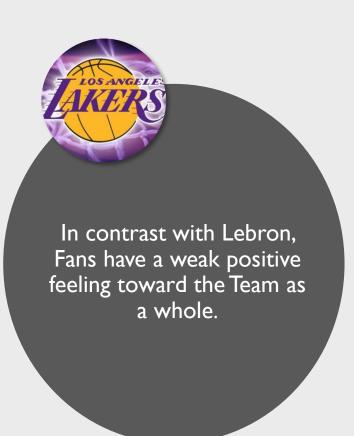


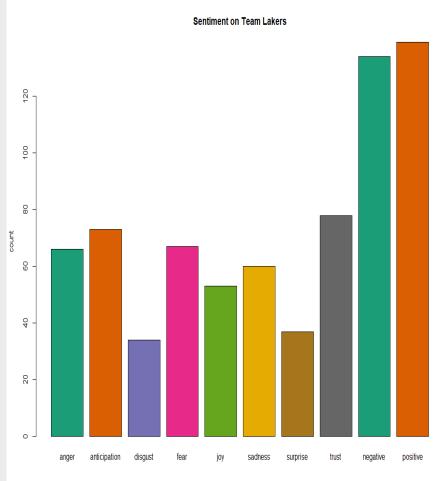




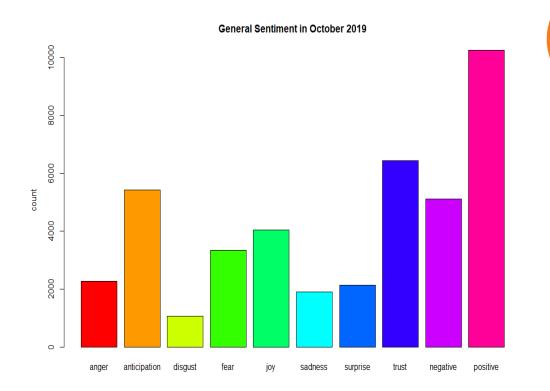
FEELINGS ON LAKERS

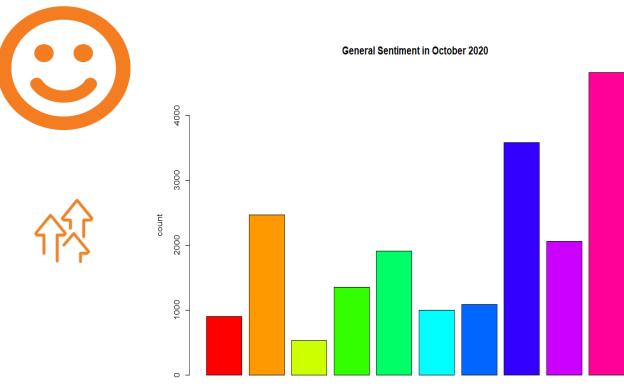






LEAGUE SENTIMENT OVERVIEW





anticipation

12.5%

Overall sentiment is positive, but not strong

8.8%

Overall sentiment is positive, but not strong

CONCLUSION

- Emerging Topic: NBA Games, and teams
- Lakers is most popular team

- Focus On Jerseys, Hats-Caps, balls
- Continue Product Features on Lebron.

- Positive NBA Popularity
- Continue patnership with NBA

THANKYOU



