



NIKE.NET

**GLOBAL SALES DIGITAL
INSIGHTS**
LEARNINGS & JOURNEY THIS SUMMER

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HELLO OREGON!

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Education

B.S. Electrical & Electronics Engineering
(2006-2010)

Professional Experience

Software Engineer at Goldman Sachs
(2010-2016)

Hobbies

Hiking / Camping / Food
... and Data Science



NIKE.NET HIGHLIGHTS

\$12B

SALES IN 2016
THROUGH NIKE.NET

9TH

LARGEST E-COMMERCE
PLATFORM

3RD

LARGEST WEBSITE
HOSTED ON AMAZON (AWS)



GAMEPLAN

CURRENT STATE

Customers place their orders very close to season deadlines - Account Executives unable to react

Every customer gets the same user experience on nike.net

LONG-TERM VISION

Proactive Engagement - Identify potential low-performing customers and take timely action to recoup revenue

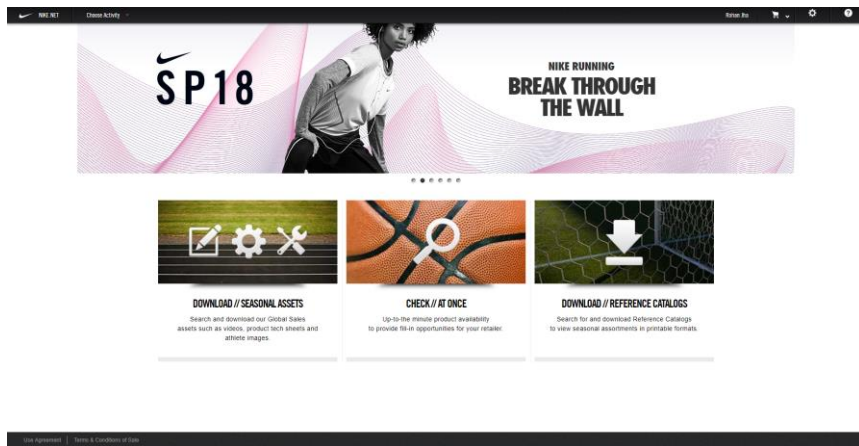
Personalization – Customize nike.net for each customer to enhance digital shopping experience

GAMEPLAN

PROACTIVE ENGAGEMENT
REVENUE FORECASTING MODEL

PERSONALIZATION
CUSTOMER PROFILING

LEVERAGE DATA



NIKE.NET METRICS

Capture customer activity on the website.
Example metrics like Add/Remove products
from cart, Campaign Views

NIKE.NET SALES

Orders and revenue from nike.net

REVENUE FORECASTING MODEL

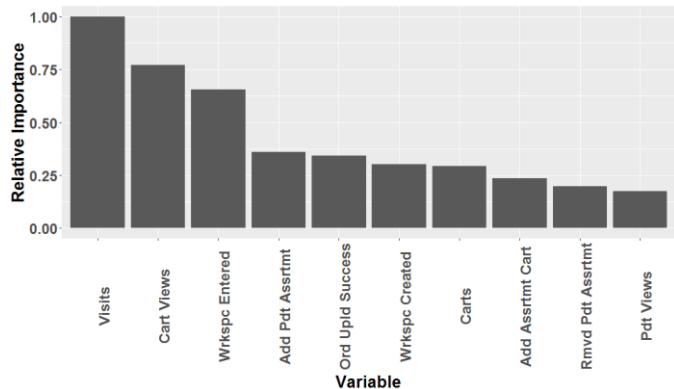
METHODOLOGY

- Aggregated data for each customer at a season level
- Designed separate models for small and large customers due to high variance in revenue
- Built forecasting models using different methods: Linear Regression, Random Forest, Gradient Boosted Machine. Random Forest performed slightly better than the rest

RESULTS

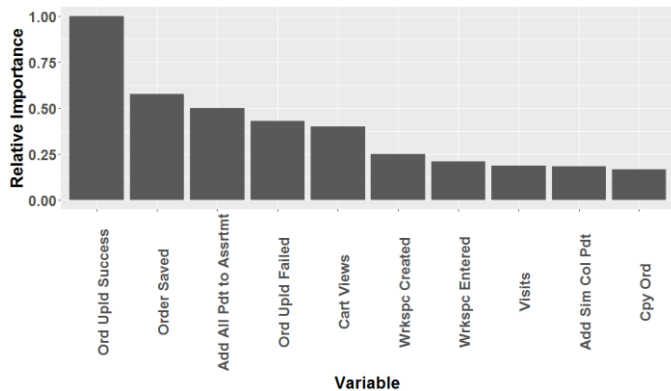
- Fair model with not a very high accuracy
- Main challenge – lack of data (only 3 seasons' data)
- The predictions will continue to improve as the model keeps learning new data
- Non-trivial to predict human behaviour

INSIGHTS FROM MODEL



SMALL CUSTOMERS

- They are more engaged on the site and use it for product discovery and building shopping cart
- Visits, Cart Views, Add/Remove Products are important variables



LARGE CUSTOMERS

- They predominantly use the site to place orders and not so much for product discovery or to build assortments
- Order Uploads, Save Orders, Add All Products are important variables

CUSTOMER PROFILING

METHODOLOGY

- Aggregated data for each customer at a season level
- Created customer profiles using Archetype Analysis

RESULTS

AVERAGE USER



Does a little bit of everything - the average user.

EXPLORER



The engaged user. Utilizes most nike.net features to discover new products, filter queries and eventually build assortments and carts.

MEDIA SAVVY



Likes to dive deep into the content through media content like images, videos and 'learn more' sections.

POWER USER



The large accounts having dedicated merchandising teams. Uses nike.net mainly to place orders.

KEY TAKEAWAYS

REVENUE FORECASTING MODEL

- Observe fundamental differences in how small and large customers leverage nike.net
- Explore potential for revenue growth from increasing nike.net engagement for large customers
- Continue to learn from more data (incorporate seasonality) to deliver more accurate revenue forecasts

CUSTOMER PROFILING

- Understand our customers and their preferences better
- Identify key customers for different features on the website to garner feedback
- Perform more in-depth profiling as we gather more data

SNEAK PEEK

IMPROVING USER EXPERIENCE FOR EMPLOYEES

- Employee Engagement team conducted a survey evaluating productivity tools at Nike
- Obtained 1300 different textual responses which cannot be summarized directly
- Leverage natural language processing techniques to make sense of the survey

...STAY TUNED



NIKE.NET