

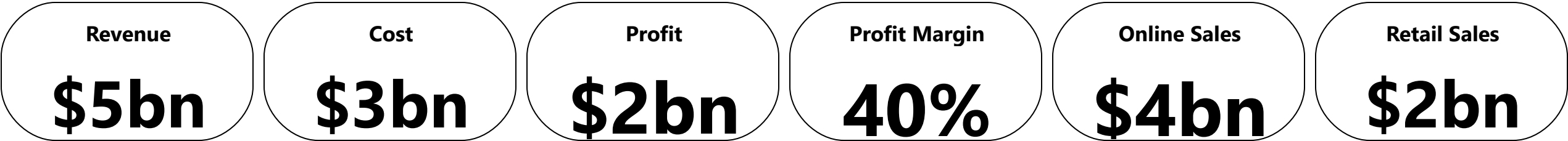
# Nike Sales Dashboard - Executive Overview



## Region

America	Europe	Greater China	India	Japan	South Korea	Southeast Asia
---------	--------	---------------	-------	-------	-------------	----------------

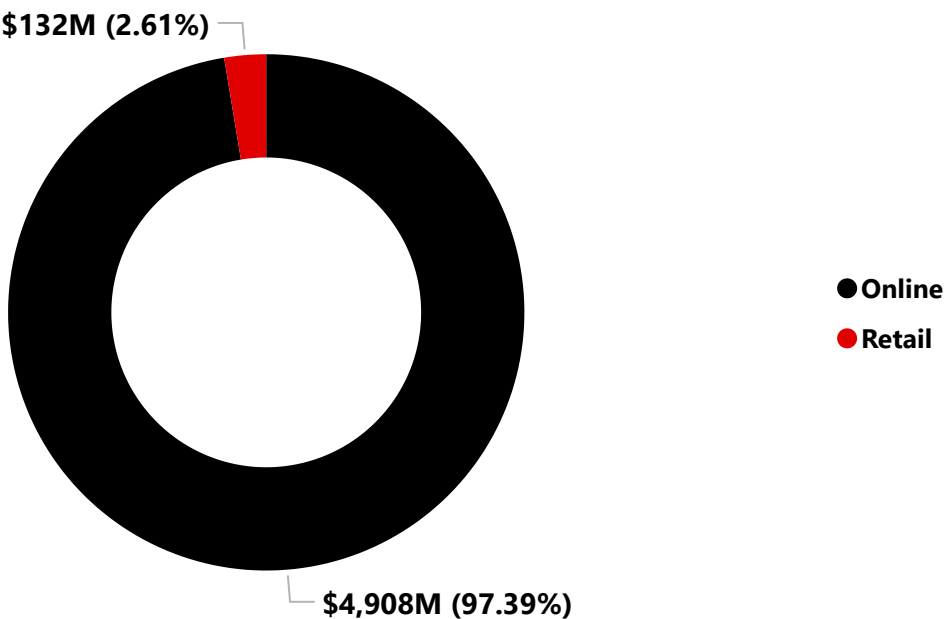
## How Are We Performing?



## Which Regions Make Us the Most Money?

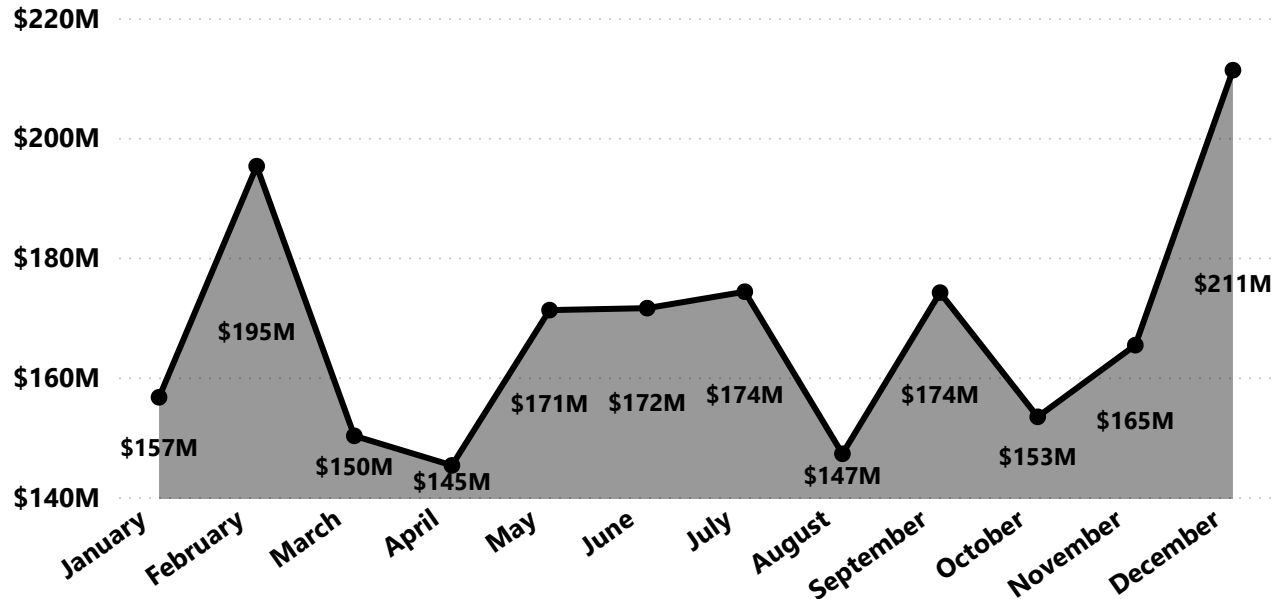
Region	Revenue	Cost	Profit
America	\$785M	\$471M	\$314M
Europe	\$640M	\$384M	\$256M
Greater China	\$805M	\$483M	\$322M
India	\$743M	\$446M	\$297M
Japan	\$788M	\$473M	\$315M
South Korea	\$699M	\$419M	\$280M
Southeast Asia	\$580M	\$348M	\$232M

## Where Do Our Sales Come From? (Online vs. Retail)

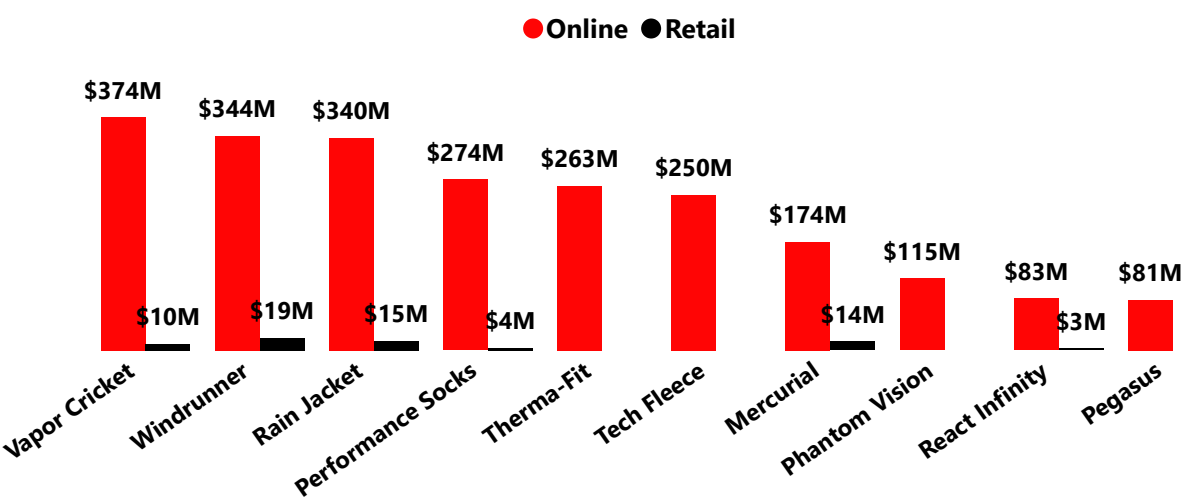


# Sales Analysis

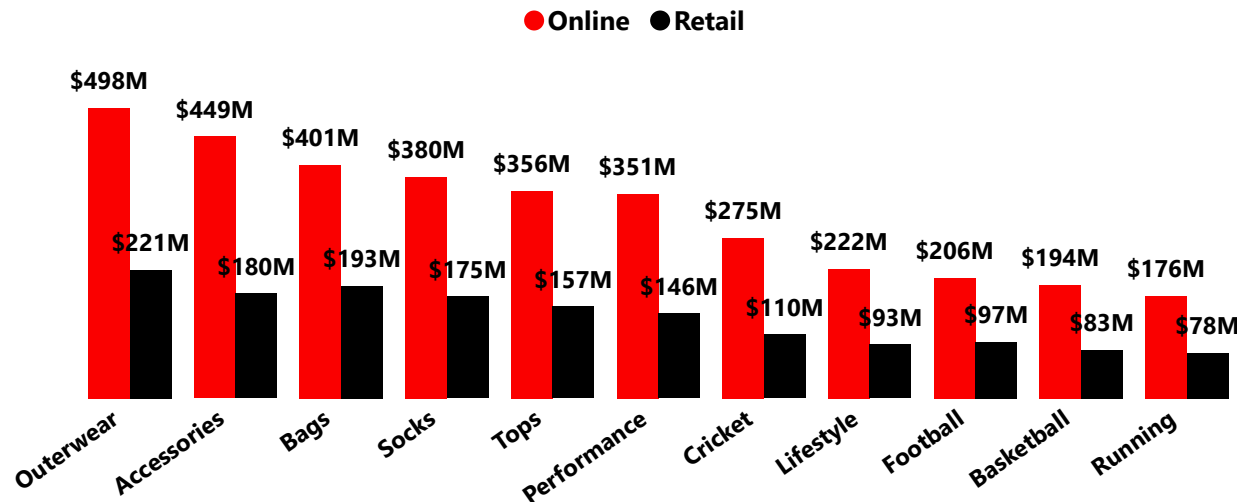
### Profit by Month



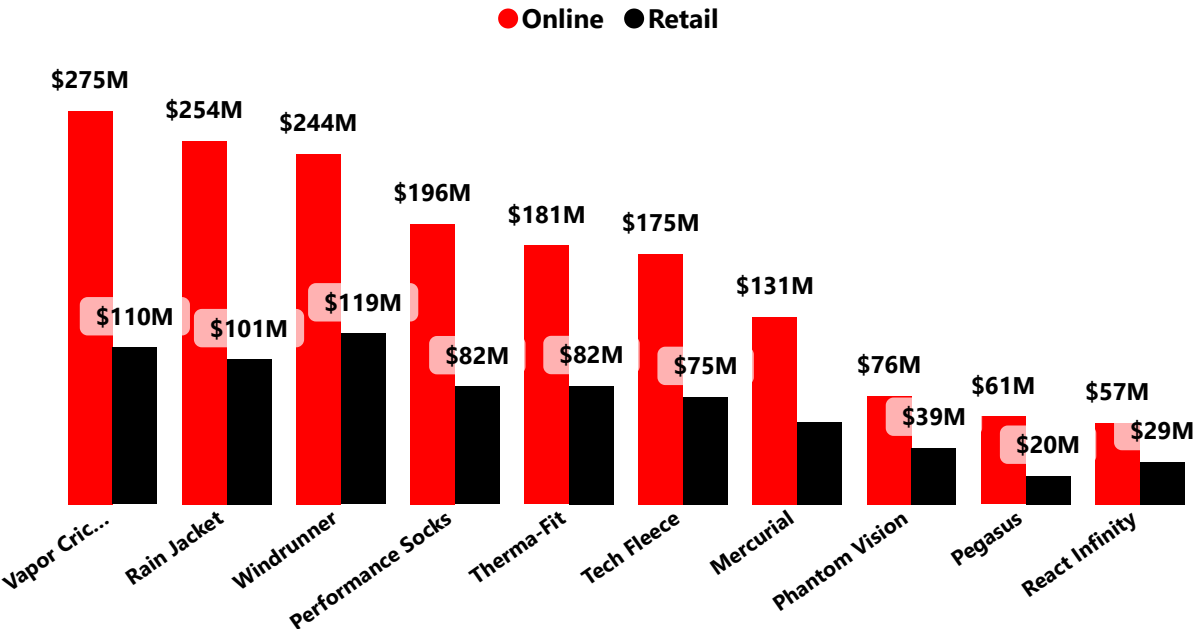
### Product Sales Performance by Channel



### Online Sales and Retail Sales Vs Sub category



### Who Sells More? (Revenue by Sales Channel)

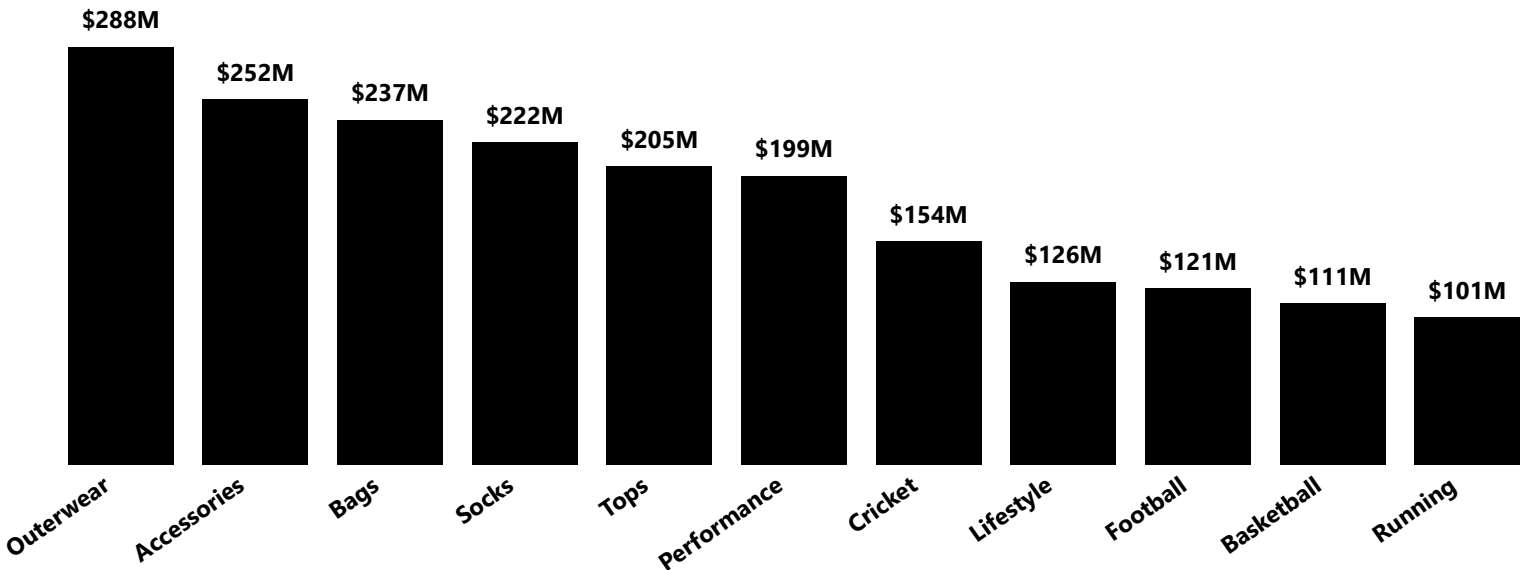


# Where is the money coming from?

Profit by Price Tier

Budget	\$673M
Mid-Range	\$682M
Premium	\$661M

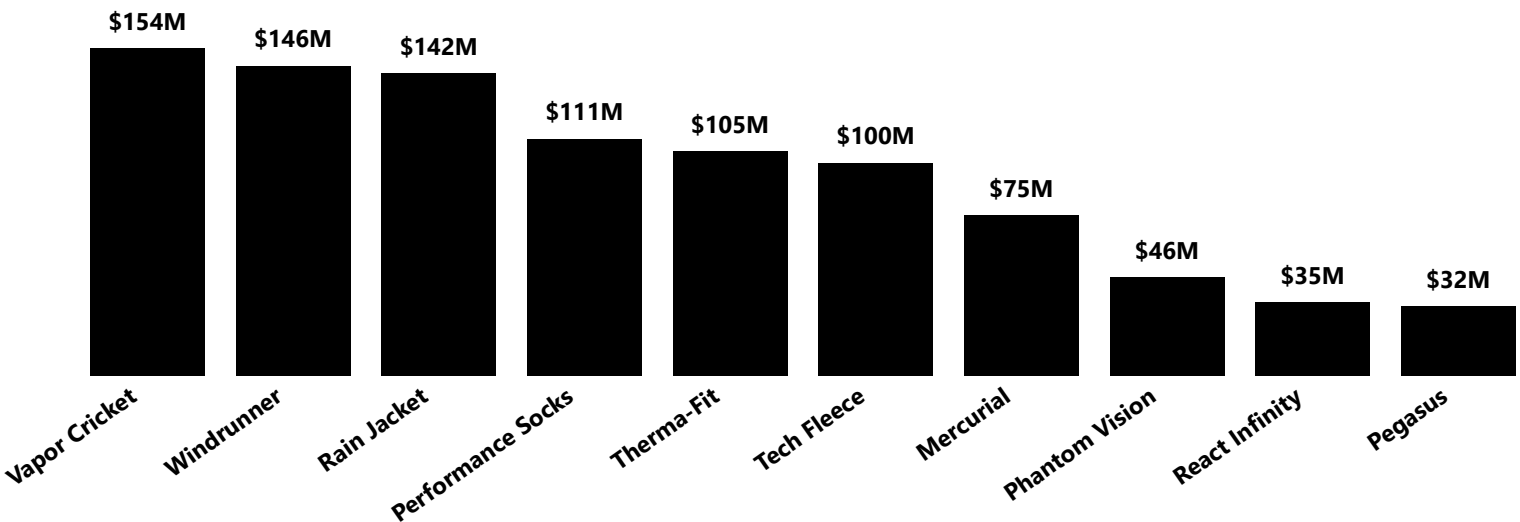
Profit by Sub Category



Profit by Main Category



Top 10 Most Profitable Products

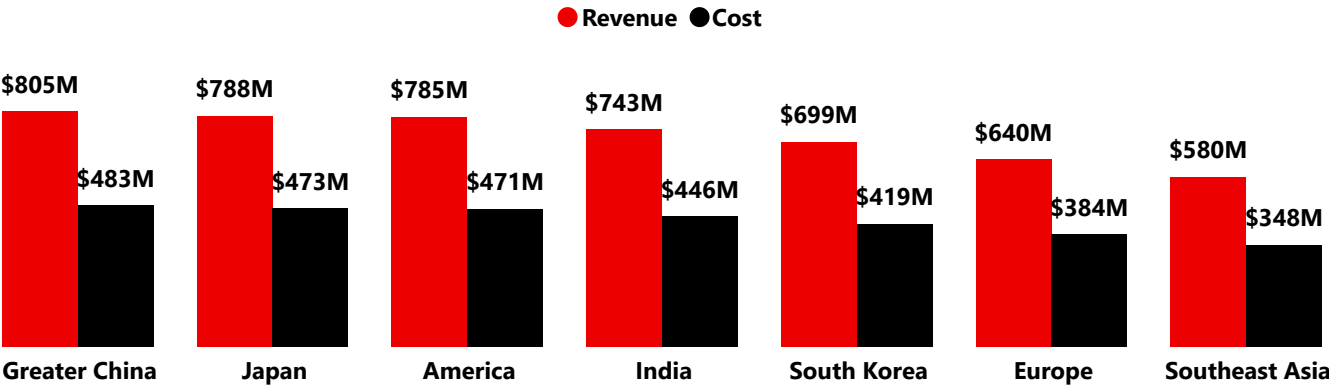


# Revenue & Cost Breakdown

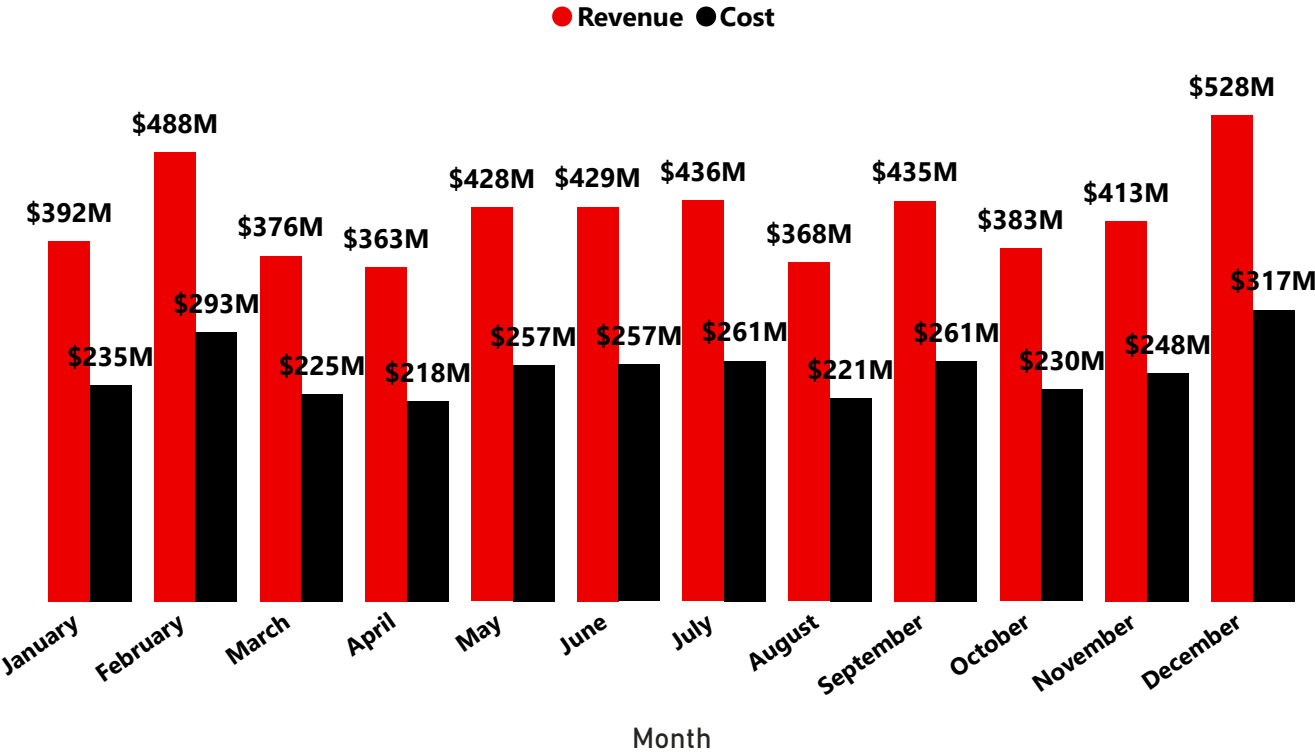
Cost and Revenue by Price Tier

Budget	Mid-Range	Premium
Cost \$1bn	Cost \$1bn	Cost \$992M
Revenue \$2bn	Revenue \$2bn	Revenue \$2bn

Cost and Revenue by Region



Cost and Revenue by Month



Revenue and Cost by Sub Category

