

Nike Global Sales Report

Yearly Performance Overview

On July 28, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Ariel Morris, a top-performing sales associate, led efforts that resulted in 3744 units sold, generating approximately \$658,028.59 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 06, 2025, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Jonathan Smith, a top-performing sales associate, led efforts that resulted in 3443 units sold, generating approximately \$394,999.11 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 16, 2025, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Joshua Brown, a top-performing sales associate, led efforts that resulted in 1758 units sold, generating approximately \$168,465.43 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On November 22, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Vicki Lindsey, a top-performing sales associate, led efforts that resulted in 4156 units sold, generating approximately \$603,192.68 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On August 25, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Jennifer Wells, a top-performing sales associate, led efforts that resulted in 4591 units sold, generating approximately \$871,415.35 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 09, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Tara Taylor, a top-performing sales associate, led efforts that resulted in 1507 units sold, generating approximately \$192,826.19 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On June 08, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Andrew Choi, a top-performing sales associate, led efforts that resulted in 2454 units sold, generating approximately \$313,116.36 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 29, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Christina Torres, a top-performing sales associate, led efforts that resulted in 570 units sold, generating approximately \$120,088.27 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On November 14, 2024, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Miranda Martin, a top-performing sales associate, led efforts that resulted in 4103 units sold, generating approximately \$894,959.07 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On September 05, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. David Fisher, a top-performing sales associate, led efforts that resulted in 4686 units sold, generating approximately \$621,559.65 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On July 16, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Ricky Hernandez, a top-performing sales associate, led efforts that resulted in 2496 units sold, generating approximately \$358,384.80 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On July 02, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Emily Anderson, a top-performing sales associate, led efforts that resulted in 1802 units sold, generating approximately \$301,014.99 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On January 10, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Bethany Cunningham, a top-performing sales associate, led efforts that resulted in 3069 units sold, generating approximately \$575,489.04 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 17, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Lisa Ho, a top-performing sales associate, led efforts that resulted in 2823 units sold, generating approximately \$592,226.51 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On October 26, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Christopher Baker, a top-performing sales associate, led efforts that resulted in 4583 units sold, generating approximately \$1,030,561.79 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On September 20, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Samantha Hurley, a top-performing sales associate, led efforts that resulted in 3661 units sold, generating approximately \$358,294.56 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On March 08, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Joseph Scott, a top-performing sales associate, led efforts that resulted in 2200 units sold, generating approximately \$341,991.77 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On February 10, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Michael Bennett, a top-performing sales associate, led efforts that resulted in 4218 units sold, generating approximately \$1,035,095.58 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On February 04, 2025, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Barbara Ward, a top-performing sales associate, led efforts that resulted in 4441 units sold, generating approximately \$535,159.52 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On May 02, 2025, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Nicolas Spears, a top-performing sales associate, led efforts that resulted in 1763 units sold, generating approximately \$336,512.34 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On May 29, 2025, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Henry Lee, a top-performing sales associate, led efforts that resulted in 2455 units sold, generating approximately \$245,208.99 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On September 25, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Ryan Thornton, a top-performing sales associate, led efforts that resulted in 1907 units sold, generating approximately \$180,958.01 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 16, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Haley Jackson, a top-performing sales associate, led efforts that resulted in 2348 units sold, generating approximately \$218,532.90 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On November 29, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Tony Carter, a top-performing sales associate, led efforts that resulted in 634 units sold, generating approximately \$139,288.81 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On November 18, 2024, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Emily Smith, a top-performing sales associate, led efforts that resulted in 3068 units sold, generating approximately \$541,193.10 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 19, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. William Davies, a top-performing sales associate, led efforts that resulted in 1187 units sold, generating approximately \$249,354.42 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 13, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Joshua Turner, a top-performing sales associate, led efforts that resulted in 580 units sold, generating approximately \$73,484.04 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 13, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. David Suarez, a top-performing sales associate, led efforts that resulted in 3975 units sold, generating approximately \$679,540.34 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On November 02, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Gregory Santiago, a top-performing sales associate, led efforts that resulted in 1417 units sold, generating approximately \$227,570.33 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On October 06, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Joanna Henderson MD, a top-performing sales associate, led efforts that resulted in 1835 units sold, generating approximately \$225,191.82 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On September 17, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Christina Donaldson, a top-performing sales associate, led efforts that resulted in 3869 units sold, generating approximately \$598,984.01 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On November 18, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Leah Griffith, a top-performing sales associate, led efforts that resulted in 1052 units sold, generating approximately \$161,670.86 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On April 09, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Nicholas Sanchez, a top-performing sales associate, led efforts that resulted in 3489 units sold, generating approximately \$275,741.38 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On November 14, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Timothy Bass, a top-performing sales associate, led efforts that resulted in 2168 units sold, generating approximately \$501,464.01 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 30, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Julia Love, a top-performing sales associate, led efforts that resulted in 1633 units sold, generating approximately \$372,733.59 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 28, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Kelly Willis, a top-performing sales associate, led efforts that resulted in 1491 units sold, generating approximately \$210,984.36 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On August 30, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Angela Romero, a top-performing sales associate, led efforts that resulted in 1701 units sold, generating approximately \$230,621.02 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 04, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. David Reyes, a top-performing sales associate, led efforts that resulted in 1694 units sold, generating approximately \$253,270.63 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On May 22, 2025, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Lori Parker, a top-performing sales associate, led efforts that resulted in 4798 units sold, generating approximately \$868,395.36 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On May 03, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. David Holloway, a top-performing sales associate, led efforts that resulted in 3044 units sold, generating approximately \$419,255.84 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On June 22, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Norma Smith, a top-performing sales associate, led efforts that resulted in 3496 units sold, generating approximately \$411,310.14 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On October 08, 2024, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Rachel Hudson, a top-performing sales associate, led efforts that resulted in 2933 units sold, generating approximately \$524,431.69 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On September 29, 2024, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Thomas Diaz, a top-performing sales associate, led efforts that resulted in 783 units sold, generating approximately \$134,726.99 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 02, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Mary Barrera, a top-performing sales associate, led efforts that resulted in 2646 units sold, generating approximately \$253,867.80 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On January 17, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Deanna Garcia, a top-performing sales associate, led efforts that resulted in 742 units sold, generating approximately \$58,191.14 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 26, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Cristian Forbes, a top-performing sales associate, led efforts that resulted in 3818 units sold, generating approximately \$836,705.23 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On July 22, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Laura Martinez, a top-performing sales associate, led efforts that resulted in 1760 units sold, generating approximately \$282,445.78 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 03, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Brenda Pugh, a top-performing sales associate, led efforts that resulted in 4155 units sold, generating approximately \$376,369.58 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On February 27, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Michael Ortiz, a top-performing sales associate, led efforts that resulted in 3448 units sold, generating approximately \$293,546.41 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 26, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Steven Hancock, a top-performing sales associate, led efforts that resulted in 3560 units sold, generating approximately \$786,786.86 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 17, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Austin Martin, a top-performing sales associate, led efforts that resulted in 3221 units sold, generating approximately \$635,616.37 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 17, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Sarah Bell, a top-performing sales associate, led efforts that resulted in 1570 units sold, generating approximately \$269,470.75 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On January 02, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Rebecca Avery, a top-performing sales associate, led efforts that resulted in 3427 units sold, generating approximately \$362,434.42 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On February 22, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Robert Miranda, a top-performing sales associate, led efforts that resulted in 1226 units sold, generating approximately \$290,322.14 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On May 02, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Lorraine Reese, a top-performing sales associate, led efforts that resulted in 2697 units sold, generating approximately \$380,603.66 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On March 29, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Timothy Allen, a top-performing sales associate, led efforts that resulted in 926 units sold, generating approximately \$70,079.20 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On May 10, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Casey Brady, a top-performing sales associate, led efforts that resulted in 2892 units sold, generating approximately \$395,614.72 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On April 15, 2025, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Shannon Miller, a top-performing sales associate, led efforts that resulted in 1084 units sold, generating approximately \$228,786.79 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On May 03, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Paul Allen, a top-performing sales associate, led efforts that resulted in 2755 units sold, generating approximately \$354,690.17 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On October 04, 2024, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Michael Hunter, a top-performing sales associate, led efforts that resulted in 1351 units sold, generating approximately \$258,081.48 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On October 21, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Jason Pham, a top-performing sales associate, led efforts that resulted in 4715 units sold, generating approximately \$1,155,759.16 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 25, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Matthew Freeman, a top-performing sales associate, led efforts that resulted in 2469 units sold, generating approximately \$567,280.00 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 08, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Sean Foley, a top-performing sales associate, led efforts that resulted in 4185 units sold, generating approximately \$857,781.25 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On April 22, 2025, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. William Johnson, a top-performing sales associate, led efforts that resulted in 2046 units sold, generating approximately \$407,769.73 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On December 03, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Kathryn Willis, a top-performing sales associate, led efforts that resulted in 3980 units sold, generating approximately \$437,943.53 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On August 24, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Susan Bowman, a top-performing sales associate, led efforts that resulted in 801 units sold, generating approximately \$73,227.44 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On June 18, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. James Tapia, a top-performing sales associate, led efforts that resulted in 4327 units sold, generating approximately \$906,072.49 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On February 26, 2025, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Douglas Robinson, a top-performing sales associate, led efforts that resulted in 4486 units sold, generating approximately \$733,563.96 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On January 13, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Taylor Jordan, a top-performing sales associate, led efforts that resulted in 3849 units sold, generating approximately \$374,248.86 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On July 26, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Marie Rodriguez, a top-performing sales associate, led efforts that resulted in 2876 units sold, generating approximately \$491,817.49 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On January 28, 2025, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Deborah Paul, a top-performing sales associate, led efforts that resulted in 4504 units sold, generating approximately \$1,035,912.19 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On November 03, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Whitney Lee, a top-performing sales associate, led efforts that resulted in 2818 units sold, generating approximately \$599,579.69 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On May 08, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Steven Blackwell, a top-performing sales associate, led efforts that resulted in 1887 units sold, generating approximately \$183,557.25 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 10, 2024, in the Asia region, Nike saw remarkable sales performance driven by the popularity of the Nike Pro Shorts. Rose Bates, a top-performing sales associate, led efforts that resulted in 1331 units sold, generating approximately \$277,313.76 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 30, 2024, in the Oceania region, Nike saw remarkable sales performance driven by the popularity of the Nike Pegasus. Molly Wilson, a top-performing sales associate, led efforts that resulted in 1957 units sold, generating approximately \$235,549.75 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 08, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike Hoodie. Rebecca Rojas, a top-performing sales associate, led efforts that resulted in 3377 units sold, generating approximately \$757,710.31 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

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On October 29, 2024, in the South America region, Nike saw remarkable sales performance driven by the popularity of the Nike Dri-FIT Tee. Gary Fox, a top-performing sales associate, led efforts that resulted in 1780 units sold, generating approximately \$329,707.92 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 10, 2024, in the Africa region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Jonathan Alvarez, a top-performing sales associate, led efforts that resulted in 1628 units sold, generating approximately \$147,518.91 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On February 16, 2025, in the Europe region, Nike saw remarkable sales performance driven by the popularity of the Nike Air Max. Kristi Garrett, a top-performing sales associate, led efforts that resulted in 2088 units sold, generating approximately \$363,925.50 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.

On December 07, 2024, in the North America region, Nike saw remarkable sales performance driven by the popularity of the Nike ZoomX. Nicholas Clark, a top-performing sales associate, led efforts that resulted in 1724 units sold, generating approximately \$347,384.30 in revenue. This reflects strong customer demand and effective promotional strategies in that area. Continued focus on regional trends and customer preferences is expected to maintain this momentum.