

Brand Name

Adidas

Nike

Other

OPTIMIZING ONLINE SPORTS RETAIL REVENUE REPORT

Product ID

All

Product Name

All

Price Group

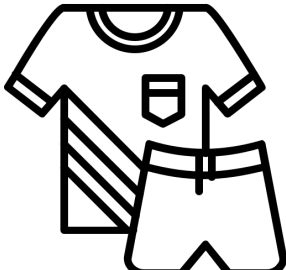
All

In this project, we'll dive into product data for an online sports clothing company with the final goal of developing recommendations for the company to maximize its revenue.



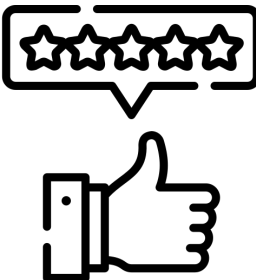
Revenue (Dollars)

12,328.90K



Total Products

3,179



Average Rating

3.27



Total Reviews

129,622

Adidas's Performance

11,526.62K Revenue 2,575 Total Products 3.37 Rating 125,554 Reviews

Nike's Performance

802.28K Revenue 545 Total Products 2.79 Rating 4,068 Reviews

Other's Performance

0.00 Revenue 59 Total Products 0.00 Rating 0 Reviews

- There are three brands in our data set: Adidas, Nike, and other brands.
- Therein, the Adidas brand has better revenue performance and total product numbers than the Nike brand, respectively.
- The Adidas brand has multiple product choices, with more than 2.5K products, which account for 81.0%, and the second one is Nike, with 17.1%.
- Adidas's average rating point is in the high range of 3.37/5. Meanwhile, Nike only reaches 2.79 points.
- Other brands are not active during this period.

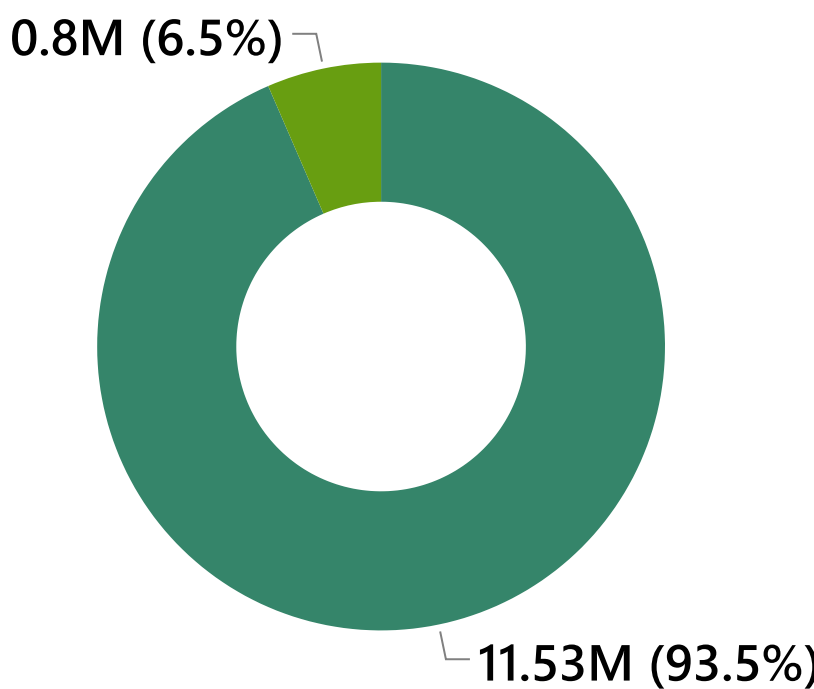
Adidas & Nike Performance

Brand	Price	Total Products	Adidas Revenue	Avg Discount	Nike Total Products	Nike Revenue	Avg Discount
1. Elite		307	3,014,317	28.86%	82	128,476	0.00%
2. Expensive		849	4,626,980	32.47%	90	71,843	0.00%
3. Average		1,060	3,233,661	36.96%	16	6,624	0.00%
4. Budget		359	651,661	29.33%	357	595,341	0.00%
Total		2,575	11,526,619	33.45%	545	802,283	0.00%

- Nike brand optimize promotion costs with no promotions. Otherwise, the Adidas brand reaches customers through multiple promotion schemes, fluctuating at 33.5%.
- The Adidas brand focuses on the Average and Expensive price categories, Unlike Adidas, Nike focuses on the Budget price category with 357 products.

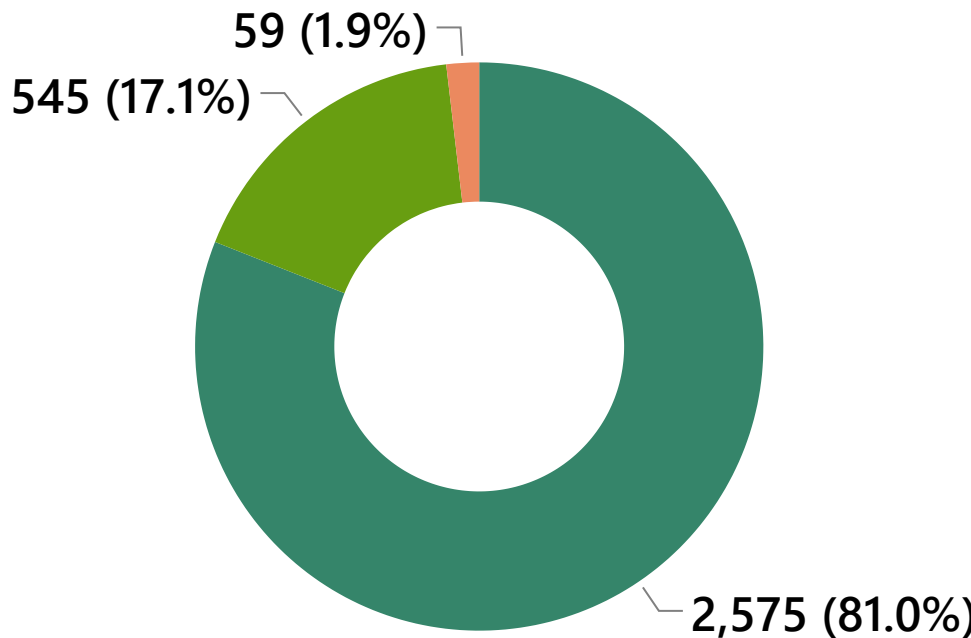
Revenue by Brands

Adidas Nike Other



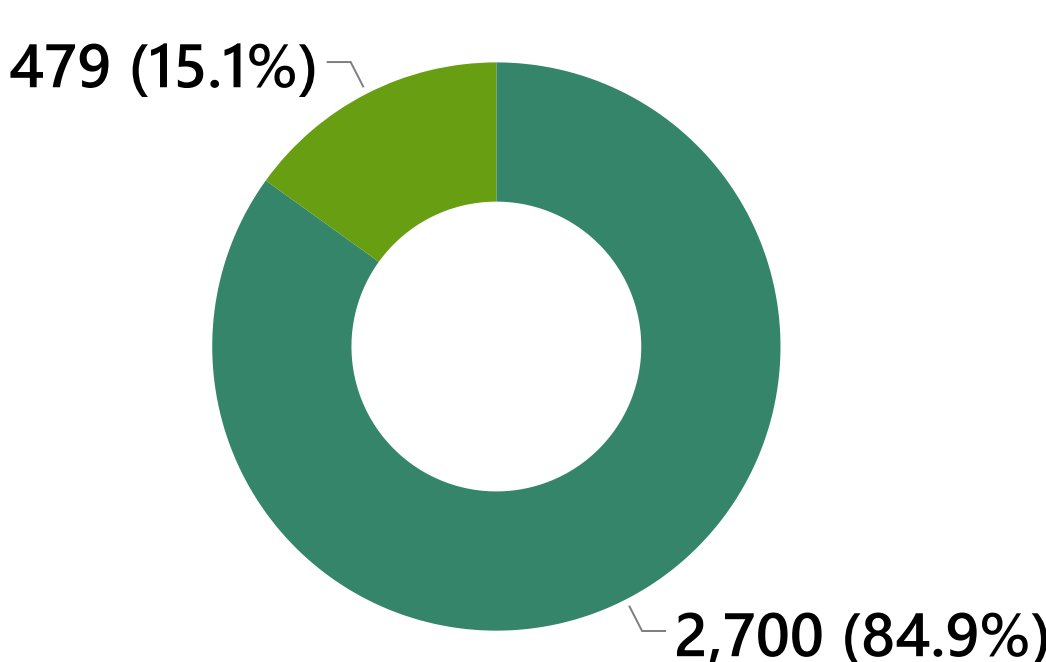
Total Product by Brands

Adidas Nike Other

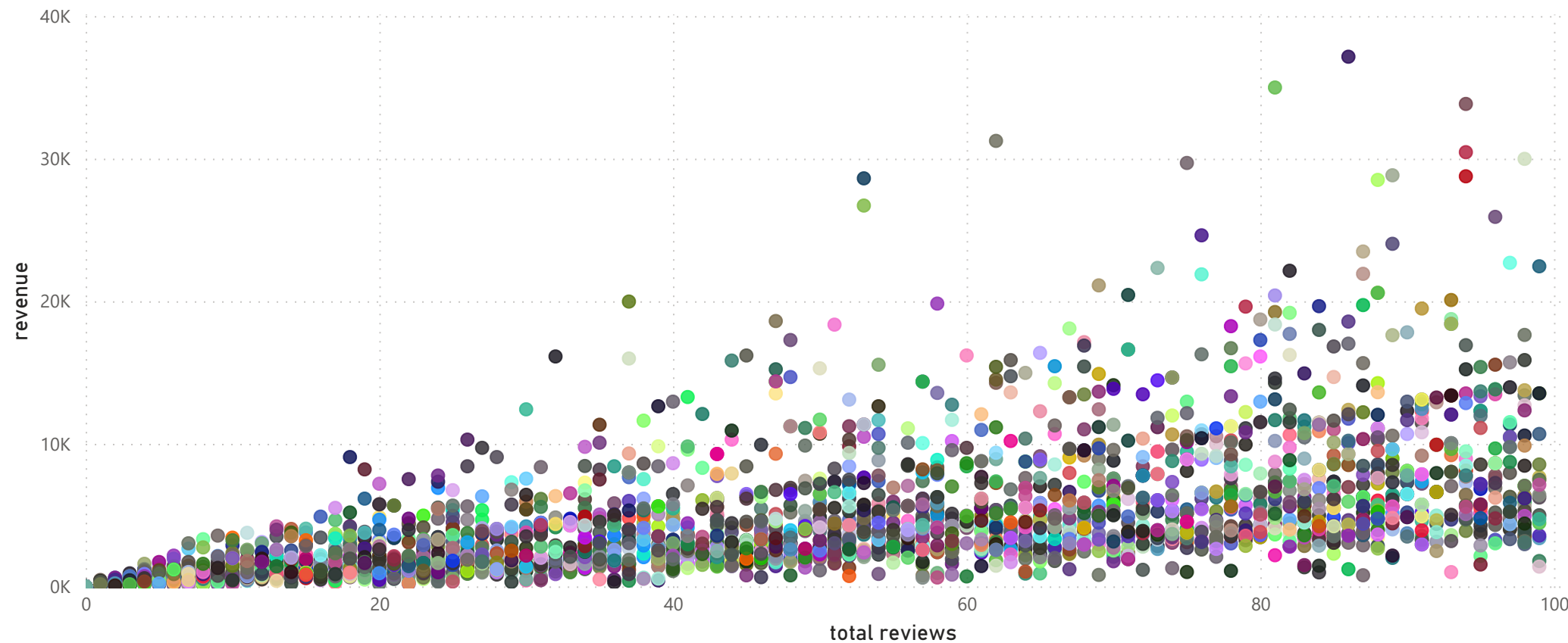


Total Product by Product Type

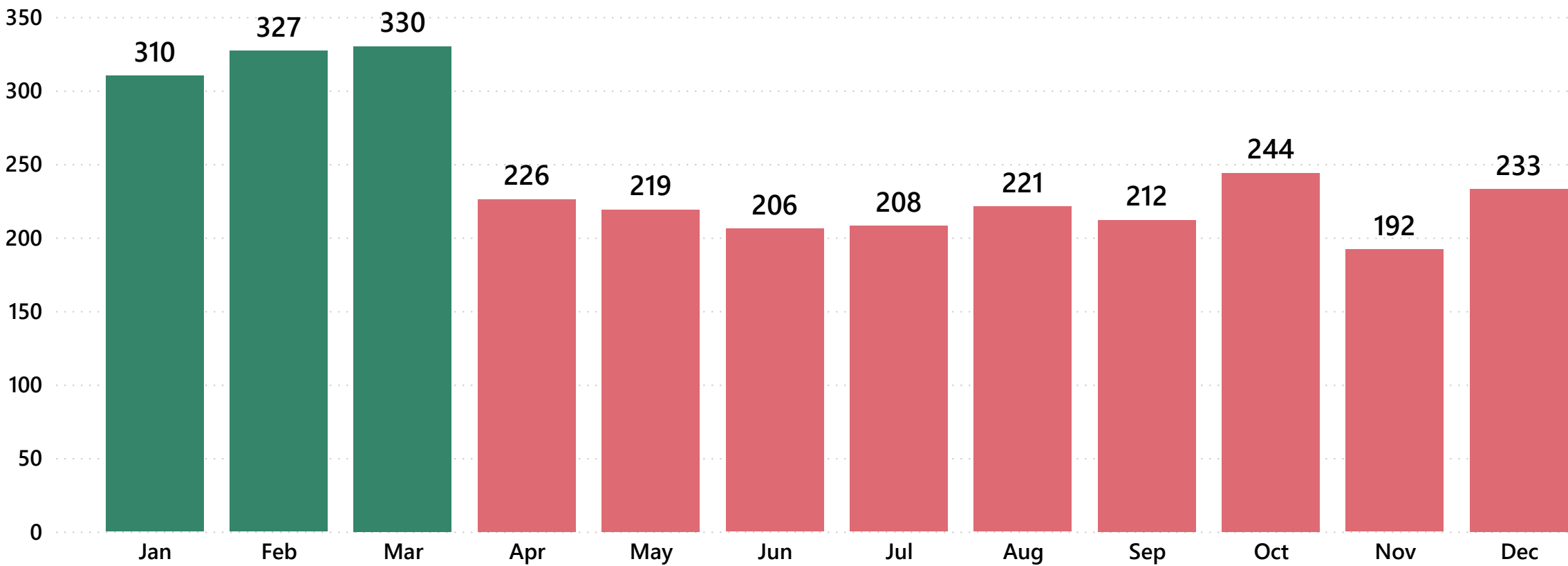
Footwear Other



Revenue & Reviews have Positive Correlation: 0.66



Revenue by Brands



- The revenue amount and number of reviews have a positive correlation (0.66). It means the revenue amount and number of reviews move in the same direction. An increase in the number of reviews leads to an increase in revenue, and vice versa.
- Product reviews are highest in the first quarter of the calendar year. To optimize costs, we should launch incentive promotions in the other nine months instead of the first quarter.