



NIKE SALES 2024

Q1

Q2

Q3

Q4



Total Revenue

5bn

Total Unit Sold

28M

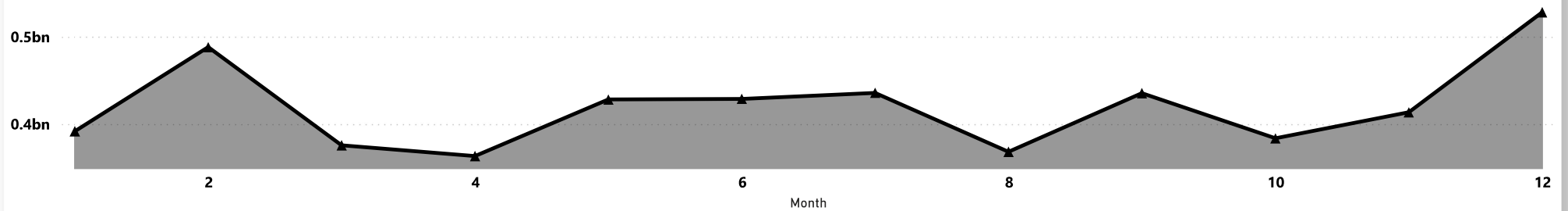
Average Retail Price

176.32

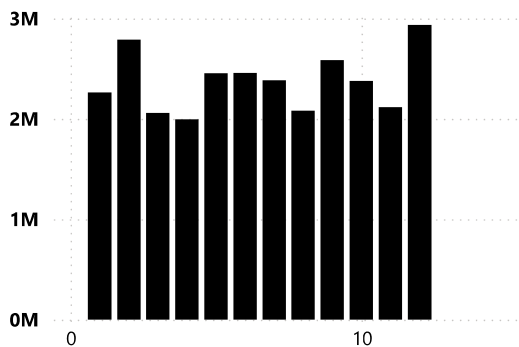
Avg Online Sales
Percentage (%)

70

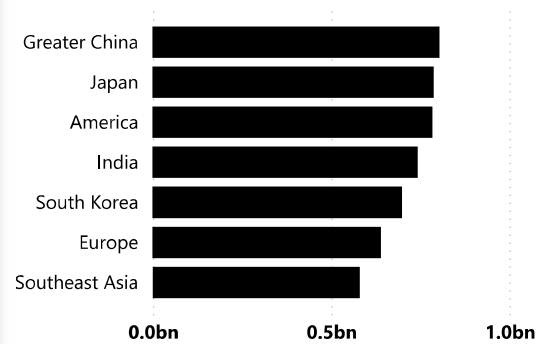
Total Revenue (USD) by Month



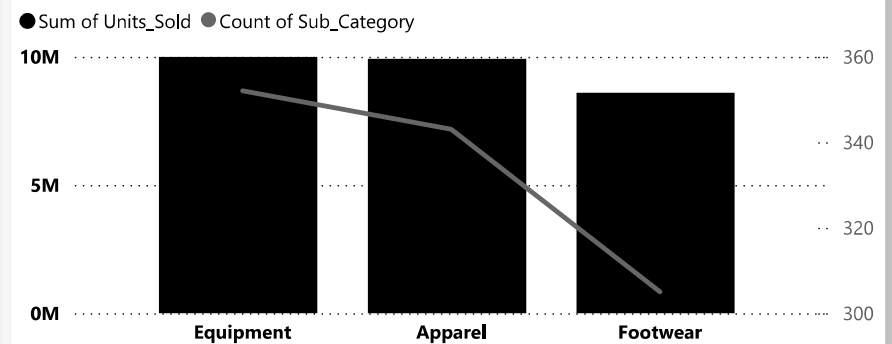
Total Units Sold by Month



Total Revenue by Region



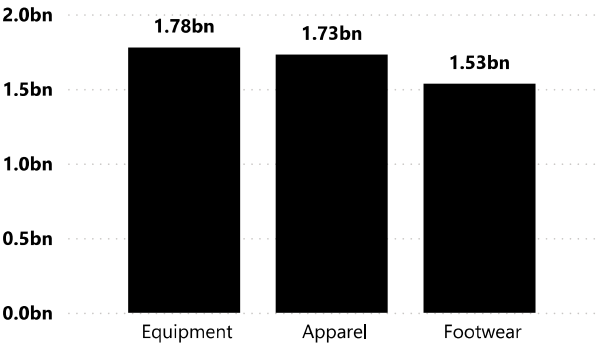
Unit Sold by Main and Sub Category



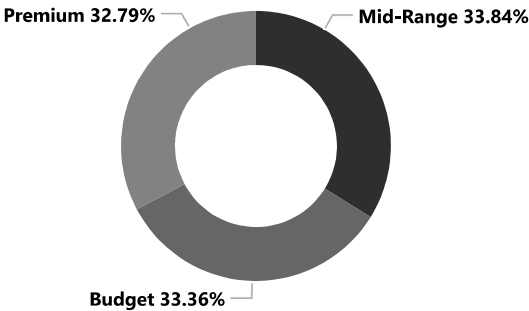
NIKE SALES 2024



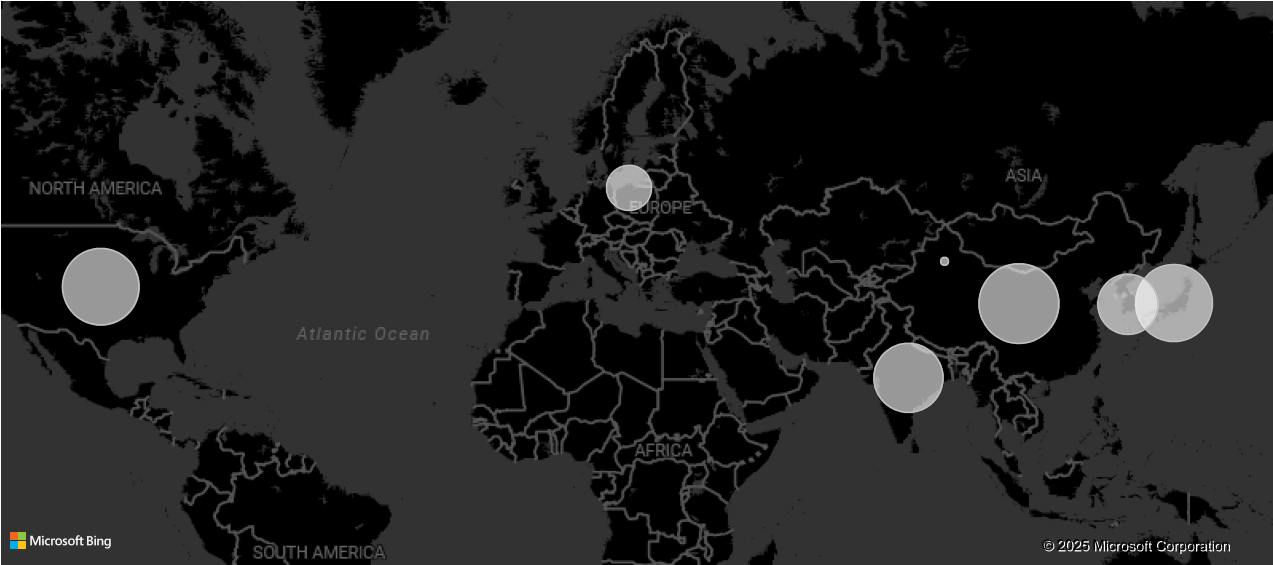
Total Revenue USD by Main Category



Total Revenue USD by aPrice Tier



Revenue by Region



Sub Category	Product Line	Total Revenue (USD)
Outerwear	Windrunner	363786150
Cricket	Vapor Cricket	384372340
Tops	Therma-FIT	263276280
Tops	Tech Fleece	249776220
Outerwear	Rain Jacket	355140730
Football	Phantom Vision	115207630
Socks	Performance Socks	277951090
Football	Mercurial	187946080
Basketball	LeBron Series	95333980
Basketball	KD Series	97914270
Accessories	Hats	313999750
Bags	Gym Sack	320009510
Performance	Dri-FIT	289443060
Socks	Crew Socks	276739230
Performance	Compression Wear	207653680
Lifestyle	Blazer	71887550
Accessories	Bags	315192950
Bags	Backpack	273432860
Lifestyle	Air Max	79824010
Basketball	Air Jordan	84094130
Lifestyle	Air Force 1	162867160
Total		4785848660

Summary

5039576410

Total Revenue

28498951

Total Units Sold

70.04

Avg Online Sales %

176.32

Avg Retail Price

