

Project Summary: Nike Sales Dashboard 2024

Objective

The primary objective of this Power BI project was to analyze Nike's sales performance for the year 2024. The goal was to create an interactive and visually appealing dashboard that provides insights into key sales metrics, including total revenue, units sold, average retail price, and online sales performance. The dashboard also aimed to break down sales by region, main categories, sub-categories, and price tiers to help stakeholders make data-driven decisions and identify areas for improvement.

Key Findings

1. Total Revenue and Units Sold:

- Nike generated a total revenue of **\$5 billion** in 2024, with **28 million units** sold globally.
- The **average retail price** was **\$176.32**, and the **average online sales percentage** stood at **70%**, indicating a strong online presence.

2. Revenue by Region:

- **Greater China** emerged as the top-performing region, contributing significantly to total revenue.
- Other key regions included **America**, **Europe**, and **India**, with **Southeast Asia** showing growth potential.

3. Revenue by Main Category:

- **Footwear** was the highest revenue-generating category, followed by **Apparel** and **Equipment**.
- Within Footwear, products like **Vapor Cricket** and **Air Force 1** were top performers.

4. Revenue by Sub-Category:

- Sub-categories such as **Cricket**, **Running**, and **Lifestyle** footwear drove significant revenue.
- In Apparel, **Outerwear** (e.g., Windrunner, Rain Jacket) and **Performance** wear (e.g., Dri-FIT) were highly profitable.

5. Price Tier Analysis:

- Sales were evenly distributed across **Premium**, **Mid-Range**, and **Budget** price tiers, with **Premium** products contributing **32.7%** of total revenue.
- **Mid-range** products had the highest contribution at **33.84%**, indicating a strong demand for affordable yet high-quality products.

6. Monthly Sales Trends:

- Sales peaked during the **holiday season** (Q4), particularly in **December**, driven by festive discounts and promotions.
- **Q1** and **Q2** showed steady growth, while **Q3** experienced a slight dip, possibly due to seasonal factors.

7. Online Sales Performance:

- Online sales accounted for **70%** of total revenue, highlighting the importance of Nike's e-commerce strategy.
 - Regions like **Greater China** and **India** showed particularly high online sales percentages.
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Conclusion and Business Insights

The Nike Sales Dashboard for 2024 provides a comprehensive overview of the company's sales performance, highlighting key trends and areas of success. Based on the analysis, the following recommendations can be made to drive future growth:

1. Focus on High-Performing Regions:

- Greater China and America should remain key focus areas due to their significant contribution to revenue.
- Invest in marketing and distribution channels in **Southeast Asia** and **India**, as these regions show growth potential.

2. Leverage Online Sales Channels:

- With **70% of sales coming from online channels**, Nike should continue to invest in its e-commerce platform, ensuring a seamless customer experience.
- Consider expanding digital marketing efforts, especially in regions with high online sales percentages.

3. Optimize Product Mix:

- Footwear, particularly **Cricket** and **Lifestyle** products, should remain a priority due to their high revenue contribution.
- Explore opportunities to expand the **Apparel** category, especially in **Performance** and **Outerwear** segments.

4. Price Tier Strategy:

- The even distribution of sales across **Premium**, **Mid-Range**, and **Budget** tiers suggests that Nike's pricing strategy is well-balanced.
- Consider introducing more **Mid-Range** products to cater to price-sensitive customers without compromising on quality.

5. Seasonal Promotions:

- Capitalize on the **holiday season** (Q4) by offering targeted promotions and discounts to maximize sales.
- Address the dip in **Q3** by launching new product lines or marketing campaigns to maintain consistent sales throughout the year.

6. Enhance Customer Engagement:

- Use data from the dashboard to personalize marketing efforts and improve customer retention.
 - Focus on building brand loyalty through loyalty programs and exclusive online offers.
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In conclusion, Nike's 2024 sales performance demonstrates strong growth, particularly in online sales and key regions. By leveraging these insights and implementing the recommended strategies, Nike can continue to dominate the global sportswear market and drive further revenue growth.