

NIKE SNEAKERS SALES PERFORMANCE OVERVIEW

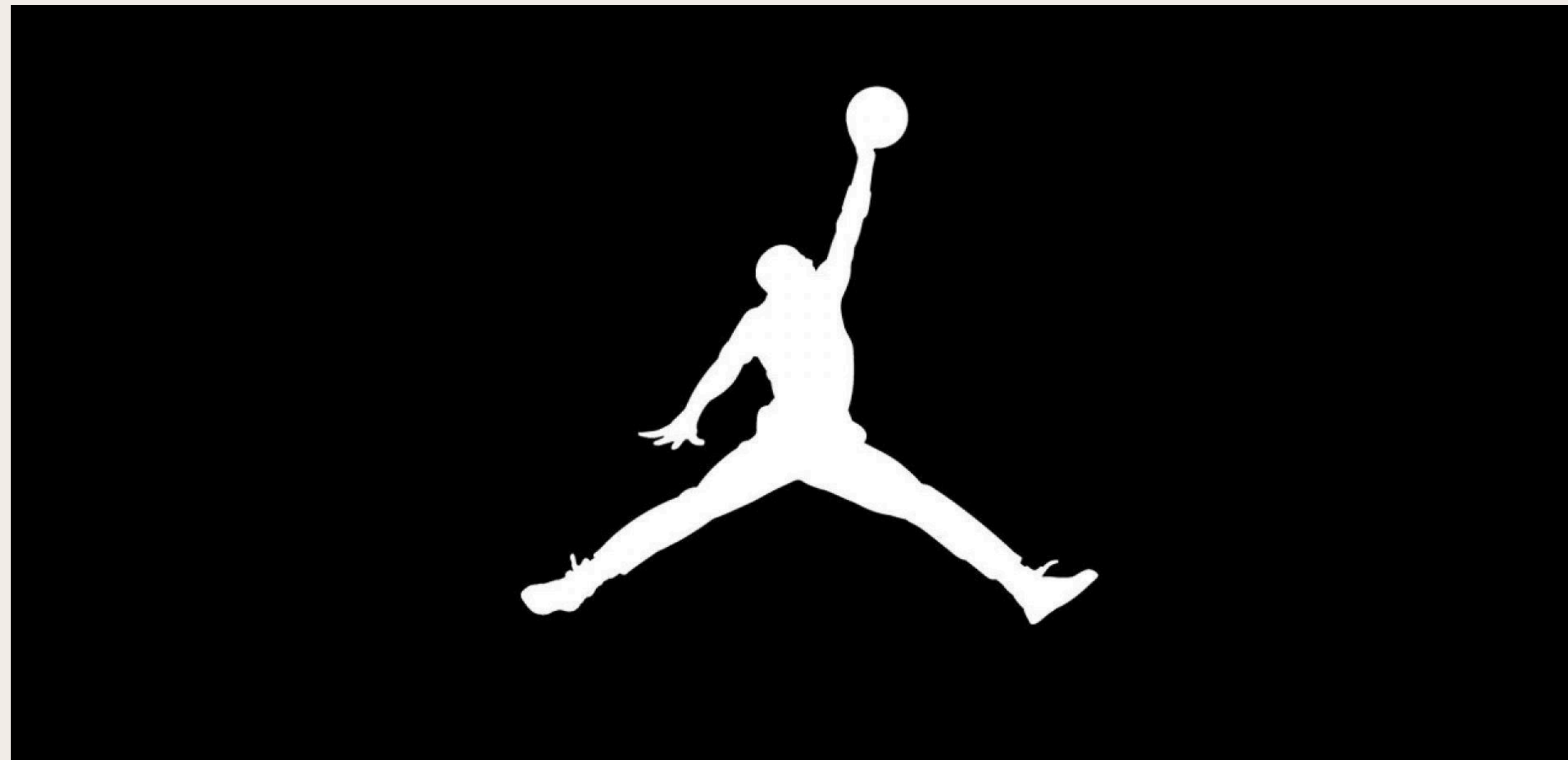
Dashboard Summary Report



By - Shivam Behura

Introduction

The objective of this study is to help Nike identify which of its products are driving the most profit and which ones are underperforming in the market. By analyzing regional sales, product-wise profit margins, and monthly trends, we aim to solve a critical business problem: Which shoe models should Nike focus on to maximize profitability and customer demand?



KEY PERFORMANCE INDICATORS (KPIS):

- Total Profit: \$332.13M
- Total Units: 2M
- Total Ratings: 1.56K
- Total Reviews: 4,146

DATA SOURCE:

- Platform: Data.World
- Dataset Title: Nike Sneakers Sales
- Date Range: 2020–2021

Data Set:

The data set contains two files:

- Nike data set with 9648 rows and 12 columns
- nike2020-04 Data set with 567 rows and 16 columns



DATA PRE PROCESSING OVERVIEW

Data Cleaning & Transformation:

- Promoted First Row as Headers
- Converted raw row into column headers for structured analysis.
- Removed Errors
- Cleaned faulty rows to ensure data consistency.
- Replaced Null Values with 0
- Handled missing numeric values to avoid calculation issues.
- Split Columns by Delimiter
- Broke down compound columns for better categorization.
- Renamed Columns
- Assigned clear and readable names to columns for better understanding.
- Removed Unnecessary Column



Data Modeling & DAX Measures:



- Created Calendar Table Using DAX:
- Calendar = CALENDAR(MIN('Data Sales Nike'[Order Date]), MAX('Data Sales Nike'[Order Date]))
- Established Relationships in Model View
 - Linked the Calendar table with the Data Sales Nike table using the Order Date field.
- Created Key Measures Using DAX (SUM):
 - Total Profit = SUM('Data Sales Nike'[Profit])
 - Total Units = SUM('Data Sales Nike'[Units Sold])
 - Total Ratings = SUM('Data Sales Nike'[Ratings])
 - Total Reviews = SUM('Data Sales Nike'[Reviews])

SUMMARY

1. Regional Performance (Units Sold):

- Highest: West – 686,985 units
- Lowest: Midwest – 391,337 units

Reasons:

- West: Urban hubs, brand-conscious buyers, dense retail network rap culture
- Midwest: Lower population density, fewer outlets, limited brand penetration

2. Product-wise Profit Performance:

- Top Product: Nike Air Max 90 – Consistent bestseller with high profit
- Lowest Product: Nike Air Zoom Pegasus 36 – Low profit margin & demand

Reasons:

- Air Max 90: Popular design, high customer demand, priced well for margin
- Pegasus 36: Less trendy, possibly outdated model with fewer repeat buyers

3. Monthly Profit Trends:

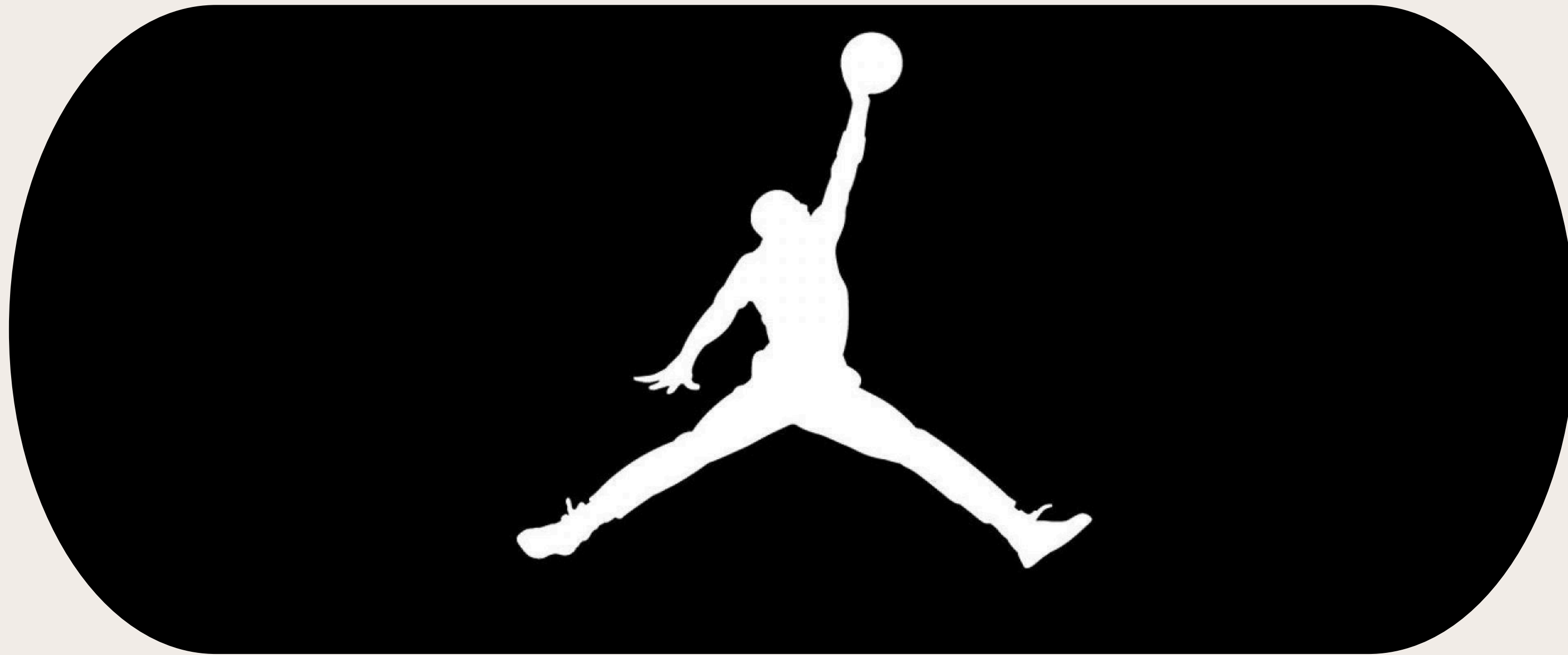
- Highest Month: August – \$34,451,440
- Lowest Month: March – \$20,439,788
- Reasons:
- August: Back-to-school demand, seasonal sales, marketing drives
- March: Off-season, post-holiday fatigue, reduced retail activity



Recommendations

- Improve the outlet or change the location.
- Promote underperforming regions and categories.
- Use August's strategy (offers, events, new launches) during low months to balance year-round revenue.
- Promote trending products & consider discontinuing or repositioning low-performers.
- Launch targeted campaigns and expand retail/influencer presence in Midwest and run advertisements.





THANK YOU