

A black and white photograph of three runners in motion, captured from the side. They are running on a paved surface, possibly a track or road. The runner in the foreground is a woman, followed by two men. They are all wearing athletic gear, including t-shirts, leggings, and sneakers. The background is a blurred wall with vertical lines. The overall tone is energetic and focused.

Nike Product Sales Analysis and Insights

By: Tyler Ngo

PROJECT OVERVIEW & DATASET INTRODUCTION

Project Objective: Analyze Nike product sales data to uncover trends, patterns, and actionable insights for management decision-making.

Key Focus Areas:

- Sales performance across product types and regions.
- Trends in pricing, units sold, and revenue generation.
- Identifying opportunities for optimization in sales strategy.

Dataset Overview:

- Contains 2020-2021 data on product types, geographic regions, invoice dates, sales methods, prices, total sales, and units sold from the U.S.
- Cleaned and prepared for accurate analysis and visualization.

- **Tools and Techniques Used:** Power BI, Python, and Excel.

PRODUCT REQUIREMENTS DOCUMENT OVERVIEW

Objective: Provide insights to improve Nike's product performance and decision-making.

Goals:

- Identify top/underperforming products and regions.
- Optimize pricing, inventory, and distribution strategies.
- Visualize key sales metrics and trends.

Scope: Analyze sales data (product types, regions, pricing, revenue).

Deliverables: Cleaned dataset, interactive dashboard, actionable recommendations.

Full PRD:

https://docs.google.com/document/d/1BtaMr2_LB_tF5naW6FuzrEw4Tc5vfNKNhcZ3WT95W/Wo/edit?usp=sharing

SALES ANALYSIS

– Regional Growth:

- The Midwest showed the highest sales growth (+1,640.43%) despite lower overall sales compared to the West.
- The West had the smallest growth (+102.9%) but maintained the highest sales volume (1.6M).

– Product Growth:

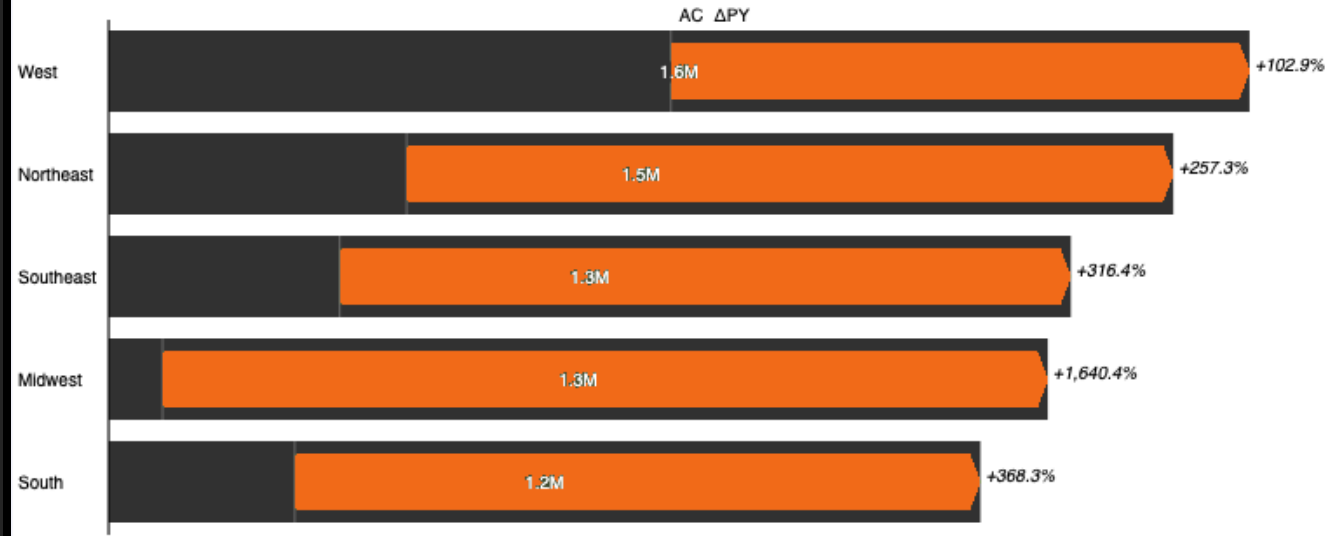
- Men's Street Footwear had the largest sales growth (+328.56%) and the highest sales volume (1.6M).
- Women's Athletic Footwear and Men's Apparel showed the lowest growth rates but still contributed significantly to total sales.

– Key Takeaway:

- Growth is concentrated in emerging regions like the Midwest and product categories like Men's Street Footwear, suggesting opportunities for targeted investments.

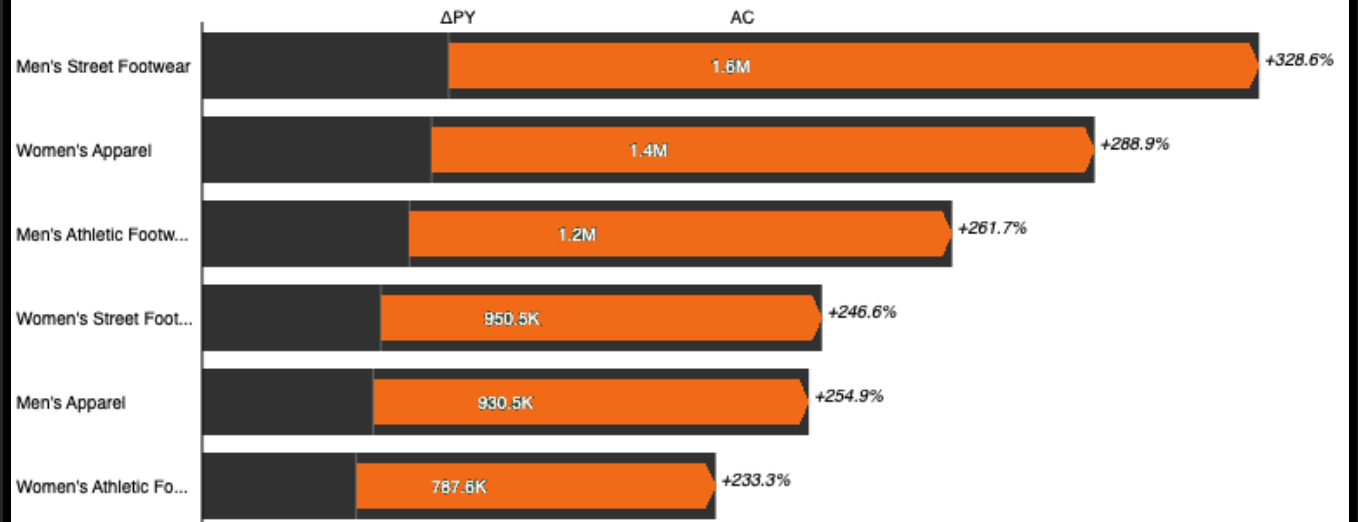
Midwest leads sales growth with a 1640.43% increase, while West shows the smallest growth at 102.90%.

AC: Total Sales, PY: PY(Total Sales) by Region



Men's Street Footwear leads sales growth with a 328.56% increase over previous year, contributing significantly to total variance.

AC: Total Sales, PY: PY(Total Sales) by Product



SALES ANALYSIS

– In-Store Leadership:

- In-store sales dominate with 38.59%, highlighting its importance in driving revenue.

– E-commerce Growth Opportunity:

- Online channels rank second, showcasing growing consumer adoption of digital shopping.

– Outlet Challenges:

- Outlet sales at 25.83% suggest weaker performance compared to other channels, requiring targeted improvements.

– Seasonal Trends:

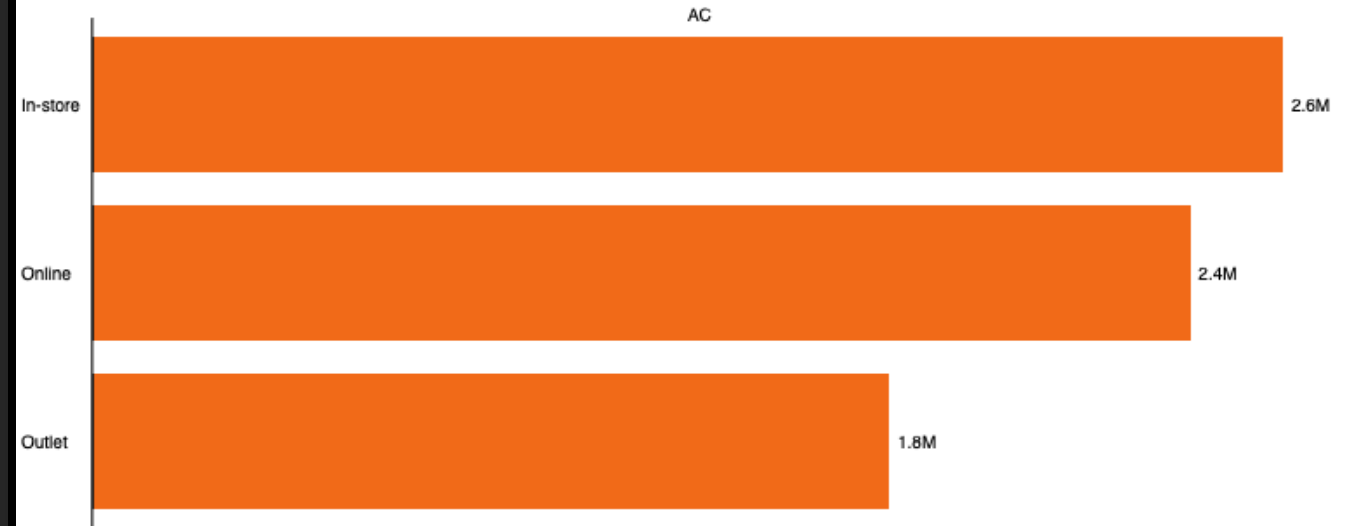
- December recorded the highest sales growth (+824.55%) compared to the previous year, marking it as the peak sales month.
- Sales dipped significantly in February and March, highlighting a seasonal low point.

– Monthly Performance:

- Strong recovery was observed starting in May, with steady growth leading to a peak in July (734.9K).
- Sales declined in the fall but rebounded sharply in December.

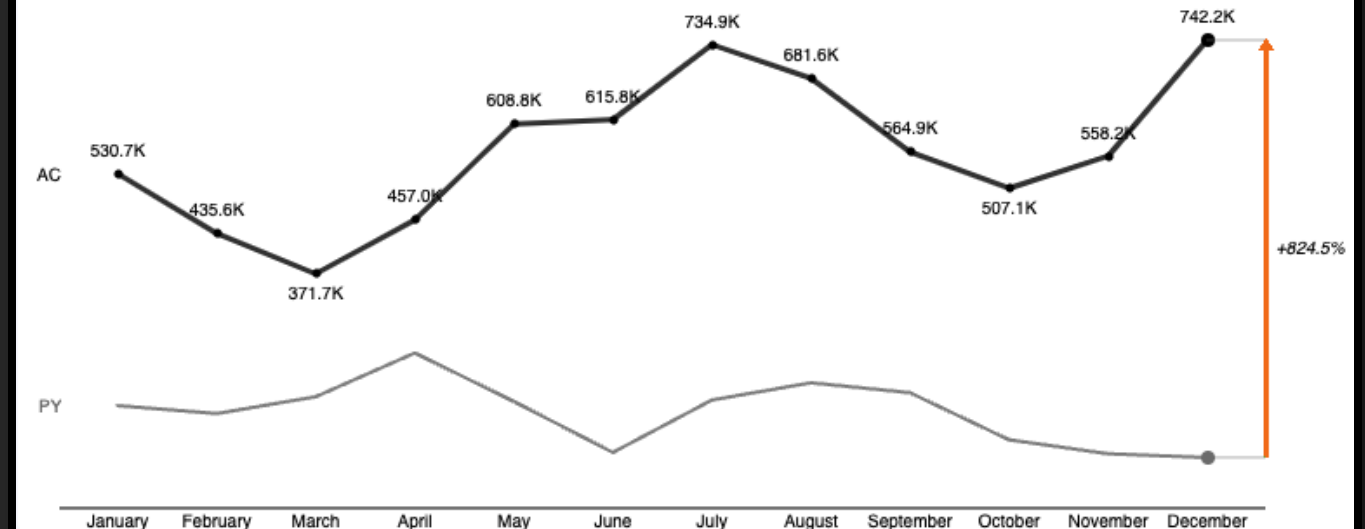
In-store sales lead in 2021 with 38.59% of total sales, slightly ahead of online sales at 35.58%.

AC: Total Sales by Sales Method



December leads with an 824.55% increase in Total Sales compared to the previous year, marking the highest variance month.

AC: Total Sales, PY: PY(Total Sales) by Month(Invoice Date)



BUSINESS IMPLICATIONS

- **Revenue Optimization:** Focus on top-performing products and regions to drive sales growth.
- **Cost Efficiency:** Address underperforming products to reduce inventory waste and streamline operations.
- **Market Strategy Refinement:** Use geographic insights to target high-potential regions and sales channels.
- **Customer Behavior Insights:** Tailor marketing and product offerings based on purchasing trends.
- **Pricing Strategy:** Adjust pricing to maximize revenue and competitiveness in key markets.
- **Data-Driven Decision-Making:** Empower management with actionable insights to enhance product and sales strategies.

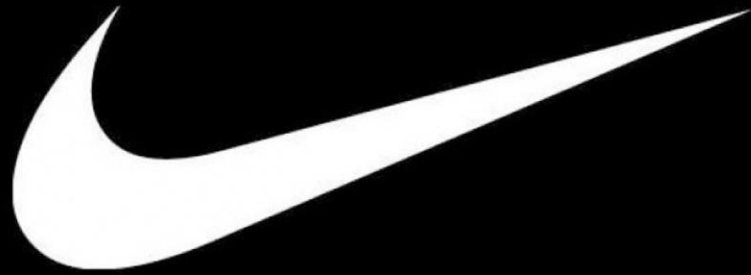


RECOMMENDATIONS FOR MANAGEMENT

- **Targeted Marketing Campaigns:** Focus on promoting women's street footwear, men's apparel, and women's athletic footwear through regional and digital marketing initiatives.
- **Boost Online Presence:** Optimize product listings and advertising strategies for Amazon and Walmart to increase online sales.
- **Regional Strategy Refinement:** Allocate additional resources to Midwest states, such as Nebraska and Minnesota, to improve sales.
- **Leverage High-Performing States:** Expand product offerings and marketing efforts in New York and California to maintain momentum.
- **Strengthen Retail Partnerships:** Invest in exclusive collaborations and promotions with successful retailers like West Gear and Foot Locker.
- **Data-Driven Adjustments:** Continuously analyze sales data to identify new opportunities and monitor the impact of implemented strategies.

FUTURE STEPS

- **Boost Low-Performing Products:** Improve marketing for women's street footwear, men's apparel, and women's athletic footwear.
- **Strengthen Online Sales:** Enhance product visibility on Amazon and Walmart.
- **Expand Midwest Market:** Focus on marketing and partnerships in underperforming states.
- **Replicate Success:** Apply strategies from high-performing regions like New York and California.
- **Leverage Retailer Success:** Deepen collaborations with West Gear and Foot Locker.
- **Continuous Analysis:** Use updated data to refine strategies.



JUST DO IT.