**Sneaker and Streetwear market Analysis (2022)**

**Introduction**

This dataset offers a detailed snapshot of global retail sales from the fast-growing sneaker and streetwear market between January and August 2022. It captures essential sales insights from multiple countries, spanning brands like Nike, Adidas, Supreme, Yeezy, and Off-White, along with high-demand categories such as sneakers, hoodies, joggers, and graphs etc.**key Insights**

* **Market Share by Brand**
* Nike (35.2%) and Adidas (19.1%) dominate the market, together capturing 54% of total revenue.
* Other notable contributors include Off-White (12.5%), Puma (11%), Supreme (8%), and New Era (7.2%). Nike leads in sneaker and hoodie sales with $68K revenue.
* **Revenue by Country**
  + Top-performing countries**:** Japan $32K, Canada$31K, Germany $30K, UK $30K
  + The USA ($26K) and Australia ($24K) also show strong performance, while India ($21K) contributes moderately.
* **Revenue by Product Type**
* Sneakers ($82K) and Hoodies ($63K) are the best-selling categories.
* Joggers ($21K), Caps ($14K), and T-shirts ($13K) form secondary demand segments.
* **Month-on-Month (MoM) Growth**
* **Significant revenue growth spikes observed:**
  + 27 May – 27.36%
  + 14 March – 16.74%
  + 3 June – 9.97%
* **Highest single-day revenues:**
  + June – $2.5K
  + July – $4.0K
  + August – $3.2K
* **Payment Preferences**
* Wallet (28.2%) and Card (27.9%) are the most used payment methods.
* Cash on Delivery (25.1%) remains significant, while UPI (18.8%) is growing steadily.
* **Top Products by Revenue**
* Nike Dunk Low – $23.6K
* Off-White Hoodie – $24.2K
* **Customer Segmentation**
* Men – 128 purchases
* Women – 133 purchases
* Unisex – 92 purchases (lower share compared to gender-specific categories)
* **Category Performance**
* Casual ($54.3K) and Limited Edition ($45.3K) products show the highest demand.
* Streetwear ($53.7K) and Sportswear ($39.7K) categories remain strong performers

**Visual Dashboards**

**📊 Dashboard 1 – Revenue & Market Share**

* A screenshot of a computer

  AI-generated content may be incorrect.**Market share by brand, product performance, and revenue by country.**

**📊 Dashboard 2 – Payment & Customer Segments**

* A screenshot of a computer

  AI-generated content may be incorrect.**Payment method preferences, gender breakdown, product-level revenue, and market share by country.**

A screenshot of a computer

AI-generated content may be incorrect.📊**Data Model – Power BI Schema**

* Central fact table: sneakers\_streetwear
* Linked dimensions: date\_table, brand\_table, country\_table, prod\_category, prod\_type, prod\_name, gender\_table, and payment\_mode.

**Performance Evaluation**

* **Data Refresh:** Longer refresh times observed due to heavy transformations; incremental refresh not enabled.
* **Query Performance:** Complex DAX (e.g., MoM calculations) slows down responsiveness.
* **Model Size:** Some unused columns inflate model size unnecessarily.
* **User Interactivity:** Pages with multiple visuals and slicers take longer to load.
* **Optimization Strategies**

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| --- | --- | --- |
| Issue | Recommendation | Expected Benefit |
| Long data refresh times | Enable incremental refresh | Faster refresh, lower load |
| Large model size | Remove unused columns, disable auto date/time | Smaller file, faster queries |
| Slow DAX calculations | Pre-calc in Power Query instead of DAX | Better performance |
| Slow visual rendering | Reduce visuals per page, use aggregations | Faster load times |
| Inefficient relationships | Use surrogate keys, maintain star schema | Optimized execution |

**Evaluation Metrics**

* Data Refresh Time (minutes)
* Query Execution Time (ms)

**Troubleshooting Techniques**

* **Slow Data Refresh:** Use incremental refresh, optimize queries.
* **Slow Visuals:** Minimize slicers, simplify DAX.
* **Data Load Errors:** Use Power Query error handling.
* **DAX Inefficiency:** Use variables (VAR), avoid deep nesting.