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Through partnerships with University of Southern California and Northwestern University, we’re rolling holistic diversity and inclusion curriculum out across NIKE, Inc. The USC pilot began in 2021. To date, more than 350 leaders from NikeUNITED and ConverseUNITED have participated, and the goal is that the entire organization will join in by late 2022. Currently, Nike VPs participate in Northwestern’s inclusive leadership training, and they’re also participated in unconscious bias awareness training. Alongside NIKE, Inc. HR, our VPs go through intensive training on how to effectively use diversity and inclusion data to advance representation. Employees are also offered professional development opportunities through programs like Hispanic Association for Corporate Responsibility (HACR), Advancing Women Executives (AWE) and Stanford LGBTQIA+ Leadership Development, NIKE, Inc. so that they can grow in their careers. If you’re analyzing Direct-to-Consumer (DTC) strategies for your sports or outdoor brand, you’ve probably wondered: Where exactly has Nike—the world’s largest sports brand in 2024—opened its physical stores? You can browse Nike’s website and painstakingly navigate its map, country by country, but that’s like running a marathon to your refrigerator for a snack. Wouldn’t it be easier to see the big picture? Having a complete database or Excel list of Nike’s physical locations is like finding the golden ticket for your DTC insights. This idea for content came from a conversation with a friend: “Hi Andrea. I need your help, please. I’m trying to extract a list of all Nike stores from their website with as much detail as possible. Any idea how to do that? I tried using Webpilot on ChatGPT, but it doesn’t go beyond the folder I provided. Nike has this /retail/directory page, which lists 75 countries, but then there are subfolders for countries and, in cases like the USA, even for states. Got a quick and easy solution?” I’m not a developer or an expert in AI or scraping, but I have a technical background, some SEO know-how, and access to a handy AI tool (a Chrome plugin—no fancy software downloads required). So, with some tinkering, I helped my friend get a complete list of Nike stores as of November 2024 Why would someone need a full list of Nike locations? The reasons range from sales planning to reporting, competitive analysis, and uncovering insights for DTC strategies. But let’s face it—if you’re not tech-savvy or experienced with scraping tools, getting this data can feel like deciphering hieroglyphics. Sure, platforms like Statista offer some insights and statistics, but they won’t give you a granular list of store names, addresses, and locations. Or you could turn to services like ScrapeHero, which provides country-specific store data with even more detail than my list (props to them—they’ve built a solid business there). For my friend, I scraped Nike’s website and compiled a complete list of store details. Want a sneak peek? Here’s a sample of what I found for Germany. Details Extracted (as of November 2024):- Store Name- Address 1- Address 2- City- Zip Code- Country ISO code- Region/State (if applicable, by country).- Country Name