

REVENUE ANALYSIS REPORT: SPORTS RETAIL

Project: Impact of Pricing and Ratings on Revenue

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1. Executive Summary

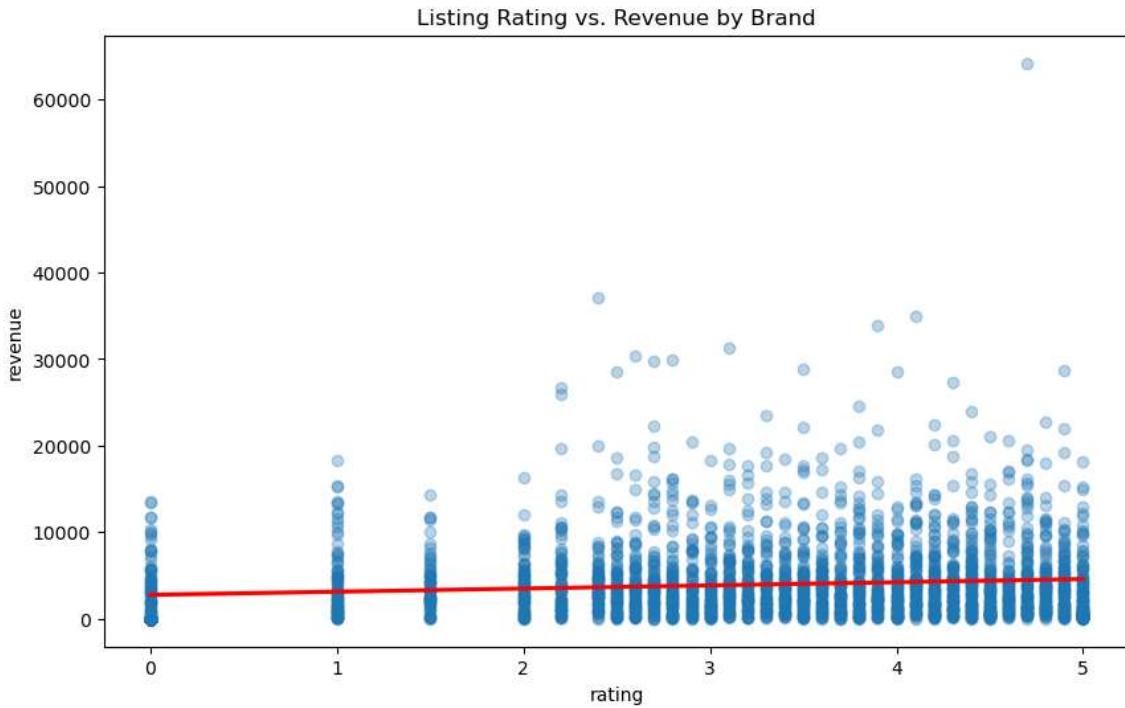
This analysis investigates the relationship between listing prices, customer ratings, and total revenue for major sports brands (Adidas and Nike). The goal is to optimize pricing strategies based on consumer behavior and brand performance.

2. Brand Performance: Price vs. Revenue



- **Key Finding:** Adidas maintains a premium positioning with products priced up to **300**, consistently generating higher revenue per high-end item.
- **Key Finding:** Nike shows a higher concentration of products at lower price points but maintains high competitiveness in revenue volume.

3. Influence of Customer Ratings



- **Key Finding:** There is a slight positive correlation between customer ratings and revenue.
- **Insight:** While high ratings correlate with better sales, the weak slope of the regression line indicates that brand loyalty and pricing are more significant drivers of revenue than ratings alone.

4. Final Conclusion

To maximize revenue, the brand strategy should focus on maintaining the premium tier for high-performance items (Adidas model) while ensuring high volume in the budget tier. Improving product ratings is beneficial but should not be the sole focus of the marketing strategy.