**StockX Analysis**

1. Using the StockX data set, we will find the answers: Which sneakers achieve the highest resale values and Profit? Also trying to find the relation between other factors with Sneaker sale.
2. The limitation of the dataset is that we have only two brands of Sneaker dataset, which are:

* The data we utilized only covers sales from 2017 to 2019. Due to the changing sneaker resale market, this might be less stable to predict the sale of the type of sneakers and brand in the future.
* The data only presents two major brands -- Yeezy and Nike Off-White; it might not be reasonable to predict the popularity and sale of off-White in all sneakers.

1. The analysis represents that oﬀ-white sneakers have generated more proﬁt, but the total sale of Yeezy sneakers is much higher than oﬀ-white. The reason could be the sale price of Yeezy is comparatively less than oﬀ-white. So, more customers prefer to buy budget sneakers. Hence low, budget customers generate more sales.
2. As per analysis, StockX should campaign for Yeezy sneakers as their current total sales are higher than oﬀ-white sneakers. In addition, Yeezy has a lot more models of sneakers. So, if the proper campaign is done, it can target more customers and generate even more proﬁt.