



Executive Summary

This case study delves into the performance of major running shoe brands on Amazon, analyzing key metrics over a one-month period. Notable findings reveal intriguing patterns in pricing, purchase trends, and customer ratings.

1. Pricing and Purchase Analysis:

- PUMA, Reebok, Saucony, and Skechers maintained an average price below \$70 but struggled to surpass 1000 purchases in a month.
- Nike, with a higher average price of \$107.30, barely exceeded 1000 purchases, lagging behind ALTRA with a higher average price of \$122.45.
- Adidas, and ASICS had the most product purchases with a price below the average of \$86.58 (excluding off-brands). Adidas, had an average price of \$75.93 with 4450 purchases and ASICS with \$80.80 and 6950 purchases.

2. Gender Offerings and Purchases:

- Excluding Off-Brand shoes, women's products dominated in purchases at 12,000 versus 11,000 in men's products. Yet both men's and women's products had roughly the same amount of product offerings at about a 50/50 split.
- Brands like Adidas, Brooks, ALTRA, Hoka One, Mizuno, and PUMA showcased a higher ratio of women's products, and more female product purchases.

3. Brand Performance:

- Hoka One, positioned as a premium brand, recorded the fewest purchases and received a below-average rating of 3.90.
- Adidas, ASICS, Under Armour, and Brooks demonstrated a strong correlation between more reviews per product, higher purchases, below average price and an above-average rating.

4. New Balance's Unique Position:

- Excluding Off-Brand products, New Balance, despite a below-average rating of 3.75, secured the 3rd position in total reviews, 4th in purchases in the past month and ranked #1 in total products offered on Amazon, showcasing a distinctive market presence based upon the amount of product offerings.