Sales Performance comparison On Brand Adidas and Puma Shoes

Adidas and Puma are the largest production companies of sporting goods in the world. Plus, top athletes certify the brand's prowess and there are some products that guarantee cooperation with several companies, such as Ferrari, Motorsports and Porsche. Those top-tier sporting goods produce good quality and design products to make sure the users are comfortable and improve their performance to the next level. However, different brands have different sales depends on their marketing on certain sports or streetwear shoes because the company not just only focuses on the performance and the quality, but the design are the important factors for the sales performance. Based on data that we extract from amazon website; we can conclude for the three-page e-commerce there are 59 rows and 4 variables for Puma while 73 rows and 4 variables for Adidas which contains name product, ratings, quantity goods sold and type kind of shoes.

First, we look at the ratings of products and the quantity shoes that has been sold in this e-commerce (Amazon), from the data, we extract into bar graph for better information. Puma graph shows the quantity shoes sold with type kind shoes (For example: Puma Twitch, Puma Axelion etc.), and ratings in the bar graph. We can see that Puma Tazon has the highest sales (72,581) compared to another types of names in this brand. For overall good ratings for this brand product, Puma Bungee and Puma Defq have good ratings from customer although the sales not quite high compared to Puma Axelion and Puma Tazon. Next, Adidas running shoes are the highest sales (49,262) for Adidas brand and the good ratings stats from customers is basketball and Adidas Men’s sales not quite high compared to Adidas Running and Adidas Air. Several factors can influence the price of a shoe collaboration, including the popularity of the collaboration, the shoe's restricted availability, the brand's reputation, and the materials and design used in the shoe. Shoe collaboration between a well-known company like Nike and a well-known designer like Virgil Abloh, for example, could command a higher price due to the designer's reputation and the buzz around the collaboration. Due to their rarity and exclusivity, limited edition shoes with just a small number of pairs created may command a high price. Furthermore, the materials and style of the shoe can influence the price. Shoes made of premium materials, such as leather, or with sophisticated designs or specific features may be more expensive than normal shoes. Finally, the price of a certain shoe partnership is determined by market supply and demand, as well as the perceived worth of the cooperation by customers.

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Description automatically generated

Puma Bar graph on Quantity vs Type shoes with ratings

A picture containing text, screenshot, diagram, colorfulness

Description automatically generated

Adidas Bar graph on Quantity vs Type shoes with ratings