



QUESTIONS ×



__ Colorway vs. Profit

Which colorways have the best/worst profit potential?

Is there a significant difference in profit between shoe sizes?

Region vs. Profit

Which Region has the best/worst profit?

Region vs. No. of Sales

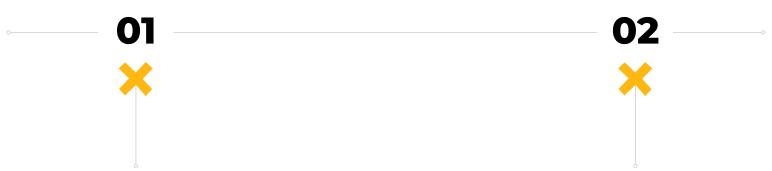
Which region has the most Yeezy sales?

Shoe Size vs. Profit

Release Date vs. Profit

Does the release date have an impact on profit?

MOTIVATION ×



There are definitely key factors that dictate the amount of profit a sneakerhead can make.

Finding out what factors make the most profit can help sneakerheads limit their inventory to the ones that are worth selling.

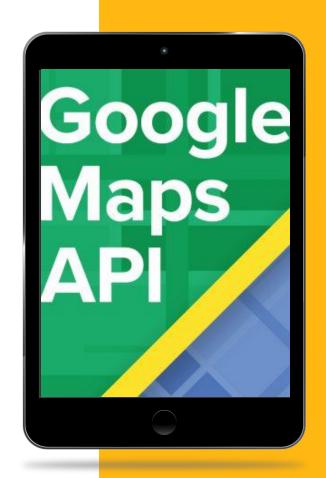


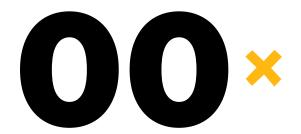
KAGGLE ×

- https://www.kaggle.com/hudsonstuck/stoc kx-data-contest
- This dataset has information about individual Yeezy and Off-White sales from 31st Aug 2017 to 12th Feb 2019.
- The data was pulled from a popular online sneaker retail market called **StockX**.
- The columns included were relevant to our questions and hence easy to begin analyzing from.
- There were 2 previous data analysis also included by different users, which was useful in helping us pick a place to start our own analysis.

GMAPS API ×

- https://maps.googleapis.com/ma ps/api/geocode/json
- This API was used to pull the latitude and longitude coordinates, which was useful in making heatmaps with markers.





Data exploration and cleaning our data

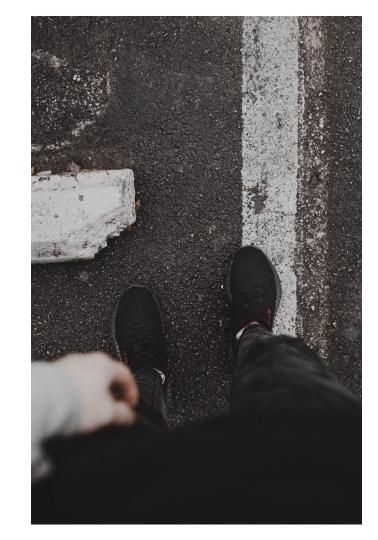
Before starting, we wanted to make sure we could properly use the data we found.



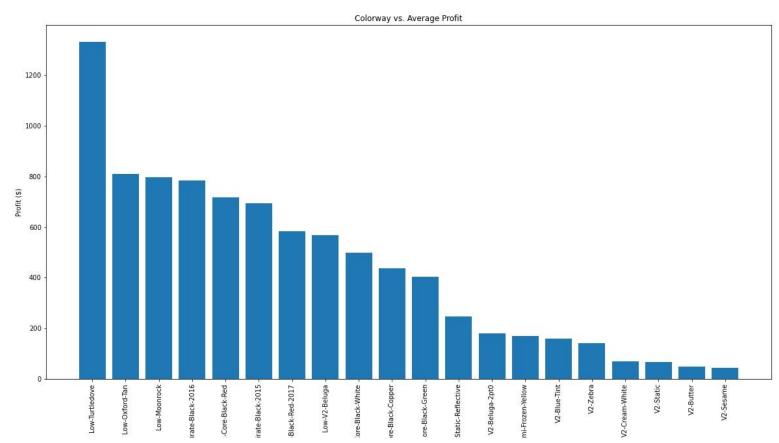


Which colorways have the best/worst profit potential?

Different colorways can resell at different prices depending on certain factors.



FINDINGS×







- The colorway with the most average profit was the Low-Turtledove (~\$1332/unit).
- The colorway with the least average profit was the V2-Sesame (~\$44/unit).
- Other than the Low-Turtledoves and Low-Oxford-Tans, the rest of the sneakers had an average profit of nearly less than \$800.

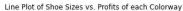


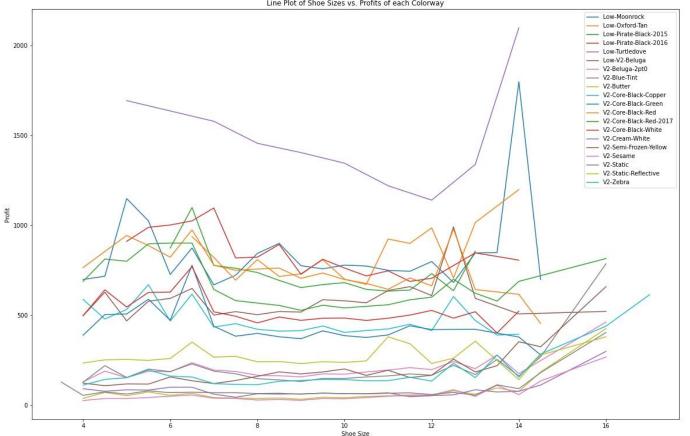
Is there a significant difference in profit between shoe sizes?

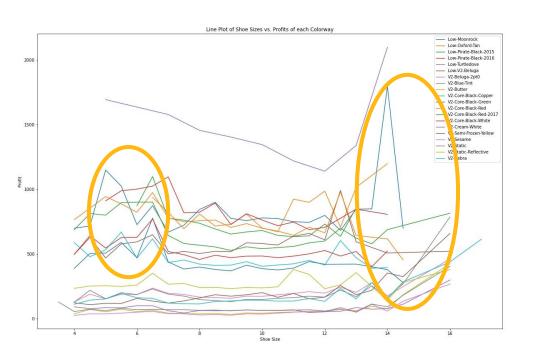
Certain shoe sizes are more desired in the sneakers market











- The impact of shoe sizes differ by colorway, but there is a slightly noticeable rise and fall of profits depending on the shoe sizes.
- This is due to the demand of certain shoe sizes; size 10s and 10.5s are more highly sought for, so since there are lot more quantity demanded, they resale for less than size 7s and 13s.

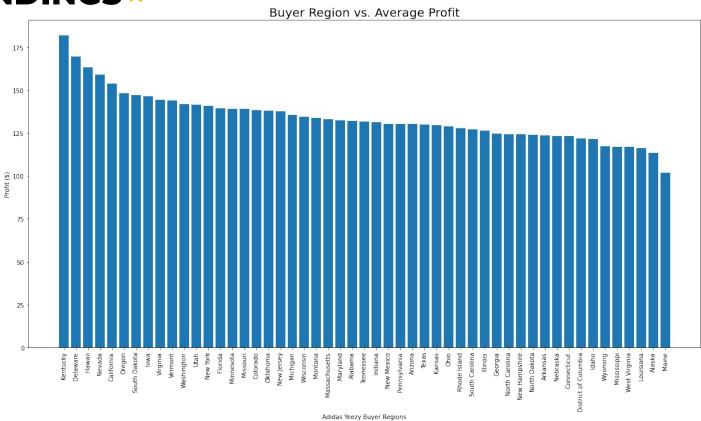


Which Region has the best/worst average profit?

This gives visibility into the regions that are competitive and profitable

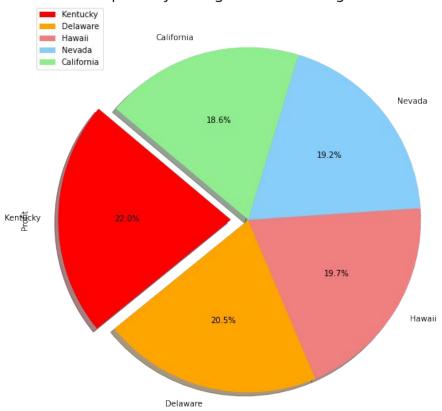








Top 5 Buyer Regions vs. Average Profit



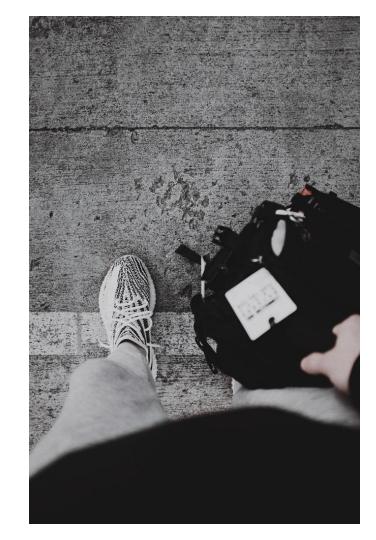


- On average the state that has the most Yeezy sales is Kentucky and the least is Maine.
- KY average profit is \$182 vs. ME at \$101
- The pie graph is divided between the West region and Southeast region.
- Analysis helps resellers direct their efforts and resources towards.
- Additional analysis should be done at the city level in order to further narrow down the best geo location.

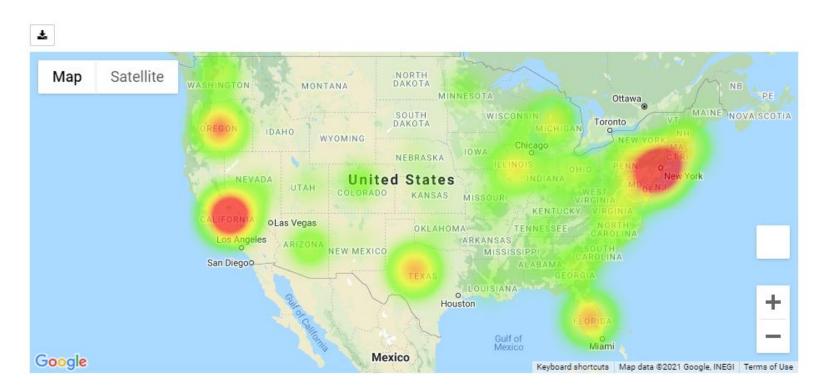
04×

Which region has the most Yeezy sales?

Certain regions can be high profile targets for sneakerheads to set up their main base of operations



FINDINGS×





- There seems to be 5 major regions where there is the highest amount of traffic in the resale industry.
- California and New York top the list at 13,113 and 12,103 Yeezy sales respectively.
- Oregon, Florida and Texas all follow with less than 5400 Yeezy sales each.

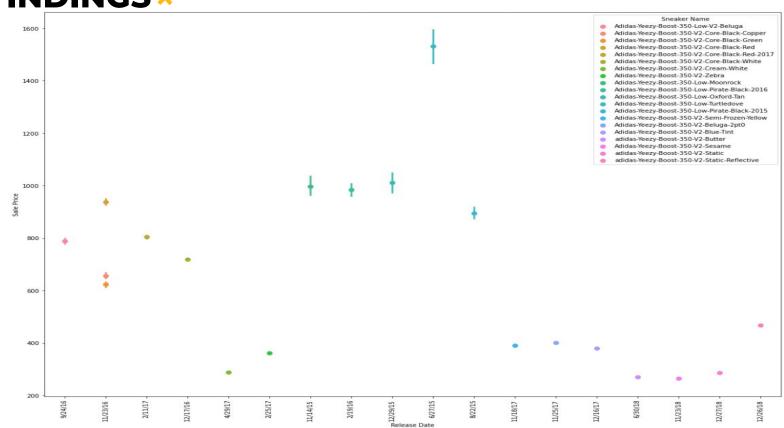
05×

Does the release date have an impact on profit?

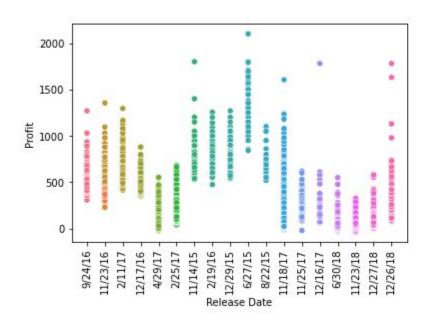
Certain release dates tend to have a higer profit margin then others, we want to find out these dates in order to know the best times to sell.



FINDINGS×



FINDINGS×



- Adidas-Yeezy-Boost-350-Low-V2-Beluga
- Adidas-Yeezy-Boost-350-V2-Core-Black-Copper
- Adidas-Yeezy-Boost-350-V2-Core-Black-Green
- Adidas-Yeezy-Boost-350-V2-Core-Black-Red
- Adidas-Yeezy-Boost-350-V2-Core-Black-Red-2017
- Adidas-Yeezy-Boost-350-V2-Core-Black-White
- Adidas-Yeezy-Boost-350-V2-Cream-White
- Adidas-Yeezy-Boost-350-V2-Zebra
- Adidas-Yeezy-Boost-350-Low-Moonrock
- Adidas-Yeezy-Boost-350-Low-Pirate-Black-2016
- Adidas-Yeezy-Boost-350-Low-Oxford-Tan
- Adidas-Yeezy-Boost-350-Low-Turtledove
- Adidas-Yeezy-Boost-350-Low-Pirate-Black-2015
- Adidas-Yeezy-Boost-350-V2-Semi-Frozen-Yellow
- Adidas-Yeezy-Boost-350-V2-Beluga-2pt0
- Adidas-Yeezy-Boost-350-V2-Blue-Tint
- adidas-Yeezy-Boost-350-V2-Butter
- Adidas-Yeezy-Boost-350-V2-Sesame
- adidas-Yeezy-Boost-350-V2-Static
- adidas-Yeezv-Boost-350-V2-Static-Reflective





- This data shows us the mean/average profit for every release date.
- This information allows us to see the average profit that was generated on each release date.
- We can conclude that sellers had the most successful profit during the June 27th 2015 release date.
- We can also see which specific sneakers had the highest and most successful profit during each release date.
- From this we can see that the "Yeezy 350 Boost Low" style (no matter which color) had the highest and most successful profit during the summer months between June and August.
- Additional analysis could be done to see if outside trending topics correlate to the sales dates. (ie. Kanye's social media and behavior in the news)

CONCLUSION ×

Low-Turtledove

Most profitable Yeezy Boost 350 v2 Colorway (\$1332)

x < US 10 > x

Shoe sizes lower and higher than US 10 usually sell for more profit

KENTUCKY

Highest average profit per Yeezy sold (\$182)

CALIFORNIA

Most Yeezys sold compared to any other state (13113 units)

JUN-AUG

Shoes released in these months sell the best

IMPLICATION ×

Using our data, both professional and amateur sneaker resellers can optimize their business model in an attempt to maximize their profits.

Alternatively, an avid shoe buyer may use our data to figure out when do shoes sell for the cheapest, thus getting more value with their money.





THANKS!

Any questions?

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