# Nike Vs. Adidas Summary

Was there a difference in the two companies pricing strategies for the Covid pandemic?

Yes there was a significant difference between the discounting strategies of both companies. From the start, Adidas tends to operate at a lower price point than Nike. Furthermore, they were more aggressive with discounts (sale price), as they moved more products into lower price buckets. However, there was a trend between both companies to discount most products into lower price buckets as the graph demonstrates. With additional datapoints like historical sales data, we could have made stronger recommendations or at minimum confirm this pricing strategy. But, purely based on what we have, our recommendation is to identify products with higher productivity and margin rate and shift them into the pricing tiers where Nike is not as competitive vs. Adidas like in the under $50 bucket.
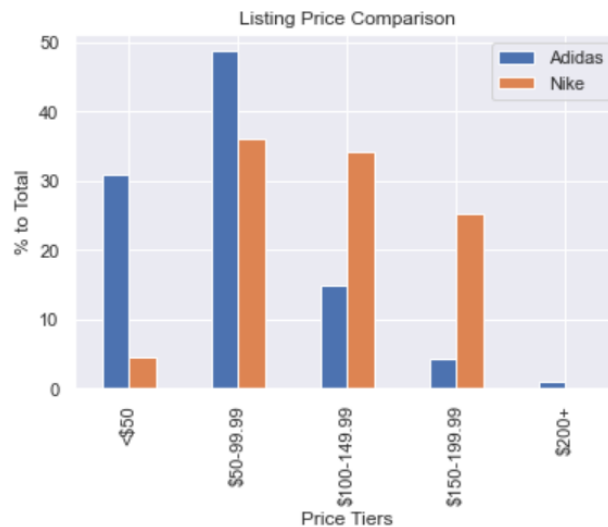
Which company found more success with their customers?

Based on our data, we could only use two metrics to measure success: ratings and reviews. Our data reveals that Nike averaged much higher ratings on their products, which we used to justify the fact that Nike has better customer satisfaction, selling the right products to the right people. Further investigation into adidas product quality and marketing strategy is encouraged based on this data.

Next we looked at average total reviews per company and binned it into their target genders. Adidas averaged a much higher number of reviews which we took as sign of better customer engagement. This made us wonder: perhaps nike has less follow up on their online sales? Further exploration of the communication styles of each company would glean light as to why one is much higher than the other.

Then we tested to see if there was any correlation between ratings and reviews, to see if more reviews = higher ratings or vice versa. The correlation coefficient was close to zero which tells us people rate and review their products whether they love them or hate them.