



MTB Helmets

Marketplace Study using Chain Reaction Cycles

11/23/2020

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1. Methodology



This project takes all information on MTB helmets from Chain Reaction Cycle website for the purpose of getting a better understanding of how Fox Racing is being represented in their e-commerce



MTB Helmets

In this study gather **MTB Helmet** data from an online marketplace.



Data used

Due to time constraints, only one market place was analyzed. The market place chosen was **Chain Reaction Cycles**. The data used comes from the **MTB Helmet** category as well as the subcategories within the category



Data Collection

Web-scraping was conducted on the Chain Reaction Cycles website to take information regarding MTB Helmets



Variables used

The following variable were gathered from all MTB helmets sold on the CRC website: product description, sub-category, brand, price & visibility score (product positioning on website). Most variable information was extracted by the product descriptions



Data Treatment

Web scrapping and data cleansing were done using python code. Graphs were produced using Tablaeu

2.1 Key Findings on generic MTB helmets page in CRC

(Contains all MTB helmet products regardless of sub-categories)

The screenshot shows the Chain Reaction Cycles website with a 'BLACK FRIDAY' banner at the top. The main navigation bar includes links for Sign In, My Account, Help, Wishlist, and currency selection (GBP). The 'SHOP BY CATEGORY' dropdown is open, showing 'MTB' selected. Other categories like BRANDS, MTB, ROAD, CITY, BMX, INDOOR TRAINING, and CLEARANCE are visible. A search bar and a 'SEARCH' button are also present.

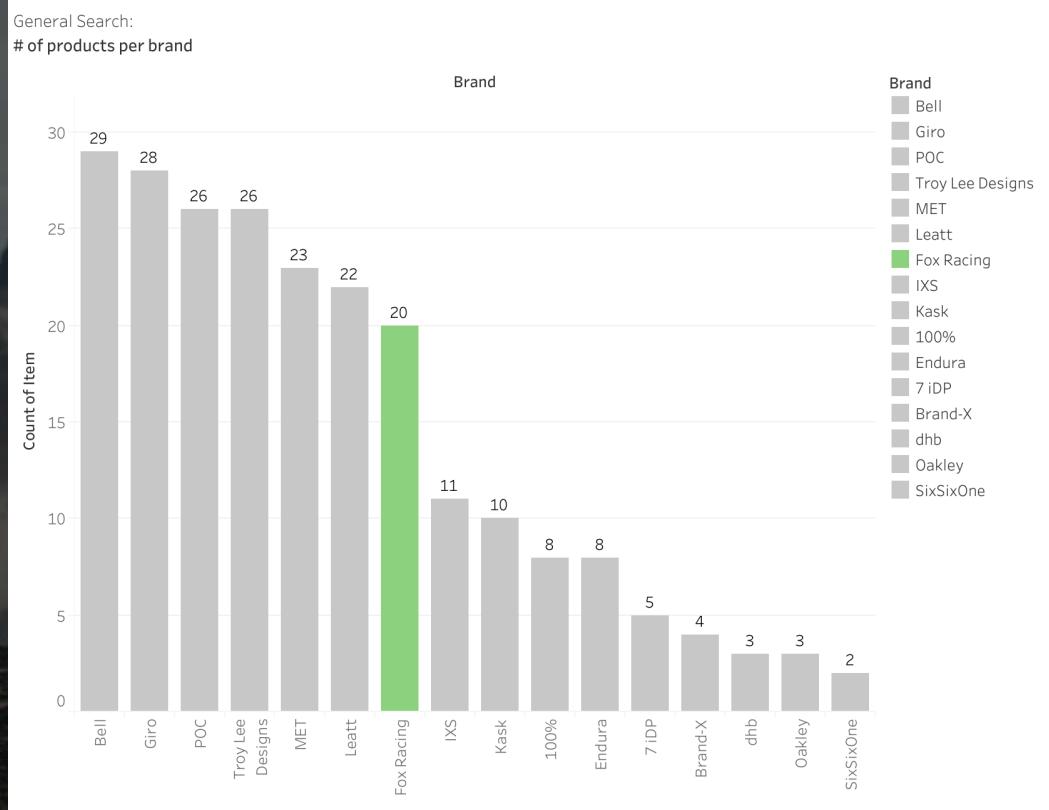
The page title is 'BLACK FRIDAY' under the 'Helmets' category. It features a promotional banner for 'HELMETS FOR EVERY RIDE' with images of cyclists and helmets. Below this, a list of MTB helmets is displayed, each with a 'BLACK FRIDAY' badge. The products shown are:

- SixSixOne Reset Helmet: £45.00 - £89.99 (SAVE UP TO 50%)
- IXS Trail EVO Helmet Exclusive 2020: £53.99 (SAVE 40%)
- SixSixOne Reset MIPS Helmet: £60.00 - £119.99 (SAVE UP TO 50%)

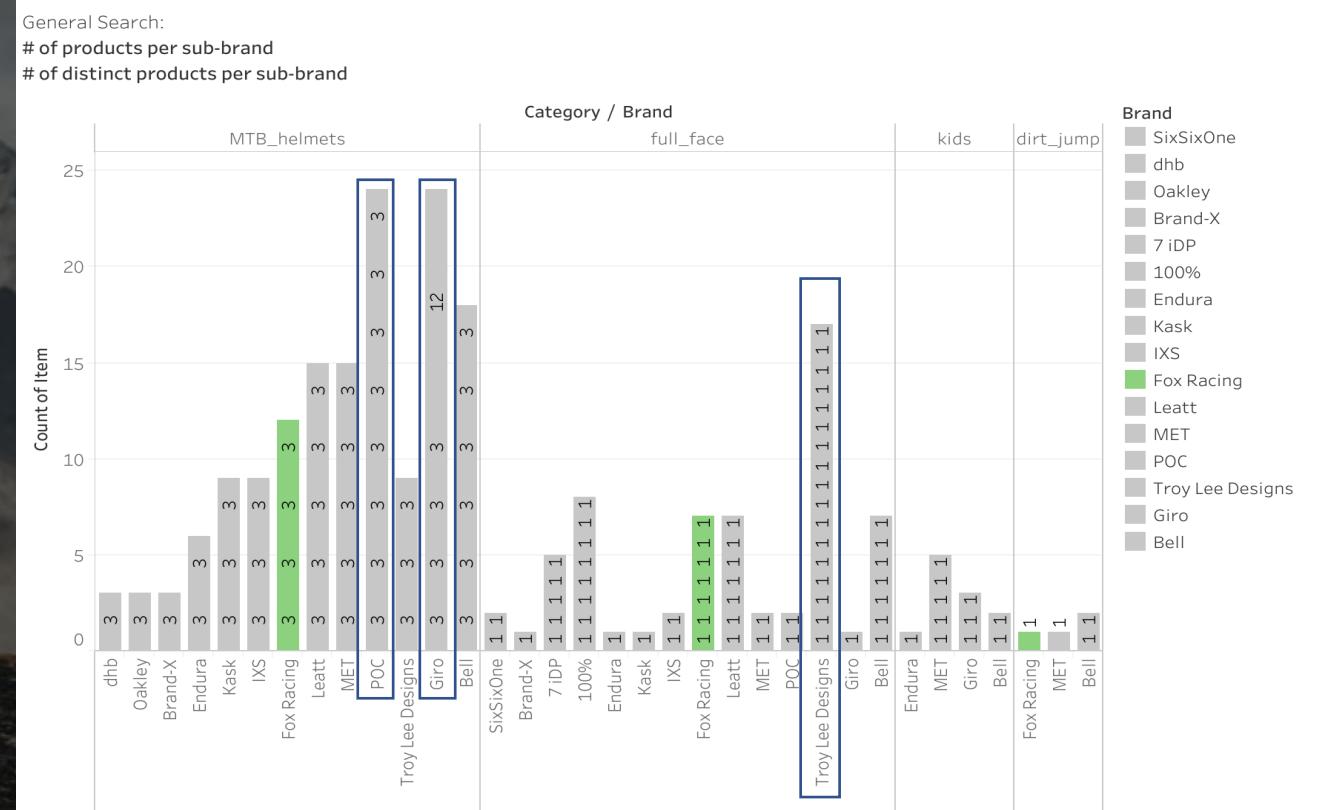
Each product listing includes a color swatch, star rating, number of reviews, price range, and original price.

This page includes all products related to MTB helmets. This includes all the subcategories inside MTB helmets: dirt-jump; full-face, kids & MTB helmets.

Fox Racing has 20 unique products represented in the general category page. In this page, we can see a large representation in subcategories MTB helmet & full face helmets. However, POC & Giro lead product representation in MTB helmets and Troy-Lee Designs leads in full-face helmets



The following data is based on the generic MTB Helmet page

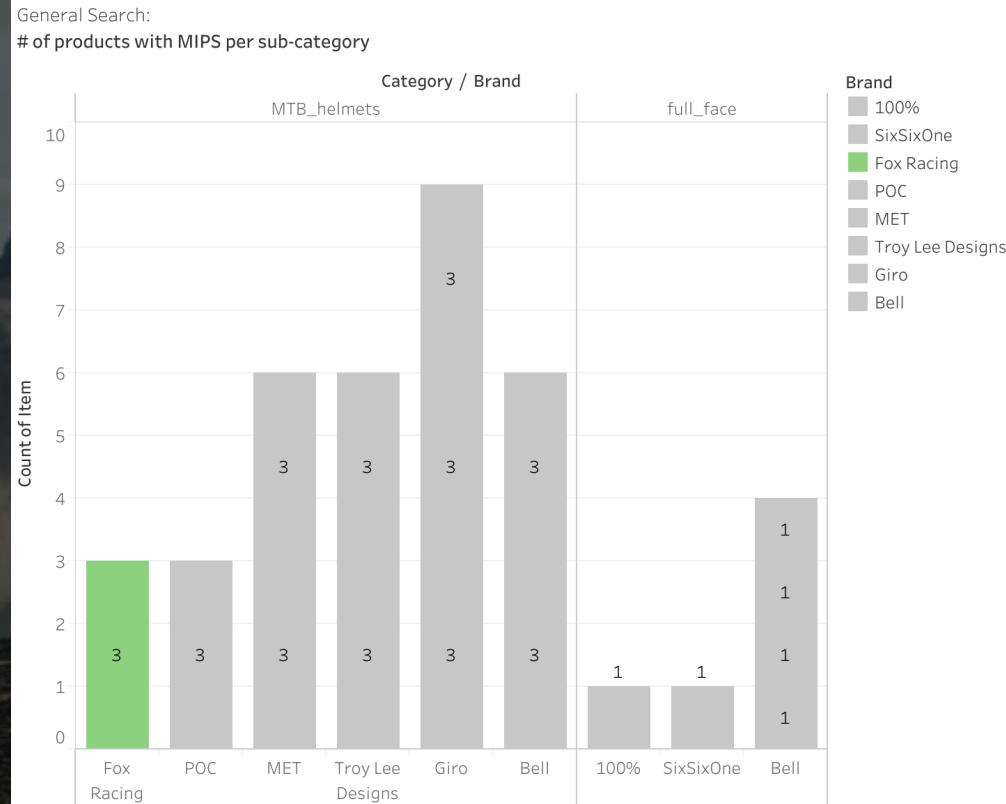


The following data is based on the main MTB Helmet pages

- **How to read the #'s inside the bars – example:** Fox Racing has 4 distinct products in the MTB-helmet category and each of these products are represented 3 times inside the page.
- **Insight –** MTB Helmet sub-category has each distinct product represented on average 3x on the page. While full-face has one of each product. There is also an opportunity for brand representation in the kids category.



When looking into products descriptions that contain MIPS technology, we can see that Fox Racing has only one product. In addition, it does not have any representation in the full face helmets.

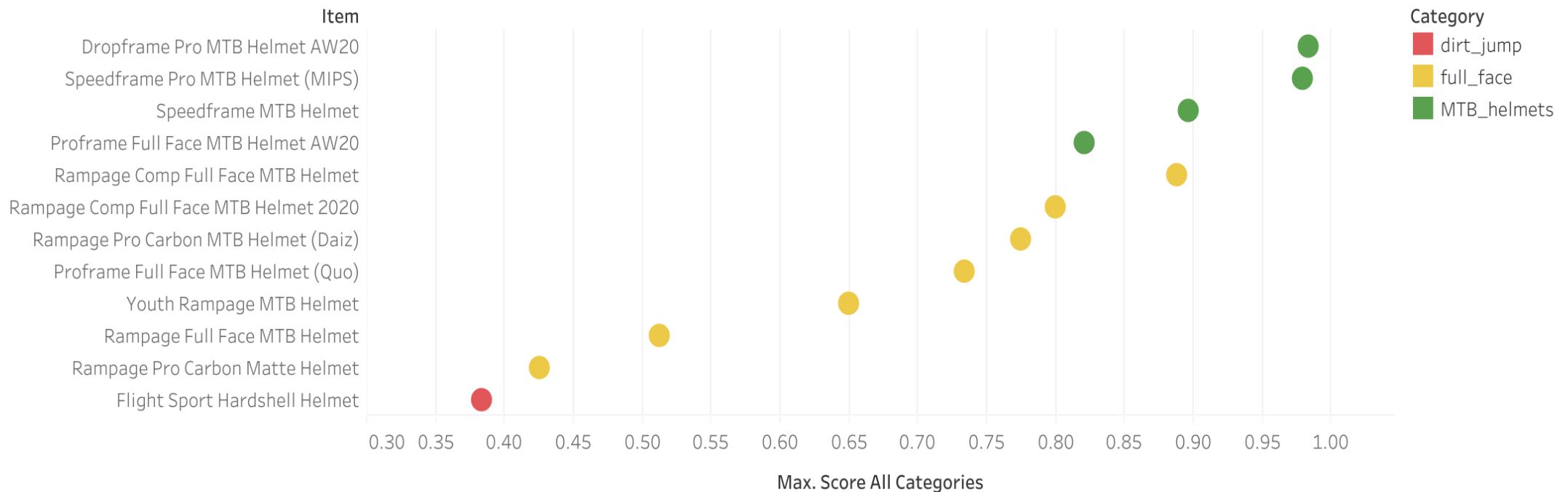


The following data is based on the main MTB Helmet pages



Fox Racing products show a high visibility score on the general page with MTB helmets, while full-face helmets and dirt-jump category products are not well positioned in the general MTB helmets page.

General Search:
Fox Racing visibility scores

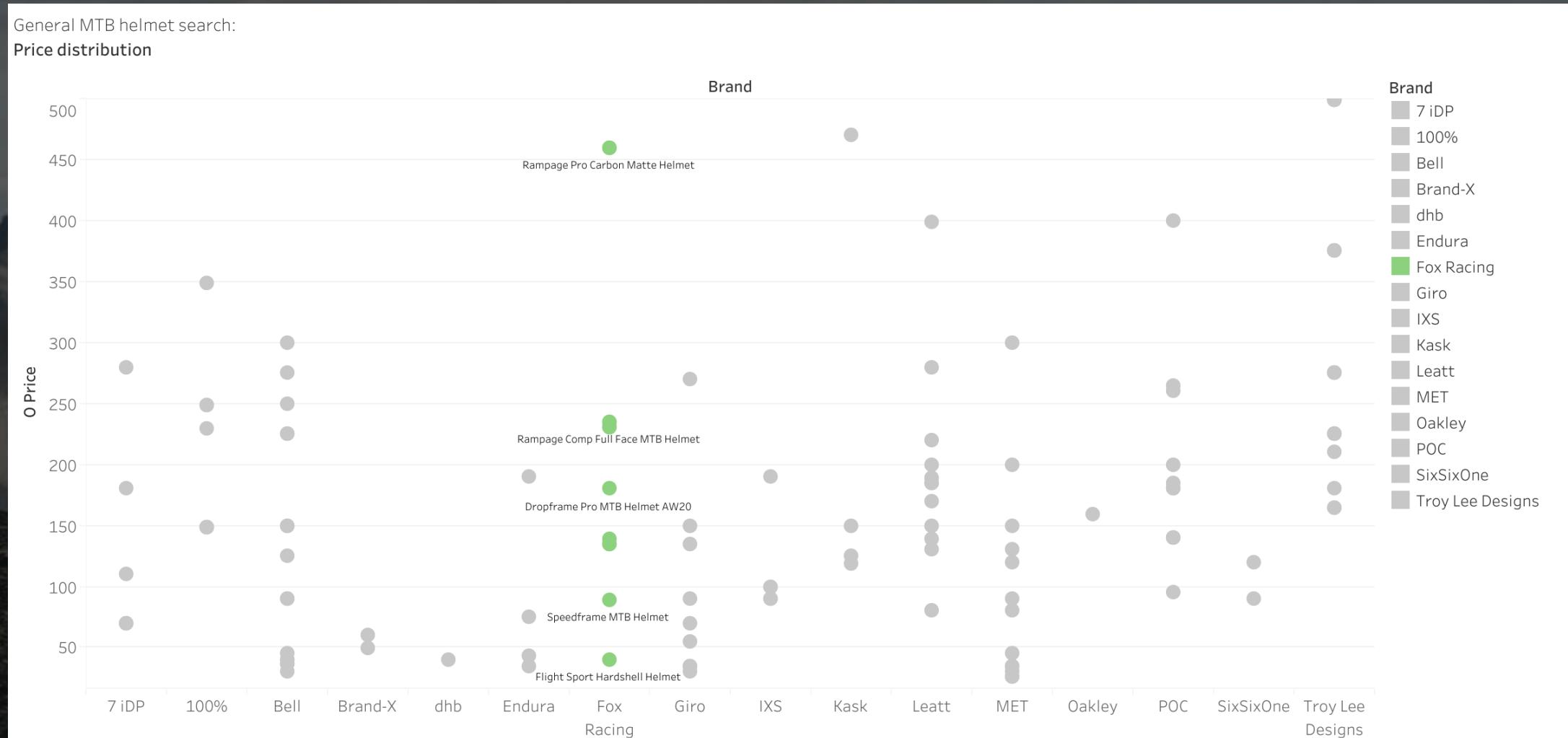


The following data is based on the main MTB Helmet pages

- Explaining the graph:** A visibility score was created to calculate the product positioning on the web page. In this case, if the visibility score is exactly one, this signifies that it is the first product to appear on the webpage. Although some products are repeated on the webpage, we took the maximum visibility score for each distinct product

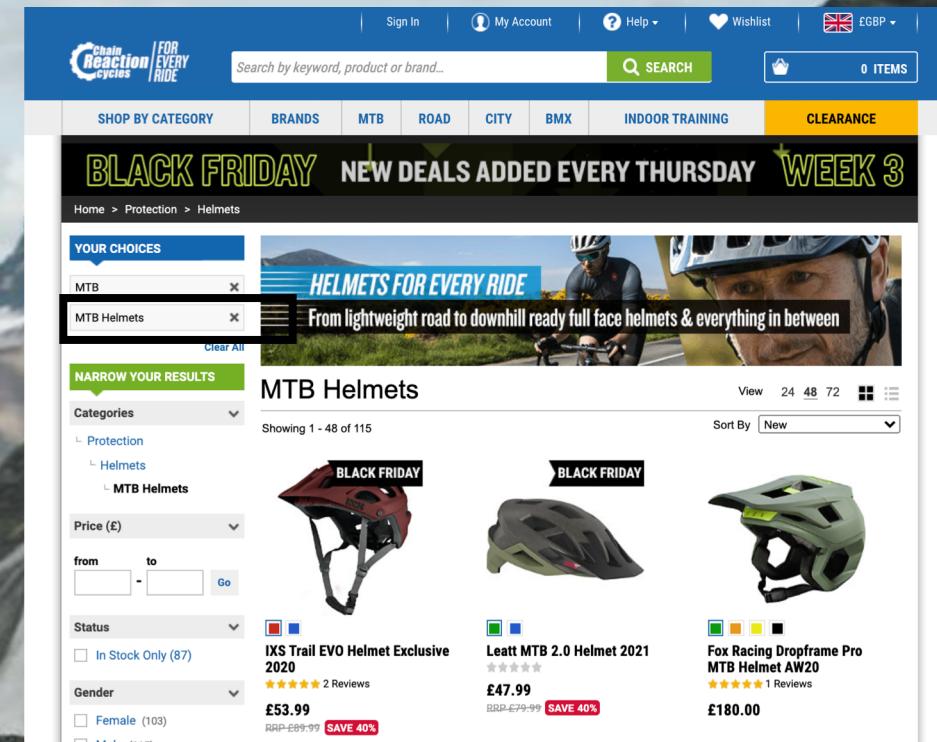


Fox Racing shows a spread-out price distribution between all its products. We can also see it has few distinct SKU's in comparison to other brands.



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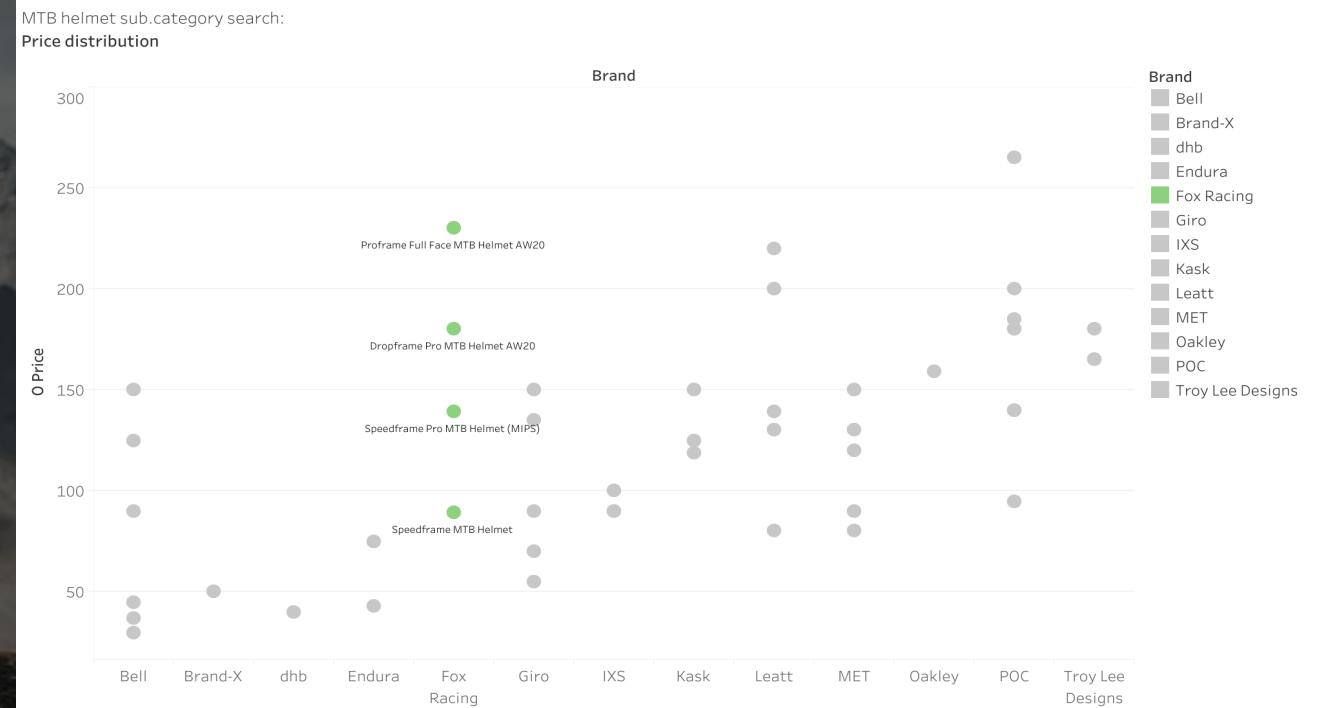
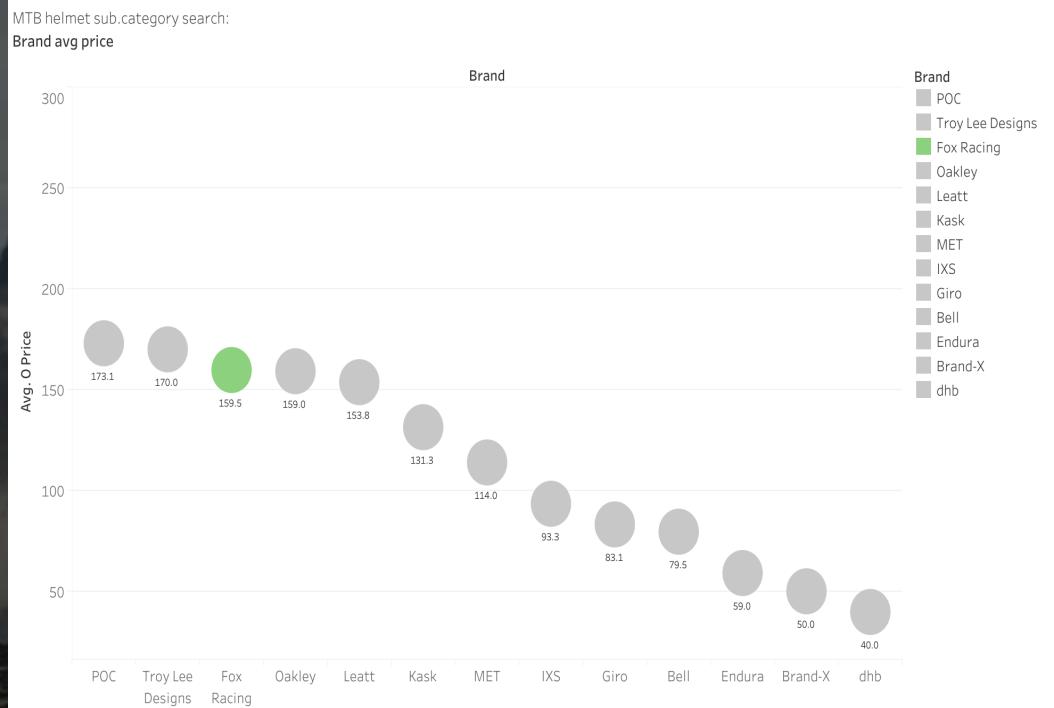
2.2 Key Findings on sub-category: MTB helmets pages in CRC



The screenshot shows the MTB Helmets category page on the Chain Reaction Cycles website. The top navigation bar includes links for Sign In, My Account, Help, Wishlist, and currency selection (GBP). A search bar and a 'SEARCH' button are also present. The main header features a 'BLACK FRIDAY' banner with the text 'NEW DEALS ADDED EVERY THURSDAY WEEK 3'. Below the banner, a sub-header reads 'HELMETS FOR EVERY RIDE' with the subtext 'From lightweight road to downhill ready full face helmets & everything in between'. The left sidebar displays 'YOUR CHOICES' with 'MTB' selected under 'Brands' and 'MTB Helmets' selected under 'Categories'. It also includes filters for 'NARROW YOUR RESULTS' such as Price (£), Status (In Stock Only), and Gender (Female/Male). The main content area shows three MTB helmets for sale:

Product	Price	Rating	Reviews
IXS Trail EVO Helmet Exclusive 2020	£53.99	★★★★★	2 Reviews
Leatt MTB 2.0 Helmet 2021	£47.99	★★★★★	1 Review
Fox Racing Dropframe Pro MTB Helmet AW20	£180.00	★★★★★	1 Review

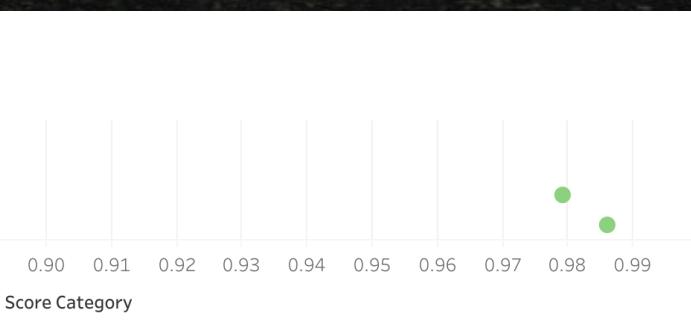
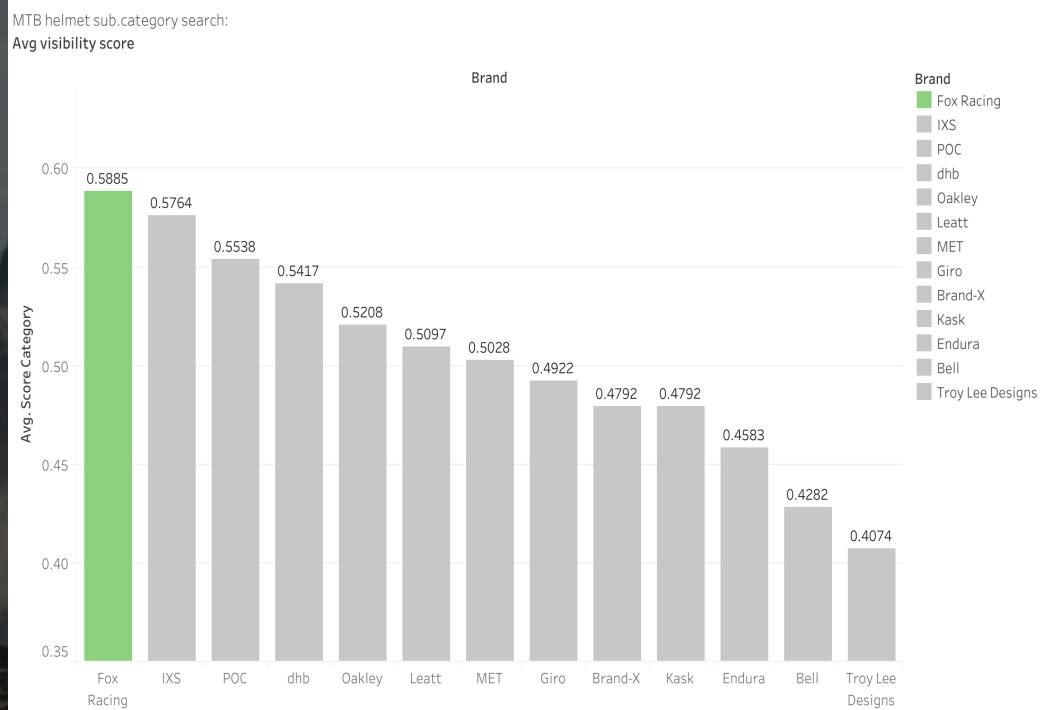
Fox Racing in the MTB-helmet subcategory is on average a high priced brand, with only POC & Troy Lee Designs with a higher average price. In terms of price distribution, Fox Racing is well distributed.



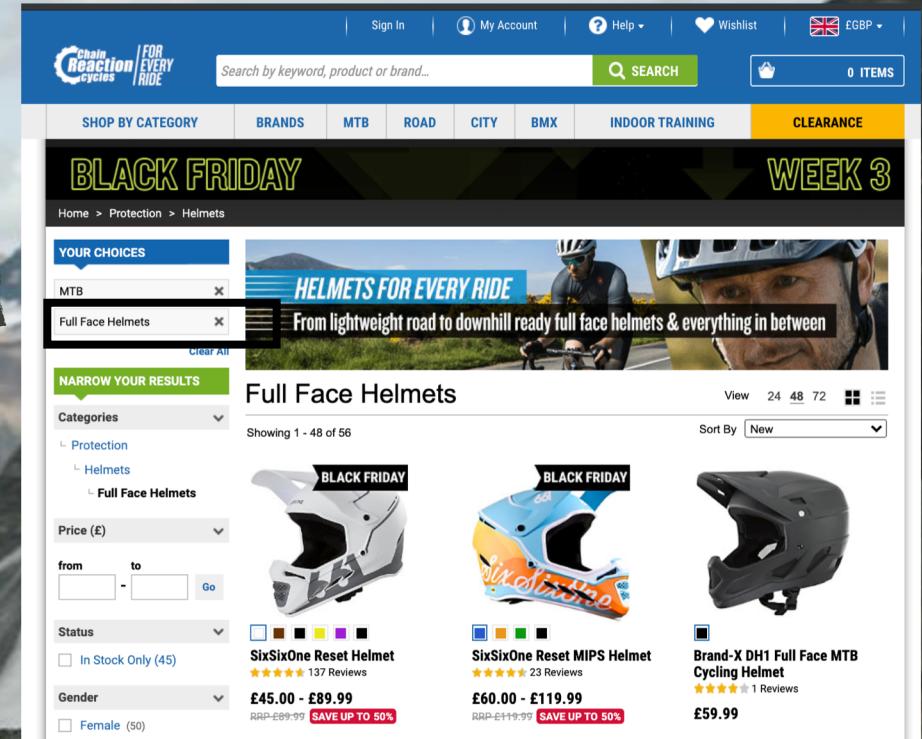
The following data is based on the sub category MTB Helmet page

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Fox Racing is the leading brand in terms of visibility in the CRC website inside the MTB helmet subcategory page. This is great news as it is likely to result in more revenue.



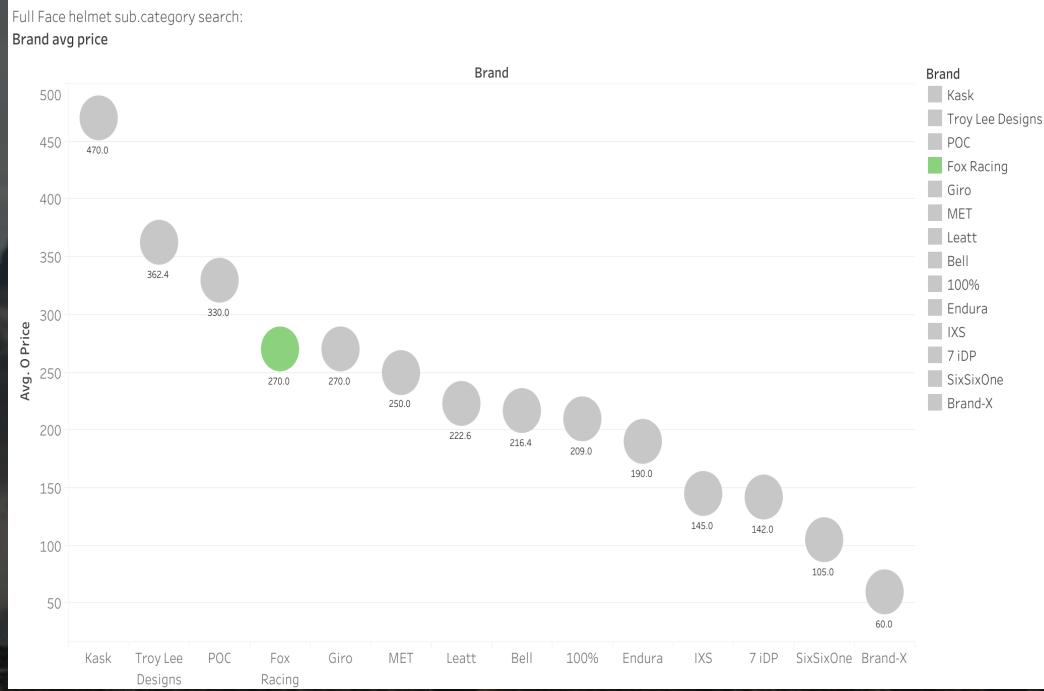
2.3 Key Findings on sub-category: Full-Face helmets pages in CRC



The screenshot shows the Chain Reaction Cycles website with a 'Black Friday' banner at the top. The main navigation bar includes links for Sign In, My Account, Help, Wishlist, and currency selection (GBP). The page title is 'BLACK FRIDAY' under 'Protection > Helmets'. On the left, a sidebar titled 'YOUR CHOICES' shows 'MTB' and 'Full Face Helmets' selected. Below it, 'NARROW YOUR RESULTS' allows filtering by Categories (Protection > Helmets > Full Face Helmets), Price (£), Status (In Stock Only), and Gender (Female). The main content area displays three full-face helmets: a white SixSixOne Reset Helmet, a blue and orange SixSixOne Reset MIPS Helmet, and a black Brand-X DH1 Full Face MTB Cycling Helmet. Each item has a price tag of £59.99, indicating a 50% discount from £119.99.

Product	Price	Original Price	Discount
SixSixOne Reset Helmet	£59.99	£89.99	SAVE UP TO 50%
SixSixOne Reset MIPS Helmet	£60.00	£119.99	SAVE UP TO 50%
Brand-X DH1 Full Face MTB Cycling Helmet	£59.99	£119.99	SAVE UP TO 50%

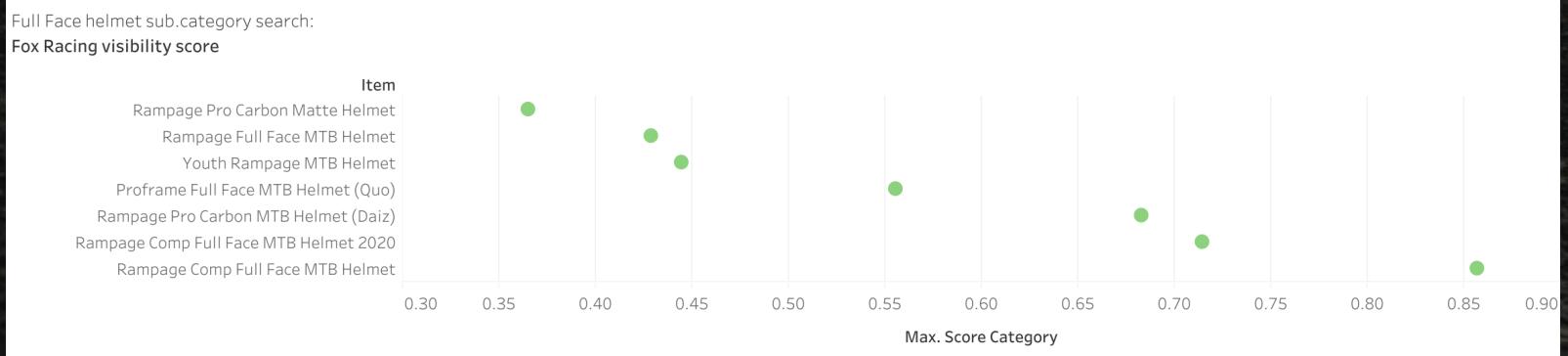
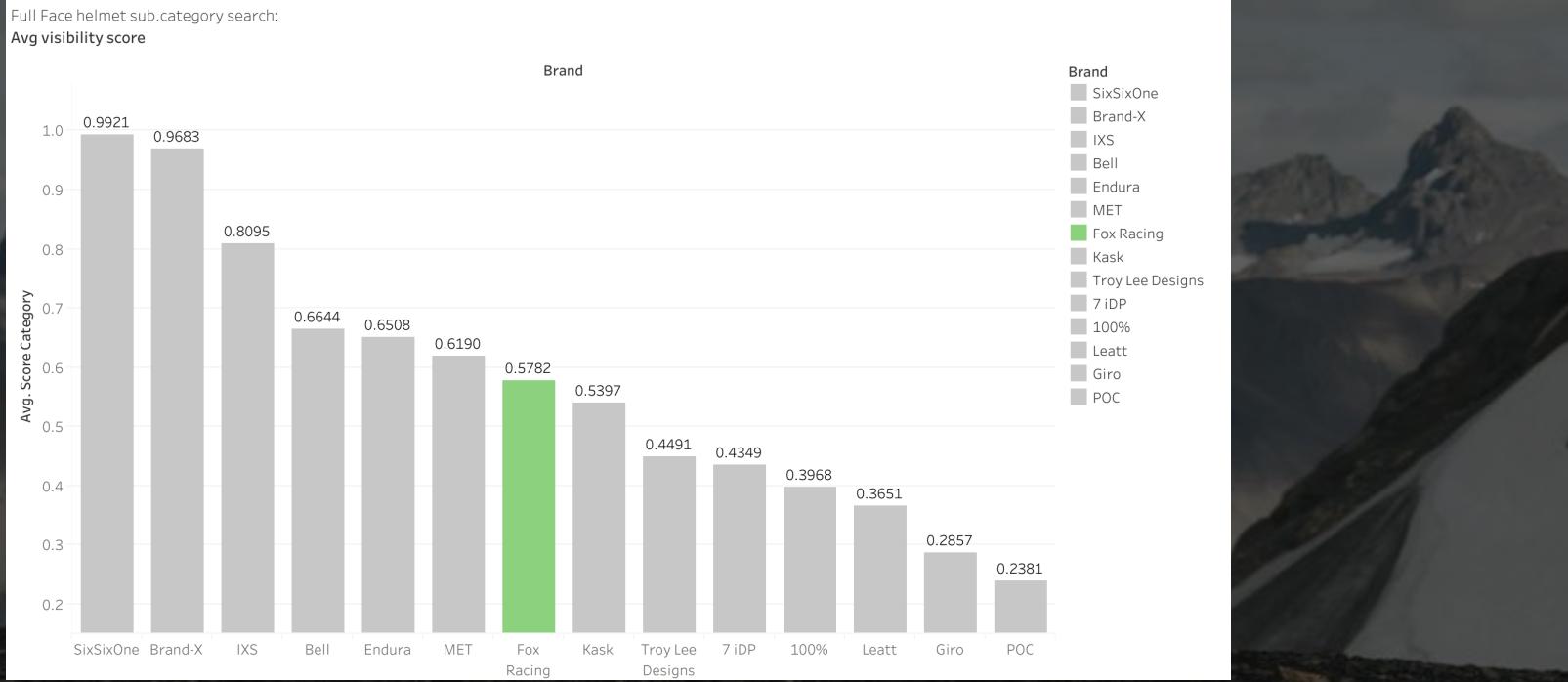
Fox Racing in the Full-Face-helmet subcategory is on average a high priced brand with the same average price as Giro. We can see that in this category, Fox Racing has on avg fewer distinct SKU's.



The following data is based on the sub category MTB Helmet page

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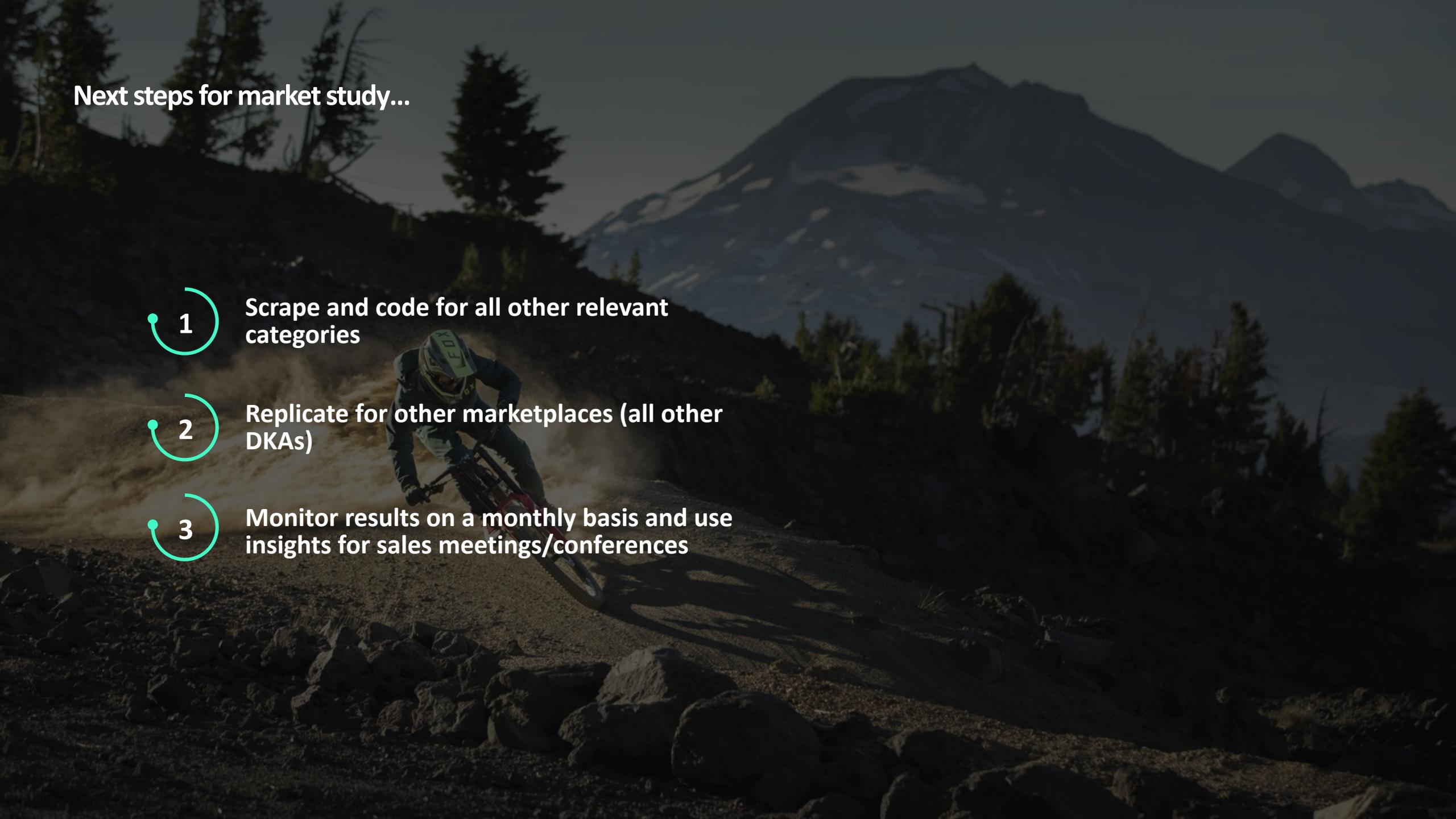
Fox Racing has a poor visibility score in the Full-faced helmets category. Especially if comparing these results to the subcategory of MTB helmets we saw previously.





3. Possible Next Steps

Next steps for market study...

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- A photograph of a mountain biker in mid-air, performing a jump on a rocky trail. The biker is wearing a green helmet and a dark jersey with 'FD' on it. The background features a dense forest and majestic snow-capped mountains under a clear sky.
- 1 Scrape and code for all other relevant categories
 - 2 Replicate for other marketplaces (all other DKAs)
 - 3 Monitor results on a monthly basis and use insights for sales meetings/conferences



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Thank you for your attention