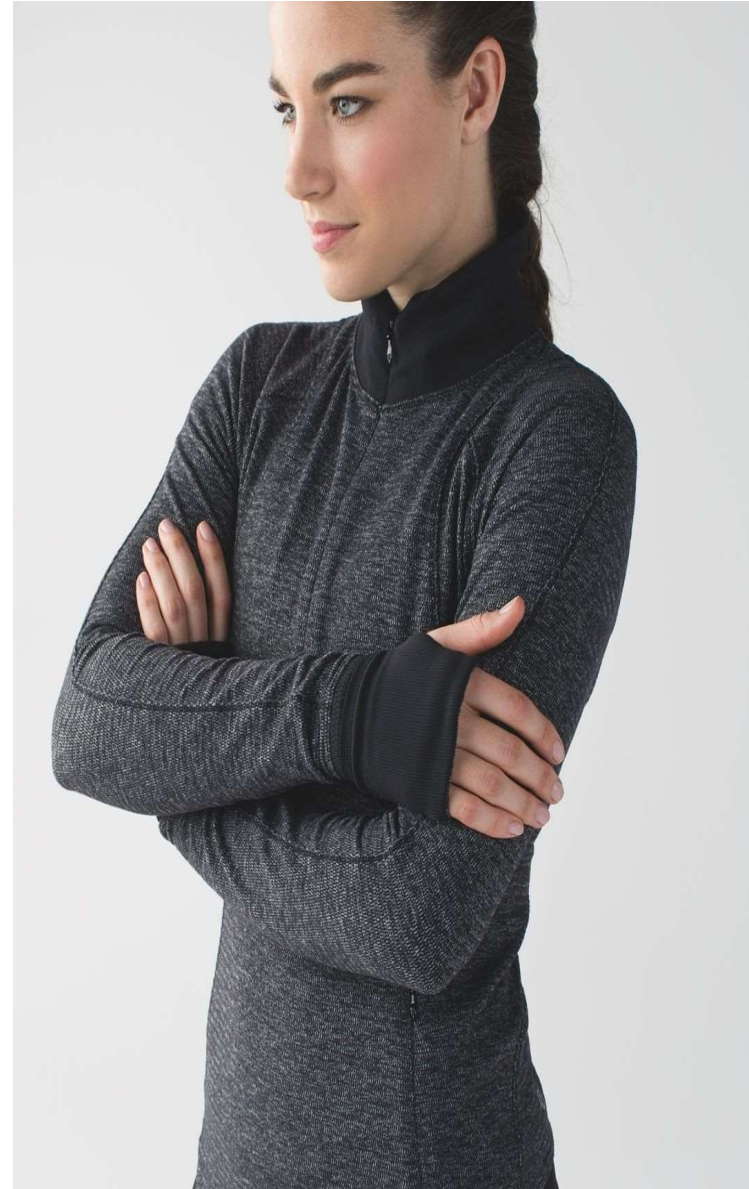




**Lululemon**

## **Competitor Footwear Review Analysis**

Chris Byrnes  
May 28, 2021



**Company will begin selling their own line of athletic shoes in 2022 and entering the \$90B annual worldwide market**

**Evolved from yoga inspired wear to variety of athletic wear**

**2021 Estimated Revenue > \$5B**

**Approx. 75% of current sales to females**



**Over 500 stores worldwide and strong online presence**



# Task

- **Marketing department asked us to collect Amazon customer reviews on competitor athletic shoes and identify the primary feedback topics.**
- Information will help inform Company on topics to focus on during campaign roll-out
- Though Company's men's segment is growing, this initial analysis focuses solely on women's segment

# Data - Amazon Reviews

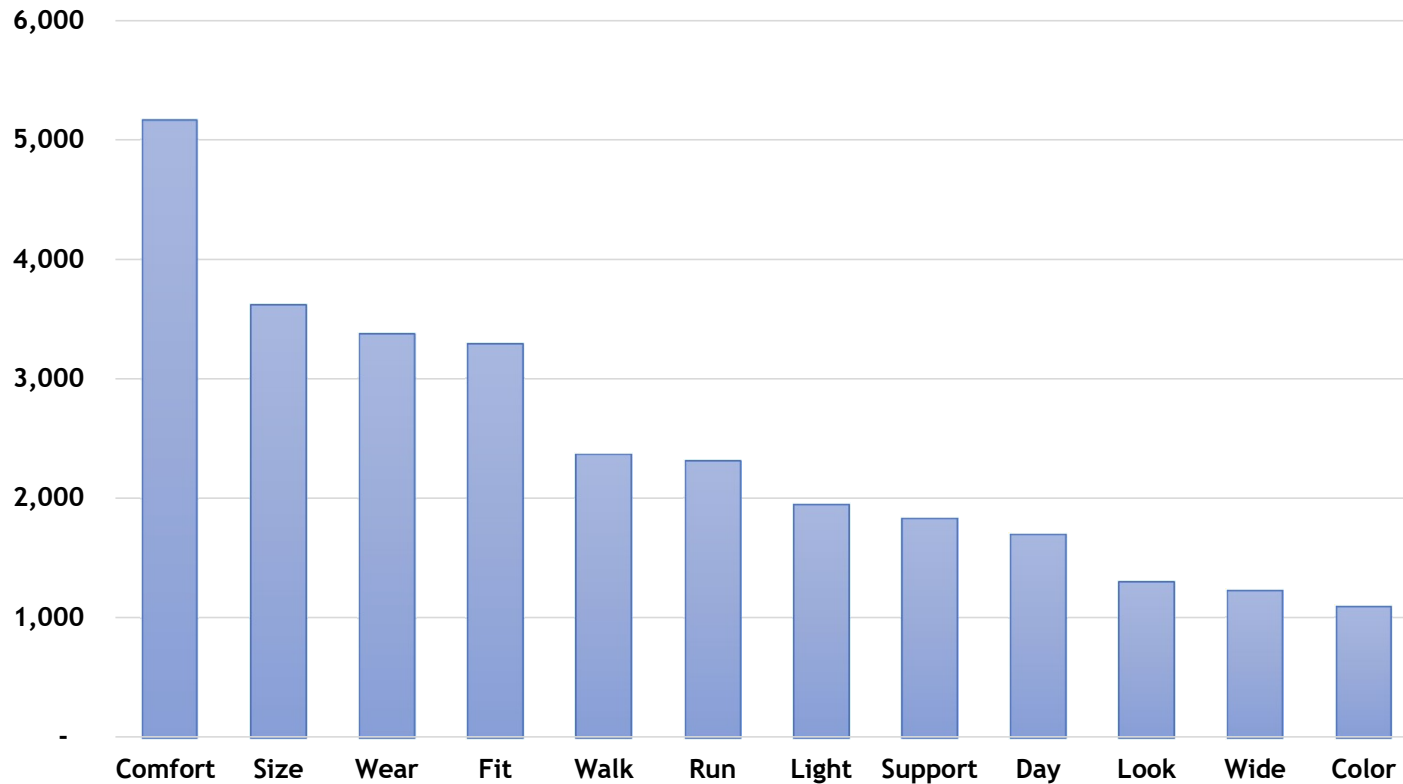


Over 16,000 competitor reviews featuring these brands





## Most Common Words in Reviews



Price of Admission:  
**Comfort**

What's Missing:  
**Cost**

# Identified Topics



Activities

Comfort

Size

Looks

Fit

## Topic Example - Activities



# Topic Example - Activities



I've **worn** these shoes for over 300 **miles** of **walking**. They are not meant for this because my feet will often **hurt** afterwards. I would not **recommend**.

They can be **worn** for **running**, weight-lifting, other exercising, or just as everyday shoes.

Very comfortable for **casual wear**.



# Summary



- The five topics presented represent the top areas consumers provided comment
- Price is not among them
- Though comfort/size/fit could be marketed as one topic, the analysis shows they are distinct

# Further Work?



- Perform similar analysis on exclusively positive or negative reviews
- Focus on a specific brand (Nike?)