**Executive Summary**

**Problem Statement:** Understand current market positioning of Reebok and suggest possible recommendations by identifying the niche categories for footwear to enhance revenue by doing a competitive analysis with Adidas.

**Methodology:**

* Scraped data from Run Repeat for Reebok and Adidas. Remove the rows having no records for Pricing. Fix data types for the columns.
* Performed market research with the help of following online resources: Statista, ExpertMarketResearch, GrandViewResearch, Zippa, RunRepat Statistics

**Analysis:**

* Considering **Review Count** as **Demand** factor, we can identify the categories that are currently in demand and should be the next focus area for Reebok to build their revenue by comparing the existing positioning of its competitors. Performed the following hypothesis testing to identify the relevant categories which will improvise demand.
* Phase 1: Hypothesis to prove there is a significant difference in the mean of customer rating for Adidas and Reebok for all categories.
  + **Ho:** There is no significance difference in the mean user rating for Adidas and Reebok
  + **Ha:** There is a significant difference in the mean user rating for Adidas and Reebok
* Phase 2: Identify correlation between User Rating and Demand
* Phase 3: Identify categories which will show higher demand than others to identify opportunities for Reebok to build on them.
  + **Ho:** There is no significant difference between demand for hiking shoes and soccer-cleats vs others
  + **Ha:** The mean review count for hiking shoes and soccer-cleats is greater than mean review count for other categories
* Phase 4: Analyze the influence of attributes on Demand

**Results from Hypothesis Testing:**

* With 95% confidence we can state that there is a statistically significant difference in User Rating for Adidas and Reebok as p-value (9.986 \* 10^(-5)) is less than 0.05
* There is a positive correlation of 0.1056 between the User Rating and Demand for the shoes from all categories.
* With 90% confidence we can claim that the demand for hiking shoes and soccer cleats is greater than the demand for the shoes from all categories.
* 1% increase in Product Price, will decrease the demand by 2.04%
* 1 unit increase in **Hiking Shoes**, will increase the demand by 732.747%
* 1 unit increase in **soccer cleats,** will increase the demand by 95.61%

**Limitations of existing dataset:** As we did not have data for **demand / sales**, we have assumed the **review count** as a pseudo quantity for demand. In absence of historic **revenue** data, the forecasting done for **pricing strategy** can be less accurate as it is based on a holistic market share percentage. Lack of revenue data at **Category** level for Reebok and Adidas limits the scope of predicted category level gains.