



Amazon Product Reviews for Men's Athletic Shoes

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RESEARCH QUESTIONS

1. What are the top brands being talked about on Amazon?
2. Which brands were mentioned together most often?
3. What attributes are associated with each brand?
4. Are brand advertisements in line with what consumers are saying?

DATA PRE-PROCESS



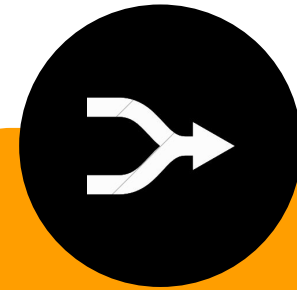
Brand Selection

- 4 popular brands
- Men's athletic shoes



Crawler

- Verified customers
- 200 pages
- Rate limit



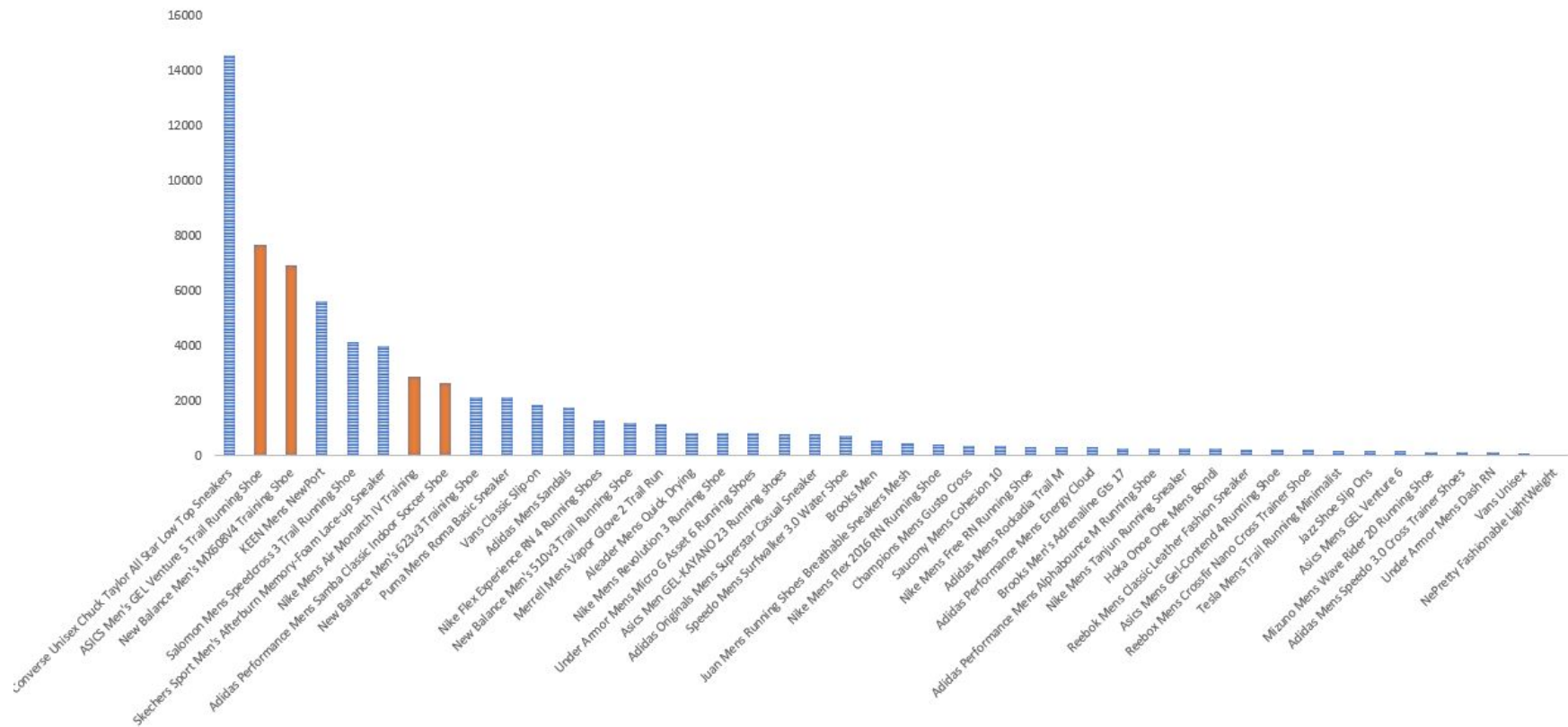
Combine Data

- 2000 reviews per shoes

1

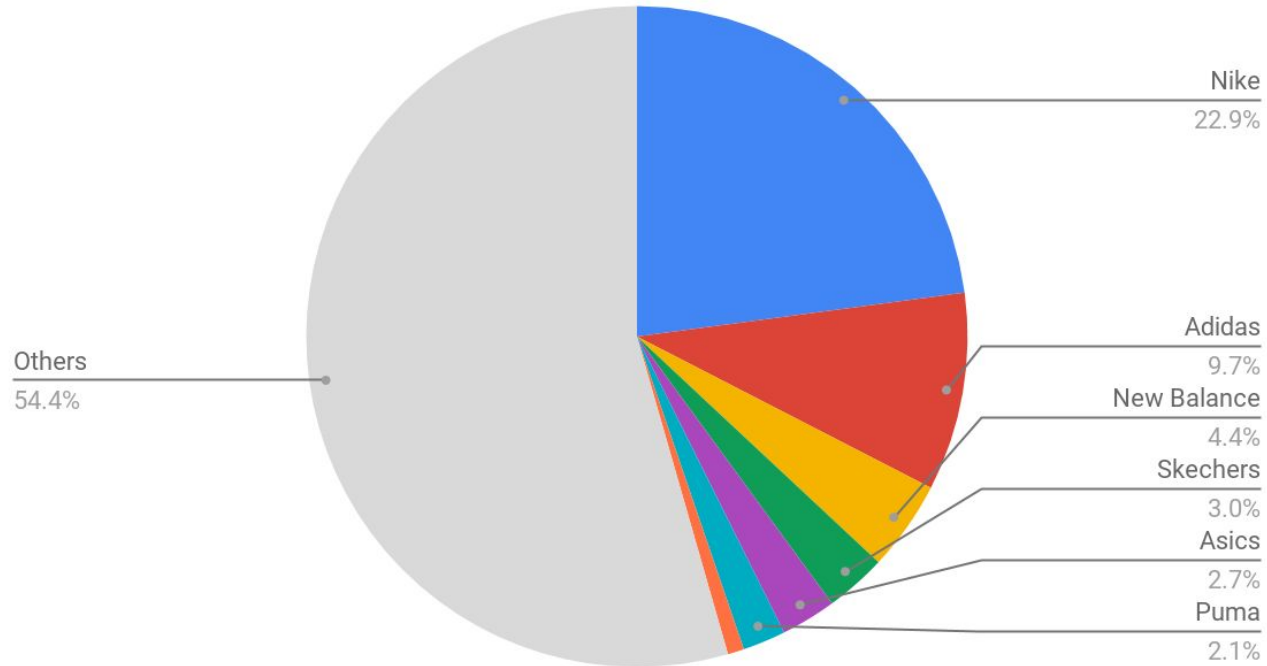
WHICH SHOES SHOULD
WE FOCUS ON?

TOP 100 MEN'S ATHLETIC SHOES VS. TOTAL COMMENTS



MARKET SHARE IMPACT ANALYSIS

Men Sports Shoes Market Shares 2015



2

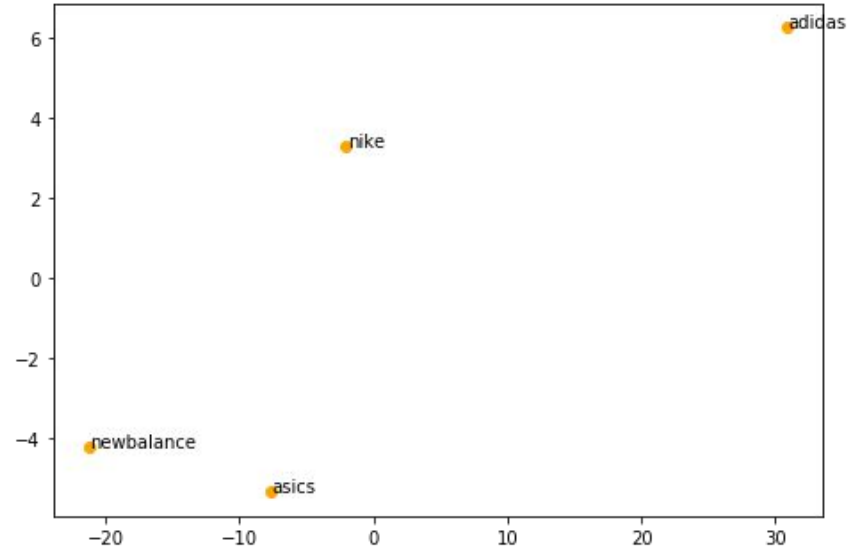
WHICH BRANDS WERE
MENTIONED TOGETHER
MOST OFTEN?

LIFT RATIOS BETWEEN BRANDS MDS MAP

New Balance and Asics are viewed as similar and are often mentioned together

Nike and Adidas not thought of in comparative terms

Nike and Adidas brands differ from New Balance and Asics



	adidas	asics	newbalance	nike
adidas	NaN	0.0296322	0.0153455	0.0363227
asics	0.0296322	NaN	0.111587	0.0766973
newbalance	0.0153455	0.111587	NaN	0.0763349
nike	0.0363227	0.0766973	0.0763349	NaN

3

WHAT ATTRIBUTES ARE
ASSOCIATED WITH EACH
BRAND?

LIFT CALCULATIONS

	fit	comfortable	uncomfortable	support	athletic	style	price	quality	badquality	value
nike	0.880794	0.989842	0.623935	0.711891	0.638240	0.705553	0.749197	0.687074	0.599219	0.822783
adidas	0.902999	0.758968	1.048081	1.075714	1.218325	1.639859	0.849065	1.131437	1.302559	0.346783
newbalance	1.153031	1.077868	0.925459	1.095259	0.835445	0.865633	1.008573	1.051050	1.096778	1.013195
asics	1.117024	1.197265	1.555793	1.283269	1.402747	0.870753	1.451592	1.198832	1.081903	1.970970

ATTRIBUTES ASSOCIATED WITH EACH BRAND



Nike scored ~1 for most attributes

Least associated with bad quality, uncomfortable, and athletic



Adidas was highly associated with style, athletic and bad quality

Least associated with value



Asics was highly associated with value, price, athletic and uncomfortable

Least associated with style



New Balance scored ~ 1 for all attributes besides athletic, and style.

Least associated with athletic and style

4

ARE BRAND
ADVERTISEMENTS IN LINE
WITH WHAT CONSUMERS
ARE SAYING?

Brand Image Lift Calculation

image	nike	adidas	newbalance	asics	Suppose_brand
spirited	0.000000	1.983135	0.000000	1.988066	Nike
aggressive	0.321124	0.661045	0.526538	2.319410	Nike
excited	0.770699	1.586508	1.263690	0.795226	Nike
athlete	0.000000	2.644180	0.000000	1.325377	Nike
authentic	0.481687	2.974702	0.394903	0.000000	Adidas
leading	0.000000	0.000000	0.000000	3.976131	Adidas
practical	0.000000	1.983135	0.000000	1.988066	Adidas
trust	1.133381	0.466620	1.486694	1.169450	Adidas
fashion	0.770699	1.850926	1.053075	0.530151	NewBalance
retro	0.000000	3.966270	0.000000	0.000000	NewBalance
lifestyle	1.541398	0.793254	1.895535	0.000000	NewBalance
forward	0.889268	1.220391	0.729052	1.376353	NewBalance
bright	0.700635	0.721140	0.861607	1.807332	Asics
happy	1.040297	0.678639	1.069092	1.269943	Asics
positive	0.963373	0.495784	1.579613	1.988066	Asics
selected	0.000000	1.322090	0.000000	2.650754	Asics

Nike

No lift in desired area

Adidas

Occupy the authentic and practical space

Very retro

Low in trust

New Balance

Rebranding to retro in progress

Branded as lifestyle for past years

Asics

Unique branding

KEY TAKEAWAYS AND INSIGHTS

CO-MENTIONS

New Balance and Asics are competitors and must find unique identifier to differentiate themselves.

New Balance and Asics are in a different space than Nike and Adidas.

Nike and Adidas are already in their own distinct spaces. No need to focus on differentiating.

ATTRIBUTES

Asics is the shoe with the most value, but could focus on making their shoes more comfortable.

Adidas is a very stylish shoe, but can work on becoming more durable.

Asics and New Balance are less stylish and thought of as functional shoes.

Nike had no associations over 1 for any of the attributes.

ADVERTISING

Asics and Adidas are doing a good job in portraying their brand image.

New Balance must push hard to rebrand.

Nike needs to touch on being a “lifestyle” shoe in branding.



Thank You!