



# YEEZY SNEAKER DATA

Webscrape of Leading Sneaker Resell Website StockX

Josh Yoon



# Introduction

- In the past decade, sneaker culture has reached explosive popularity, and given rise to various avenues for buying and selling rare and prized sneakers.
- According to a study conducted by [Campless](#), as of 2014, reselling sneakers is estimated to be a \$1 Billion industry.
- Retail vs Resell
  - *Retail – Mass release of sneaker models to major sneaker retailers such as Footlocker, Finishline, Adidas Stores, Nike Stores, etc. Otherwise referred to as primary marketplace.*
  - *Resell- Secondary marketplace where sellers who have highly coveted sneakers in their possession(usually sold out elsewhere else) can place their shoes to be sold to buyers willing to pay a premium to acquire rare, discontinued sneakers. Some big names in sneaker resell are Flightclub, StockX, GOAT, Stadium Goods, Ebay, etc.*





# Topic of Focus: Adidas Yeezy Sneakers

- Many different brands and styles are available for buying/selling in sneaker resell marketplaces , but for today's purposes I will focus in on the notorious Adidas Yeezy sneaker line by Kanye West.
- Why Yeezys?
  - *After a controversial and abrupt end of partnership with Nike, Kanye jumped shipped to Adidas and his impact was felt almost easily,*
  - *Lauching his first model with Adidas ( Yeezy 750) in February 2015, sneaker apps and websites crashed almost instantaneously, and his sneakers sold out in the matter of seconds.*
  - *In 12 months, since the launch of the first sneaker, Adidas is estimate to increase total revenue by a [whopping \\$2B](#).*
  - *In addition, Adidas's [stock price](#) went from \$63.2 before the launch of Yeezy line to \$147.50 as of early 2017. (+133% Increase)*

# Overview of Adidas Yeezy Line (Feb 2015- Current)

- Total Models : 8
- Total Styles: 31 (Including individual colorways of models)
- Total Sales as of Oct 2017 : 51,460 pairs of sneakers
- Avg. Resell Price: \$1,103
- Avg. Percent Above Retail Price: +366%
- Highest Price Reached: \$6,000 (+2,456% above retail price)

# Overview of Adidas Yeezy Line Cont'd

Model Name	750	350 V1	350 V2	Powerphase
				
Number of Styles(Colors)	4	5	8	1
First Release Date	Feb 2015	Jun 2015	Sep 2016	Mar 2017
Original Retail Price	\$350	\$200	\$220	\$120
Avg. Resell Price	\$1,452	\$1,580	\$796	\$233
Avg. Resell Percentage	+315%	+690%	+262%	+94%
Highest Price Reached	\$6,000	\$5,112	\$2,562	\$521

# Data Acquisition

- used Scrapy and Selenium to scrape historical selling data of sneakers from stockx.com, one of the most popular sneaker resell marketplaces.

Secure | <https://stockx.com/adidas-yeezy-boost-750-triple-black>

stockX

Search for brand, color, etc.

adidas Yeezy Boost 750 Triple Black

Condition: Deadstock | Ticker: YZY750-BLACK

Size All

Last Sale \$1,100 ▲\$200 (22%)


Size 12 | View All Sales

\$945 Lowest Ask Buy or Bid

\$1,115 Highest Bid Sell or Ask

Size 7 | View All Asks

Size 14 | View All Bids



STYLE BB1839 COLORWAY BLACK/BLACK-BLACK RETAIL PRICE \$350 RELEASE DATE 2015-12-19

52 WEEK HIGH \$2,495 | LOW \$800

TRADE RANGE (12 MOS.) \$1,043 - \$1,157

VOLATILITY 5.2%

Secure | <https://stockx.com/adidas-yeezy-boost-750-triple-black>

stockX

Search for brand, color, etc.

SALES HISTORY (STOCKX + MARKET)

BOOST 750 LIGHT \$895 LAST SALE: \$1,135

BOOST 750 OG LIGHT \$1,650 LAST SALE: \$4,250

These are actual sales from StockX as well as other marketplaces, apps, and resellers.

Zoom 1m 3m 6m YTD 1y All

From Sep 29, 2016 To Oct 24, 2017

DATE TIME SIZE SALE PRICE

Tuesday, October 24, 2017	4:00 PM EST	12	\$1300
Tuesday, October 24, 2017	3:54 PM EST	12	\$900
Monday, October 23, 2017	1:01 PM EST	10	\$975
Monday, October 23, 2017	11:21 AM EST	10	\$960
Sunday, October 22, 2017	1:53 PM EST	11	\$975
Friday, October 20, 2017	6:19 PM EST	9	\$975
Friday, October 20, 2017	1:46 PM EST	10	\$936
Friday, October 20, 2017	1:26 PM EST	11	\$1,017
Friday, October 20, 2017	12:01 PM EST	12	\$950
Thursday, October 19, 2017	9:32 AM EST	11	\$950
Wednesday, October 18, 2017	5:43 PM EST	11	\$856
Wednesday, October 18, 2017	5:39 PM EST	10	\$975
Wednesday, October 18, 2017	3:49 PM EST	8	\$1,008
Wednesday, October 18, 2017	9:12 AM EST	13	\$900
Tuesday, October 17, 2017	1:23 PM EST	7	\$999
Monday, October 16, 2017	3:31 PM EST	10	\$935
Monday, October 16, 2017	12:44 PM EST	10	\$972
Saturday, October 14, 2017	2:30 AM EST	6	\$810
Saturday, October 14, 2017	1:48 AM EST	6	\$1,250
Friday, October 13, 2017	6:53 PM EST	11	\$856

OF SALES 436

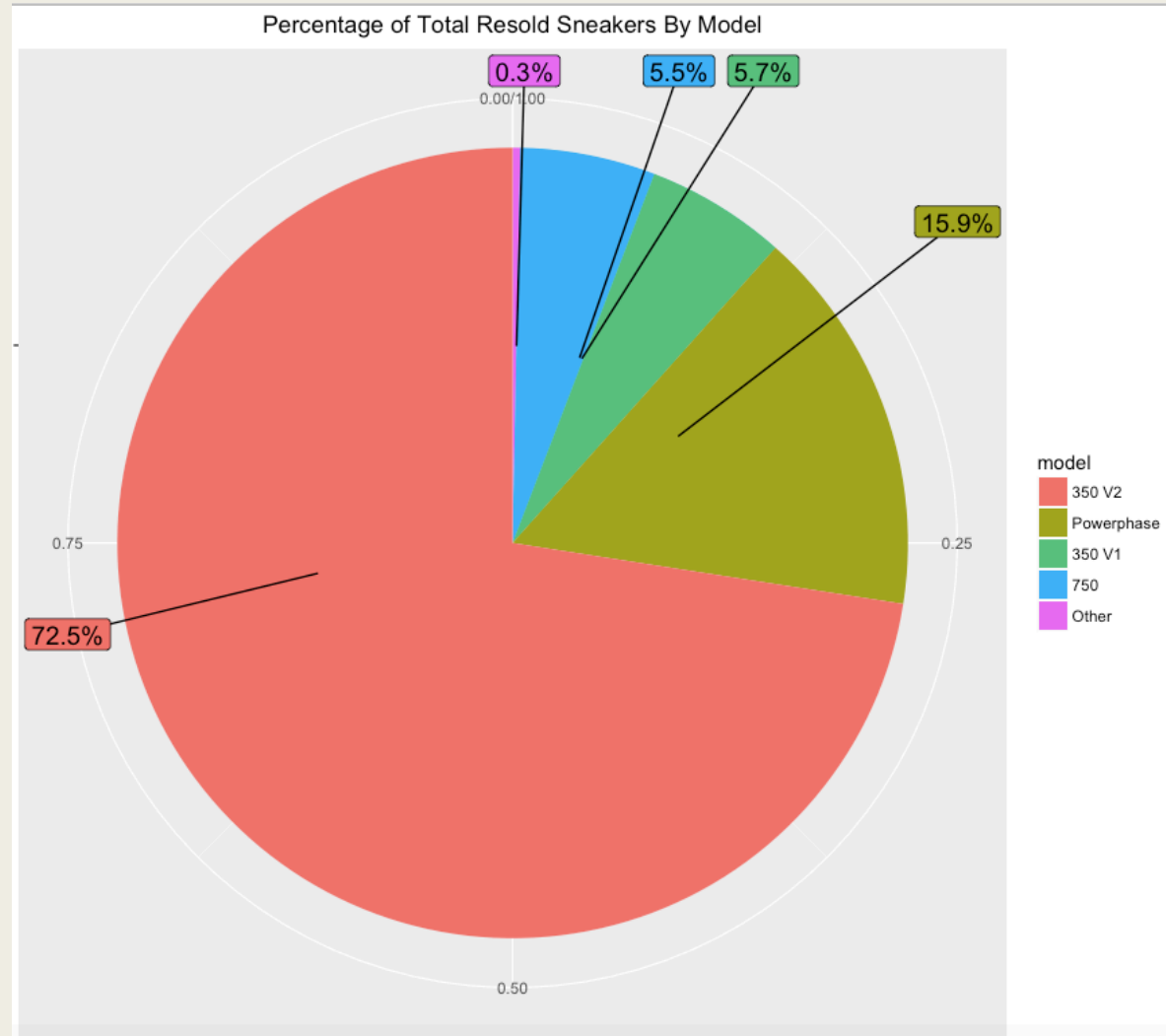
CE PREMIUM 14.3%

GE SALE PRICE \$1188

FAQ | HOW IT WORKS | REVIEWS

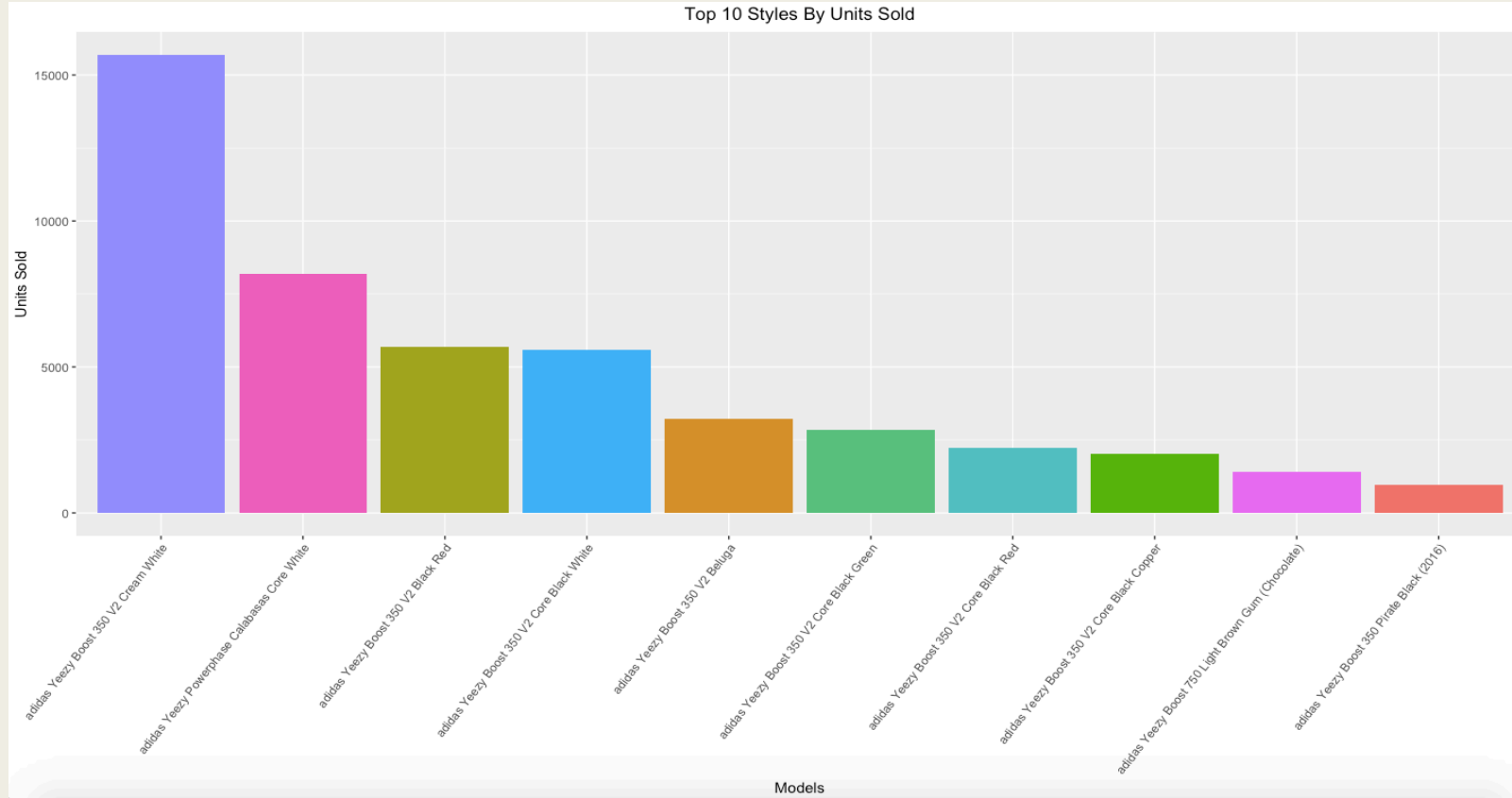
Recent Updates Off White x Jordan 1 Chicago

# Percentage of Resold Sneakers by Model



- 72.5% of data is Yeezy 350 V2 model that launched Sep 2016
- Second place at 15.9% is the Yeezy Powerphase model which only had 1 colorway(white) released.
- The two newer models( 350 V2 and Powerphase), account for over 88% of Yeezy sneakers sold.
- What does this mean?
- \*\*\* “Other” refers to 4 boot models released in Kanye’s high fashion line in extremely limited releases to luxury boutiques. Only account for 0.3% of resell market and will be disregarded.

# Top 10 Yeezy Styles



350 V2 Cream



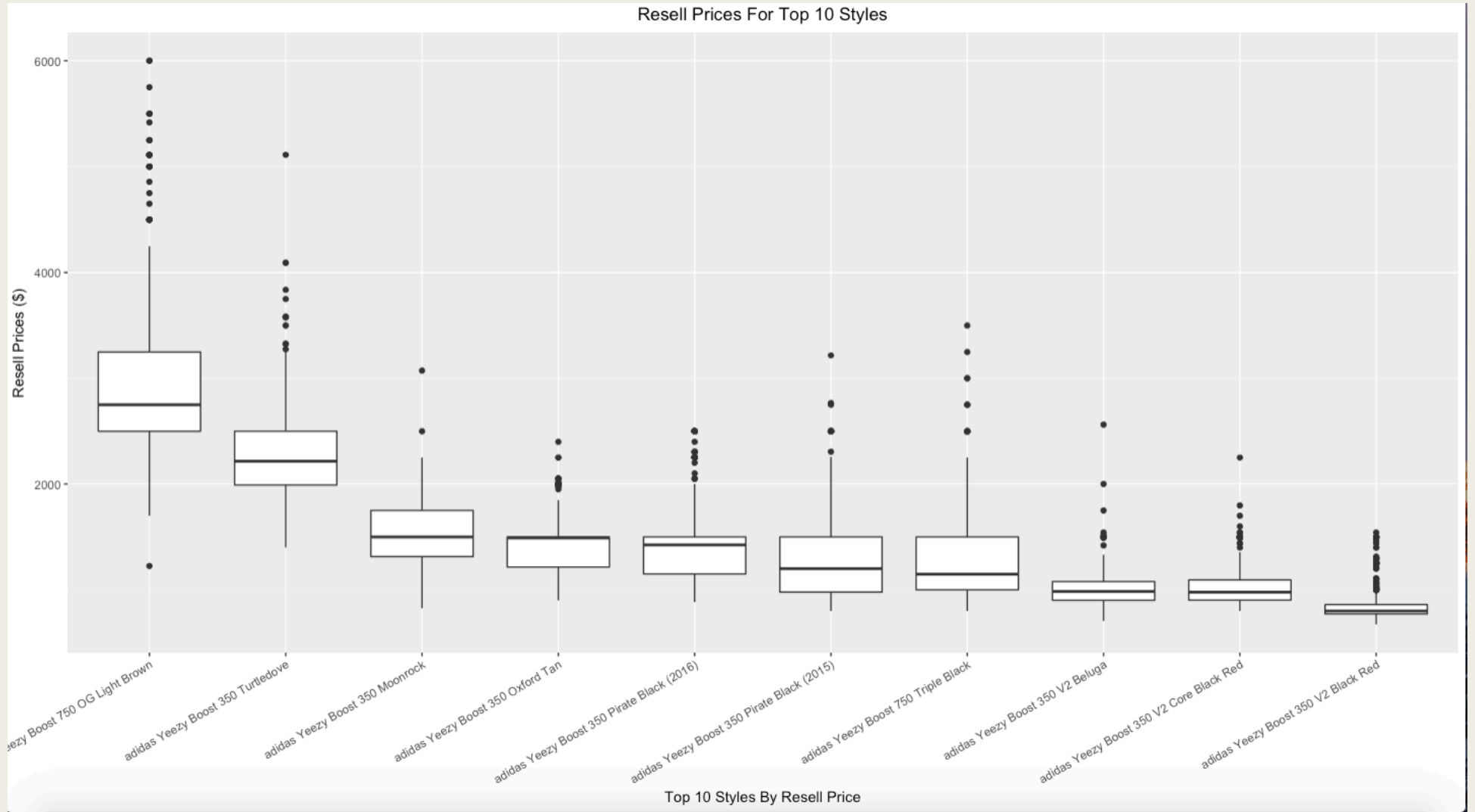
Powerphase



- Number 1 is Cream Yeezy 350 V2, which doubles the next best selling style.
- Number 2 is Yeezy Powerphase which is also all white shoe.
- What do top 2 selling styles have in common? Much lower resell price.
  - Avg Cream Yeezy 250 V2: \$536
  - Avg. Yeezy Powerphase: \$233
  - Avg. of All Yeezy Sneakers: \$1,103

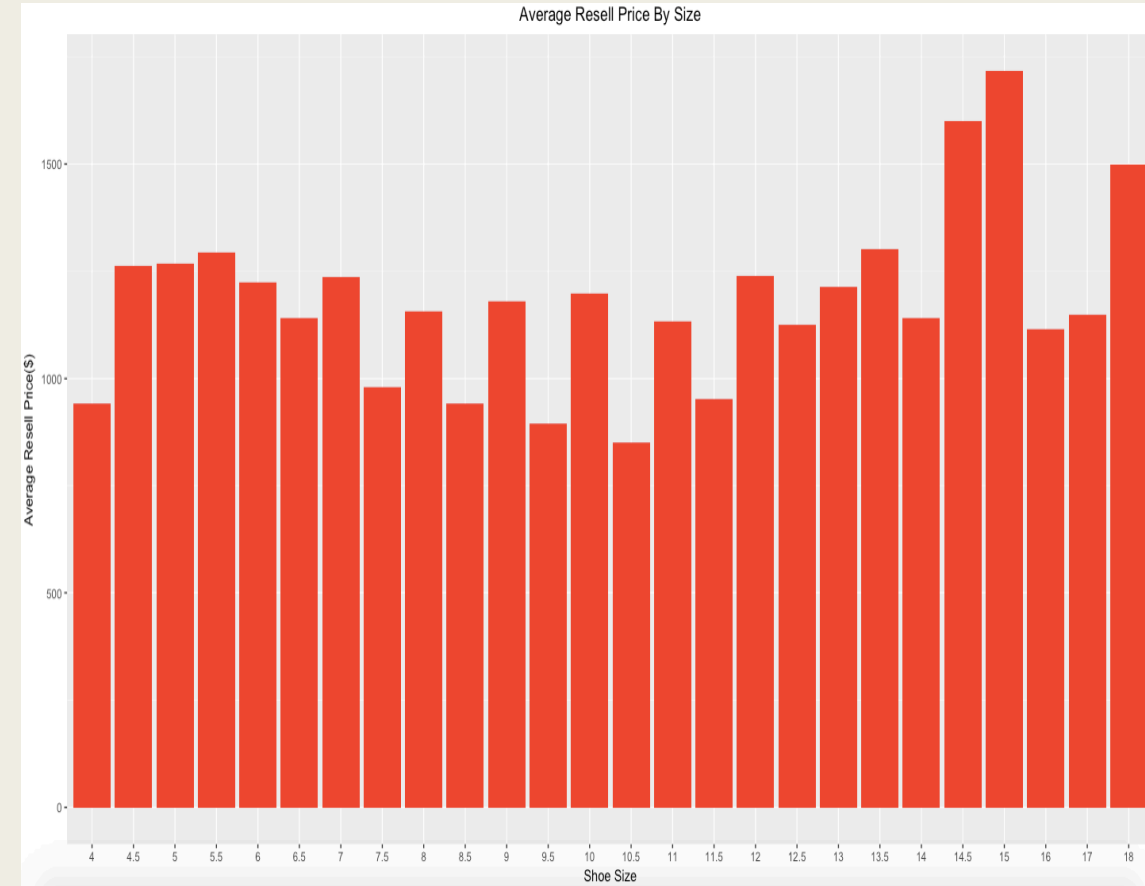
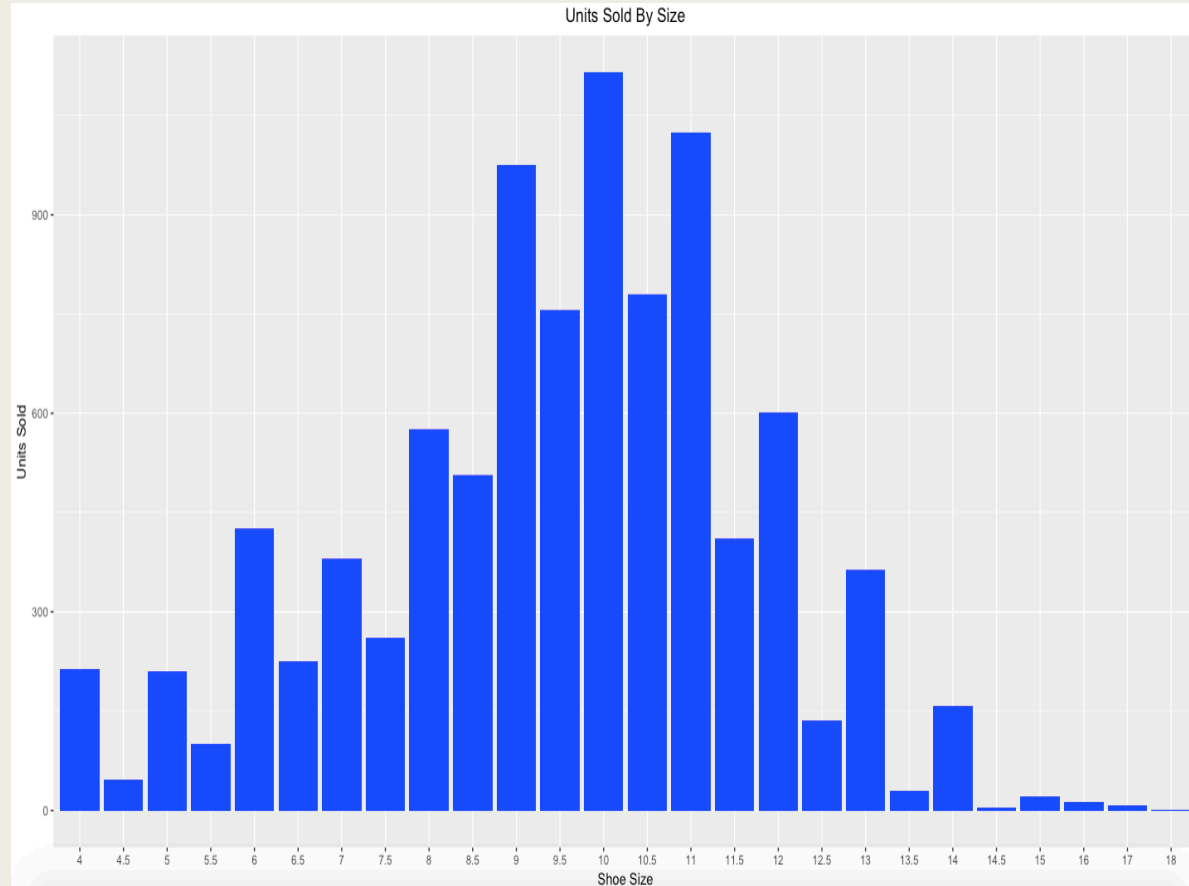


# Resell Prices Trends



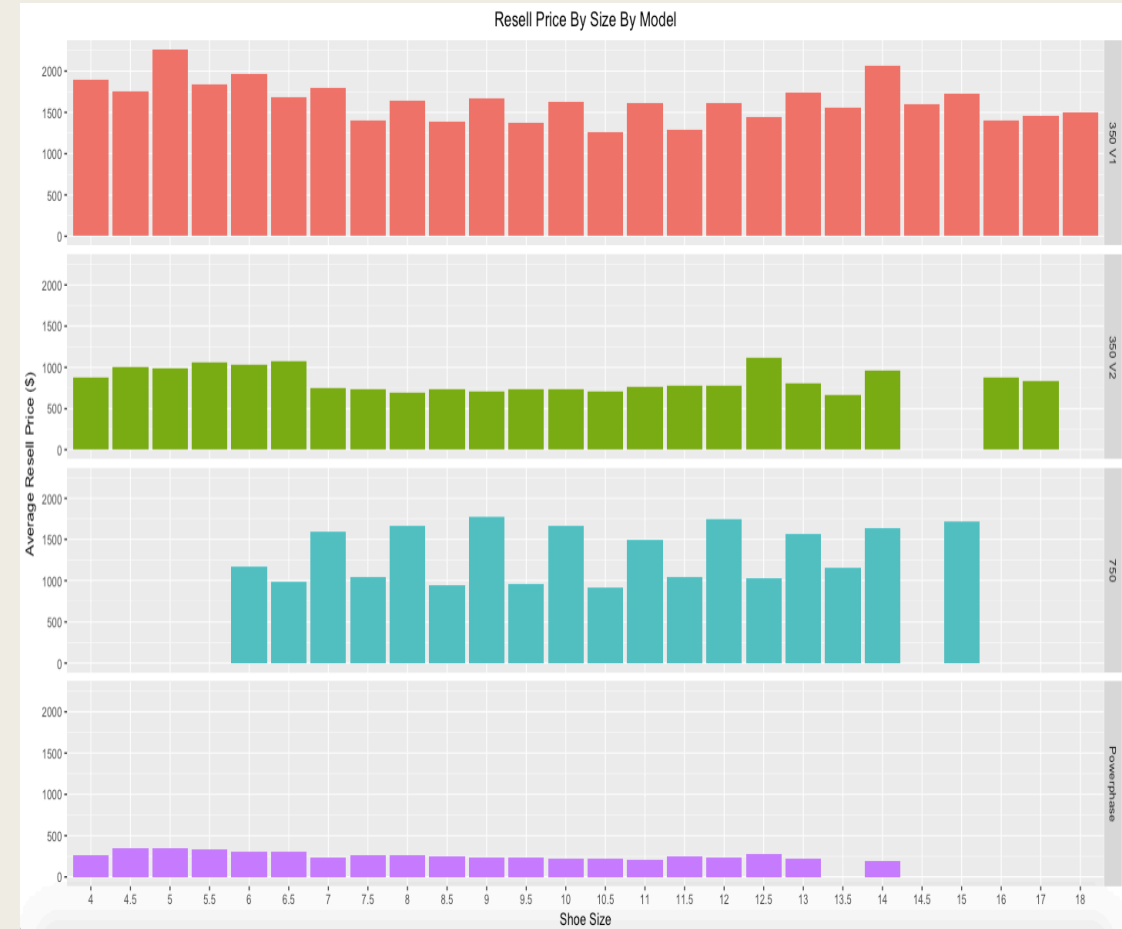
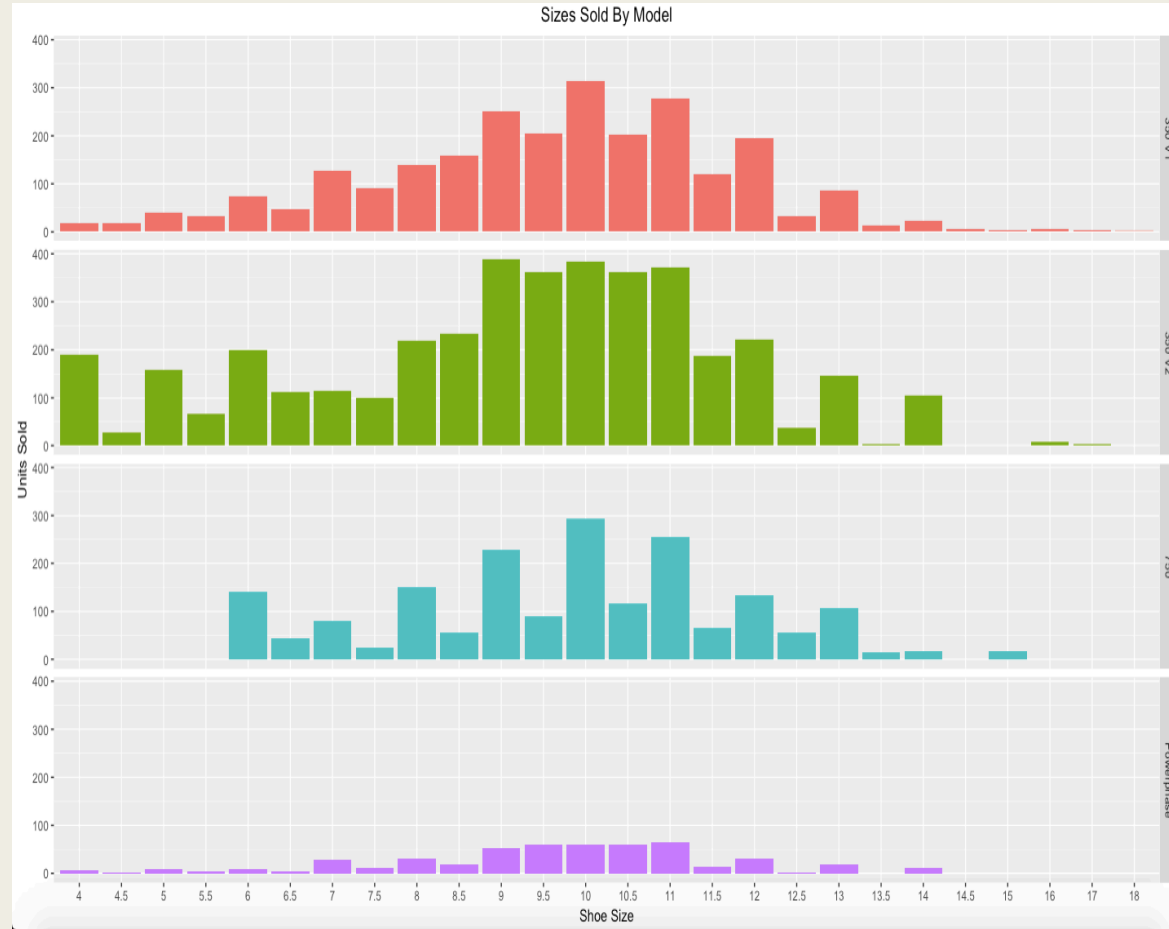
- Visualization of resell prices by individual style
- Shows most models have established price range (shown by edges of box) and for most Yeezy sneakers, there are many purchases made well above the median prices.

# Size- All Yeezy Sneakers



- 9,10, 11 are most popular sold sizes
- Really large sizes are rare on resell platforms
- Is there correlation between how “rare” a sneaker is (low availability on sneaker reselling platforms) with higher price points?

# Size By Model



- Units Sold and Avg. Resell Price broken out by models.
- Interesting trend in 750 model. First colorway had no half sizes!

# Yeezy 750 Models



**adidas Yeezy Boost 750**  
**Light Brown Gum**



**adidas Yeezy Boost 750**  
**Light Grey Glow In The Dark**

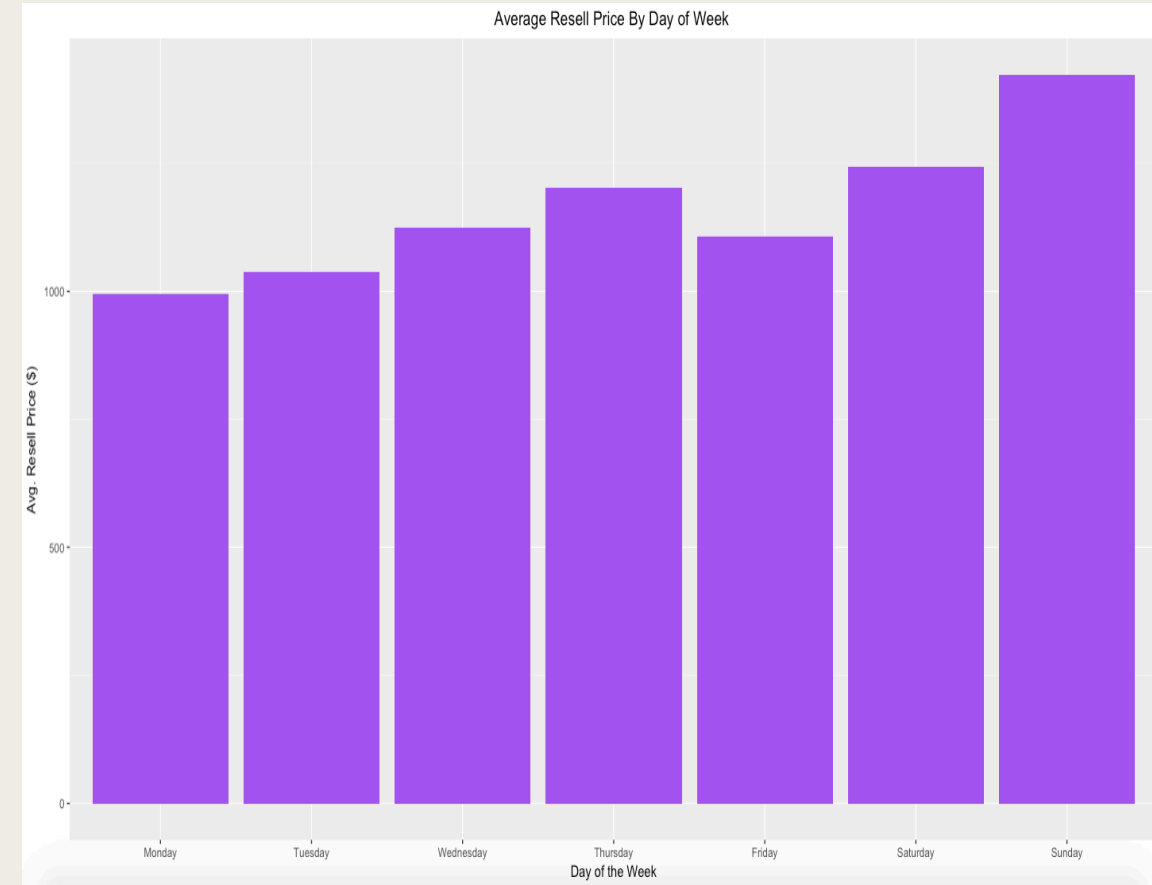
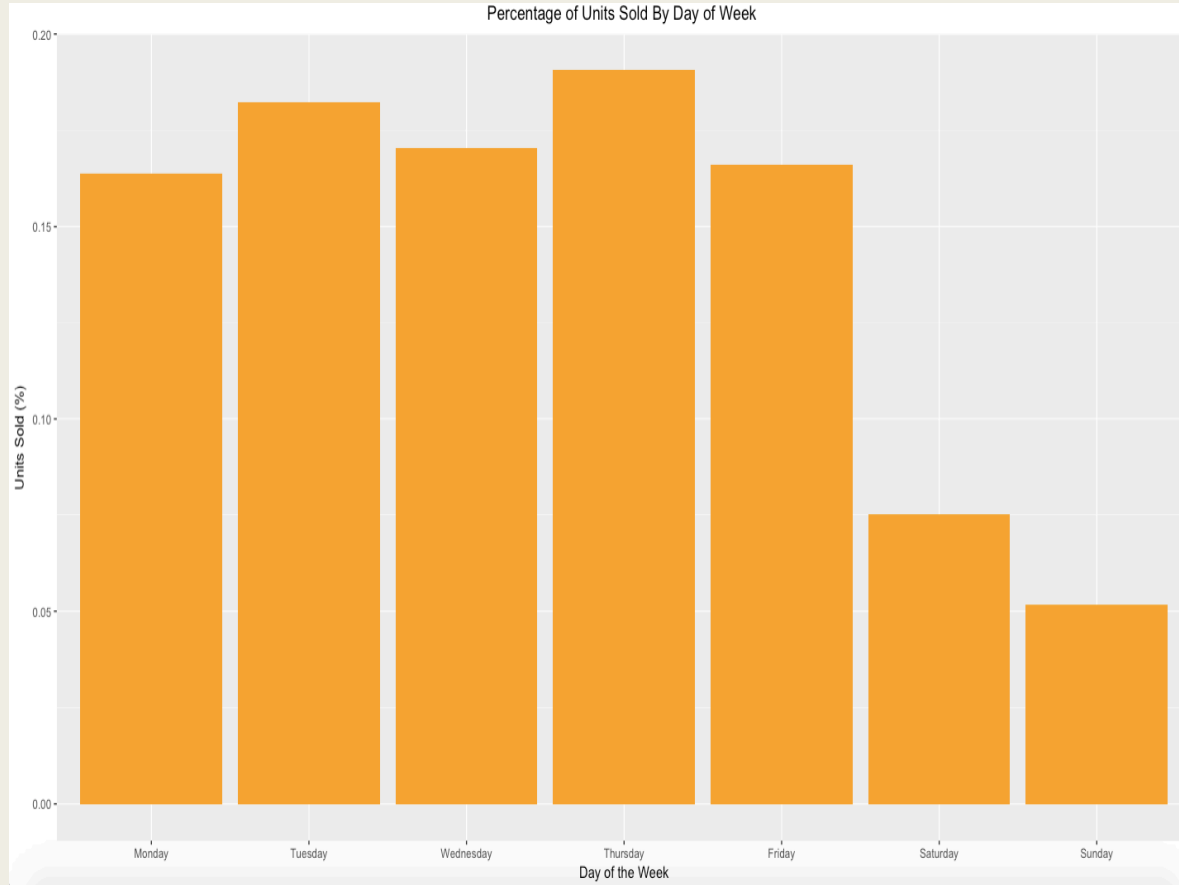


**adidas Yeezy Boost 750**  
**Triple Black**



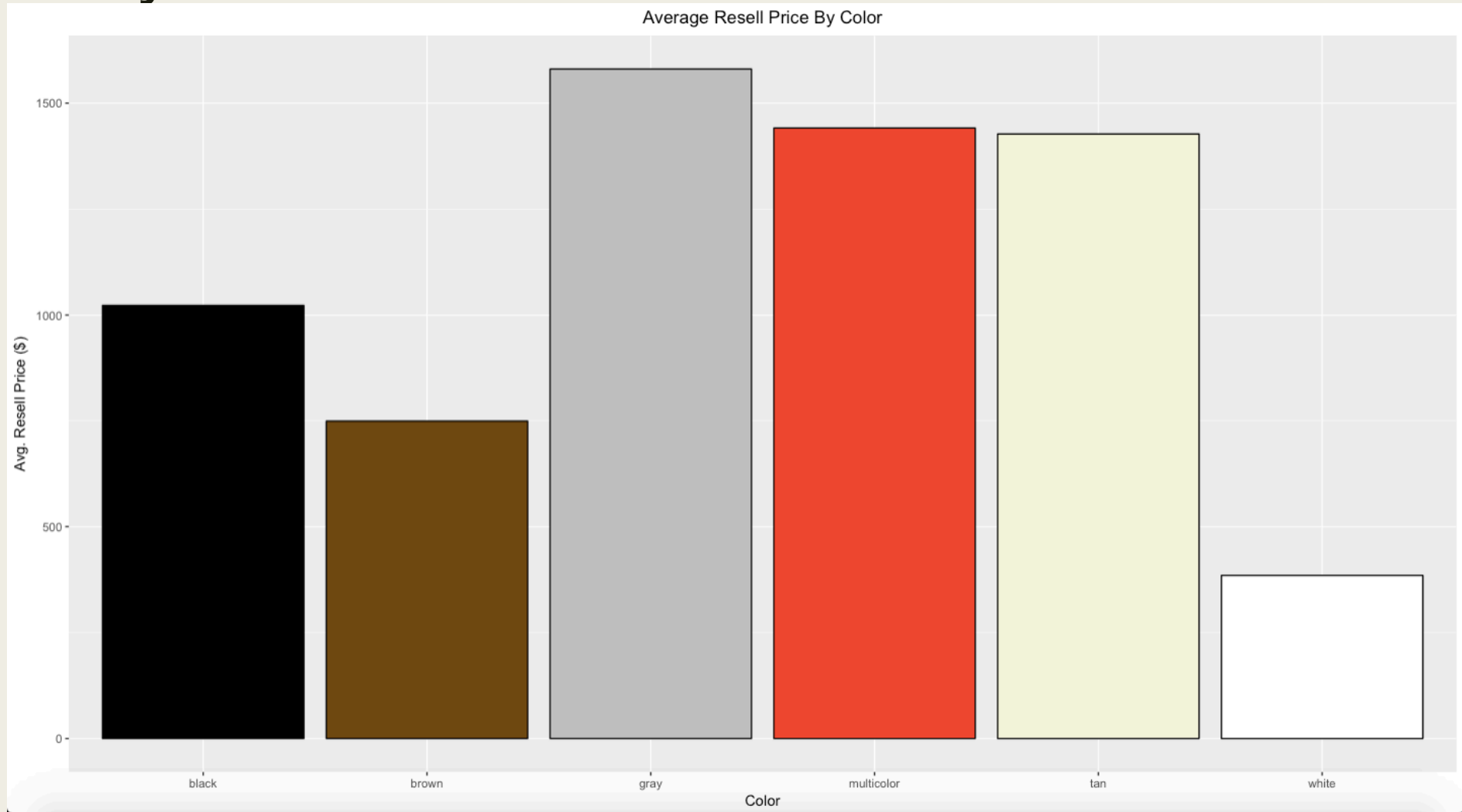
**adidas Yeezy Boost 750 OG**  
**Light Brown**

# Yeezy Selling By Day of the Week



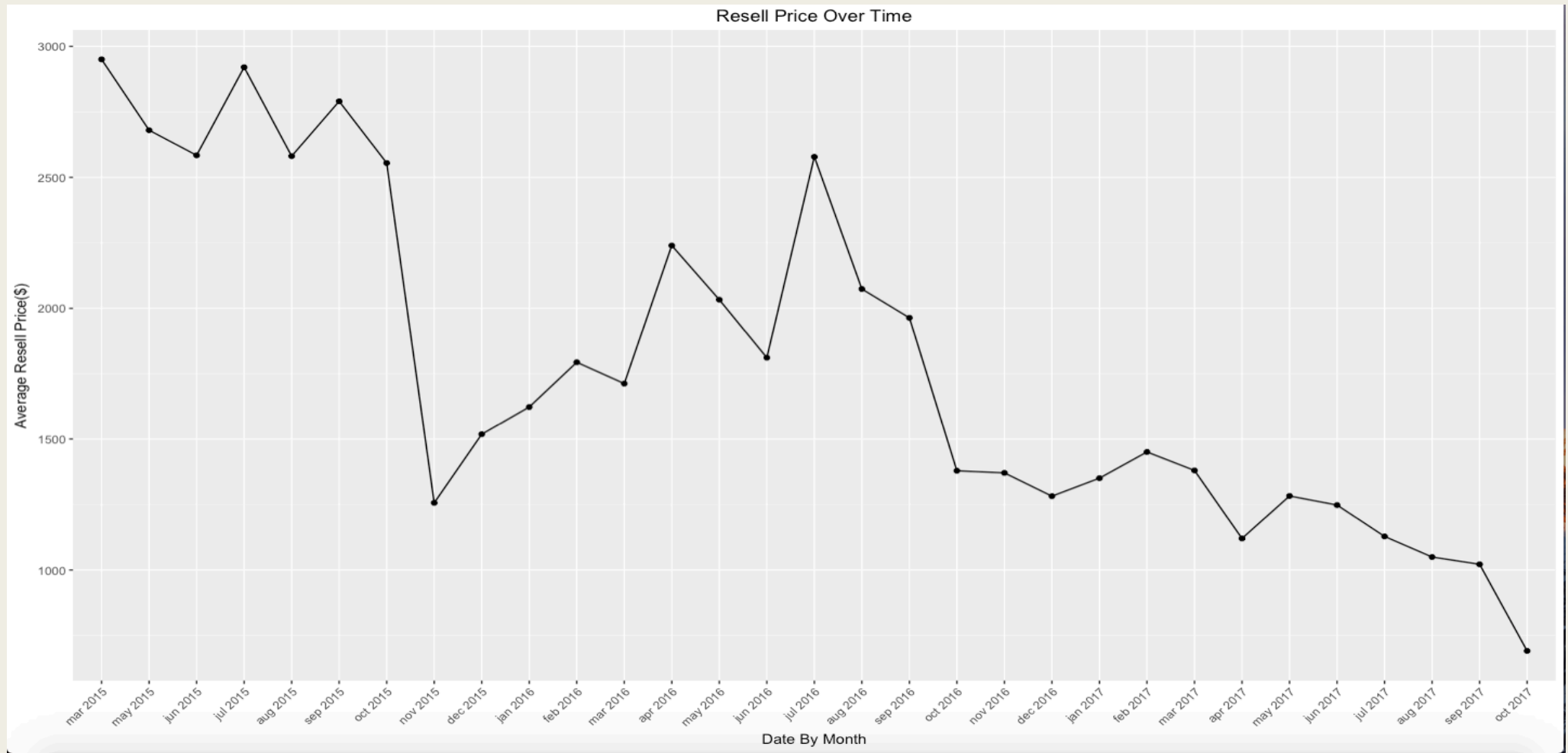
- Interesting finding: significantly less shoes are sold on weekends than on weekdays. Additionally, prices increase almost linearly from Monday to Sunday.
  - Buyers shop during the week, and not on weekends.
  - Pricing makes sense, as early shoppers get first dibs on most competitively priced pairs and as the week goes, the remaining offers are more and more expensive.

# Price By Color



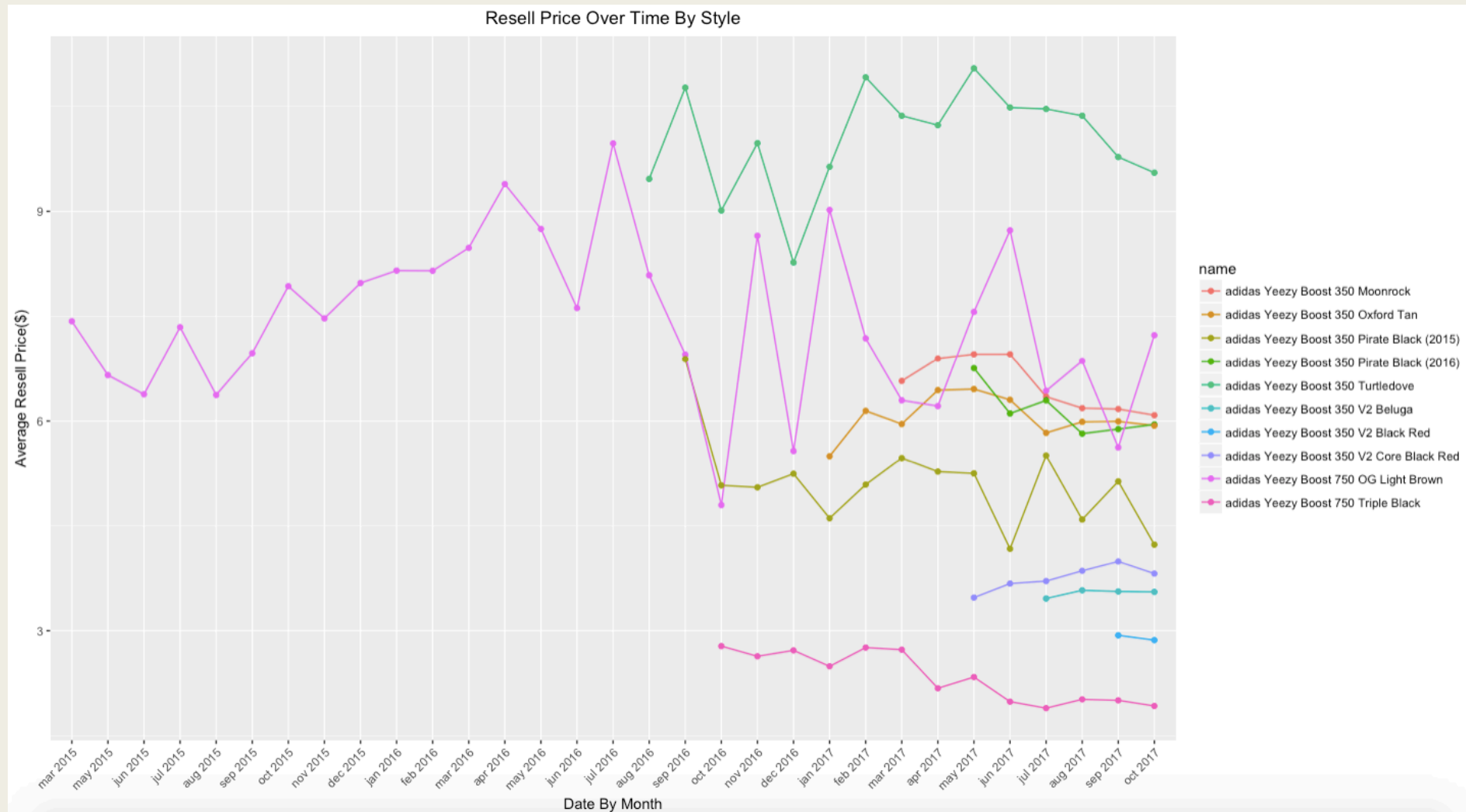
- Interesting fact: Almost \$1000 difference in price between grey and white Yeezy sneakers!
- Chart can be useful in predicting resell prices of future yeezy sneakers.

# Prices Over Time



- Is the value of Yeezy sneakers declining over time?

# Prices Over Time



- Tracking resell prices over time for individual styles (Top 10 Styles) to see if they are depreciating.
- Although there is fluctuation, looks like in general individual styles have no negative trend.
- Conclusion: Newer styles are reselling at lower prices, bringing down total average price of Yeezy sneakers but sneakers are not declining in resell price.



# Conclusions

## ■ For Sellers:

- *Will get most return from either really large sizes or the most common sizes 9, 10, 11.*
- *Gray color sneakers sell at highest pricepoint*
- *Any 750 model will get you rich.*

## ■ For Buyers:

- *Shop earlier during the week!*
- *easiest to find 9,10,11 sizes*
- *white colors are most affordable*

# Opportunities For The Future

- Analyze larger scope of brands and models (i.e. Jordans, Nikes, etc)
- Deep dive into the productivity and growth of each sneaker resell marketplace (StockX vs. Ebay vs Flightclub vs GOAT vs Stadium Goods)
- Apply machine learning techniques to predict resell prices for upcoming Yeezy sneaker releases.



Questions?