



# YEEZY SNEAKER DATA

Webscrape of Leading Sneaker Resell Website StockX

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# Introduction

- In the past decade, sneaker culture has reached explosive popularity, and as a result given rise to various avenues for buying and selling rare and prized sneakers.
- According to a study done 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.*





# 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)

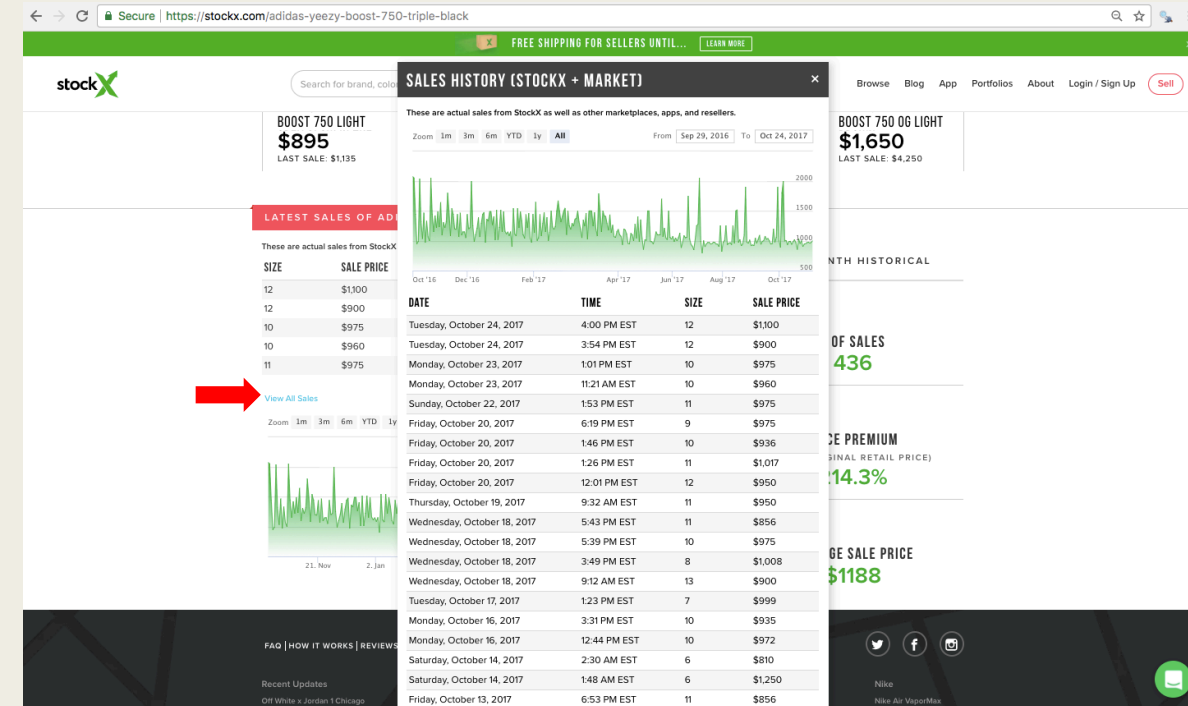
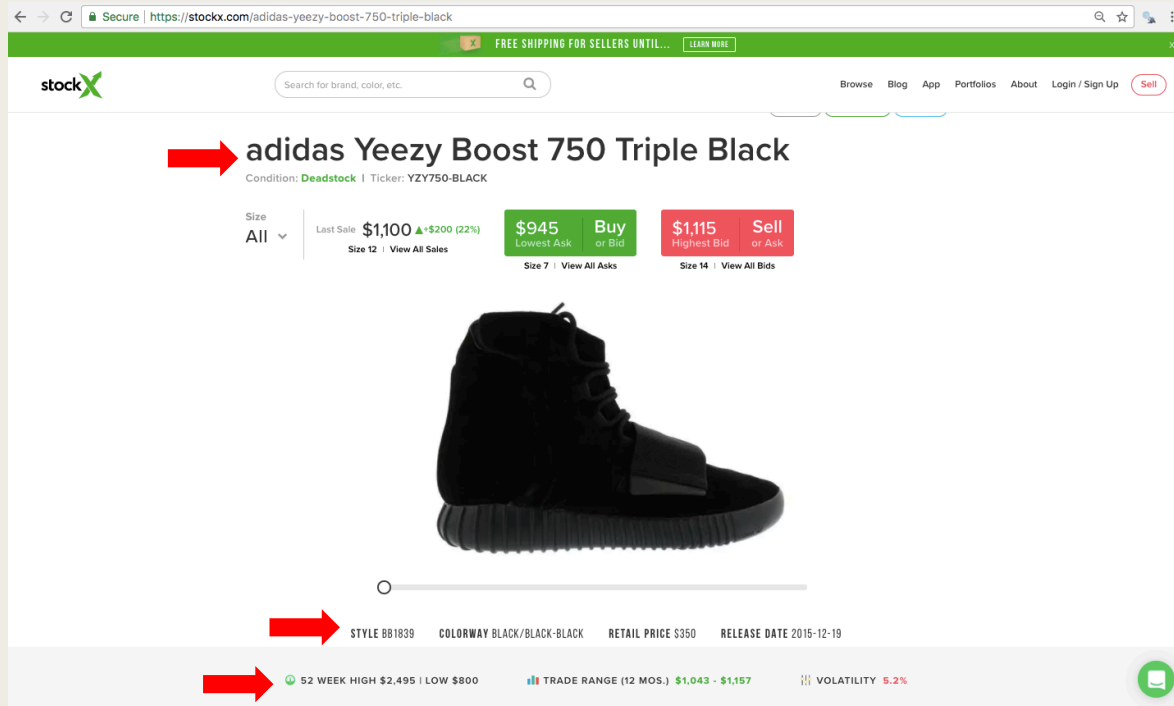
- Total Models : 8
- Total Styles: 31 (Including individual colorways of models)
- Total Sales as of Oct 2017 : 51,460 pairs of sneakers
- Avg. Resell Price: \$1,103
- Avg. Percent Above Retail Price: +366%
- Highest Price Reached: \$6,000 (+2,456% above retail price)

# Overview of Adidas Yeezy Line Cont'd

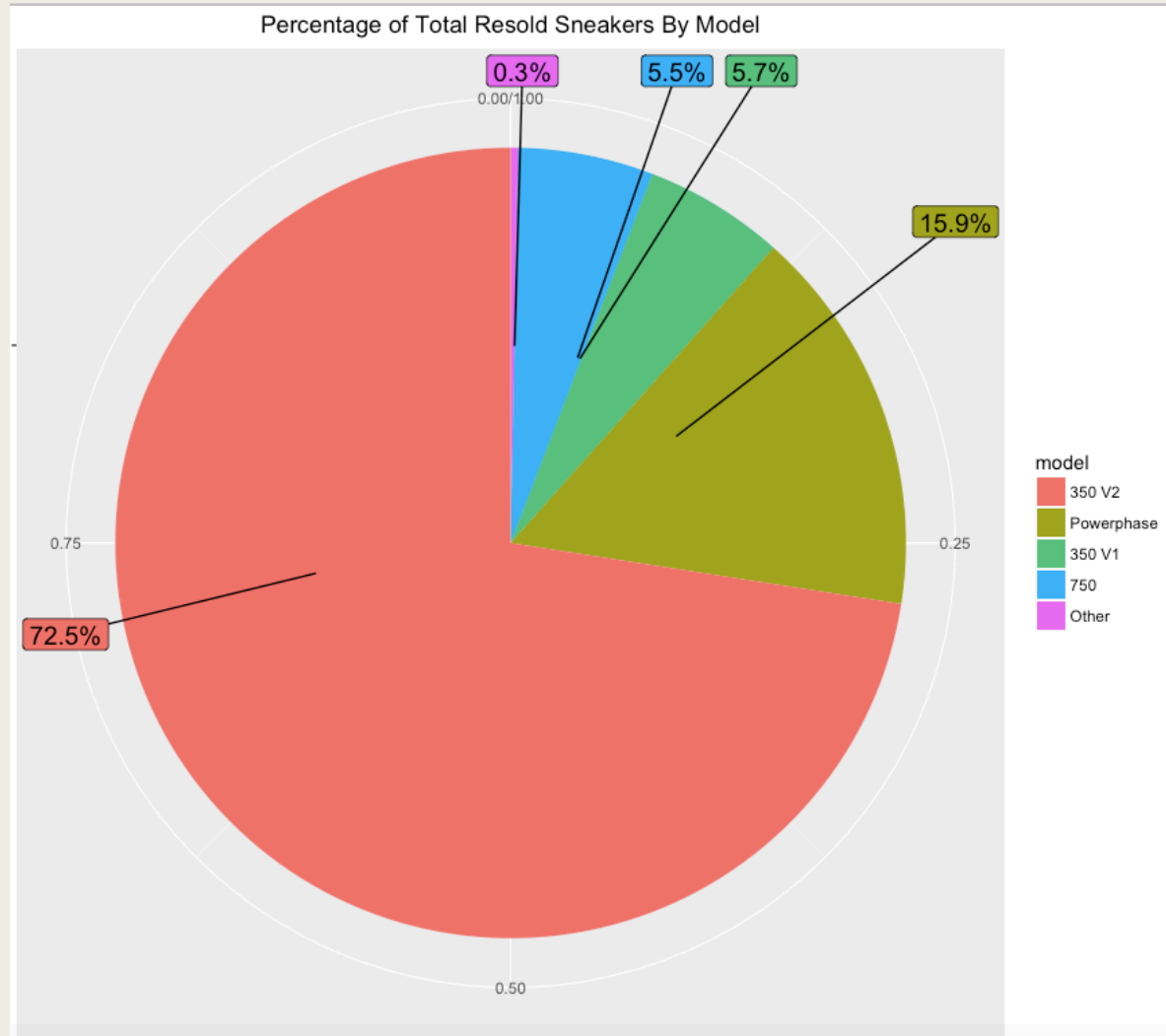
Model Name	750	350 V1	350 V2	Powerphase
				
Number of Styles(Colors)	4	5	8	1
First Release Date	Feb 2015	Jun 2015	Sep 2016	Mar 2017
Original Retail Price	\$350	\$200	\$220	\$120
Avg. Resell Price	\$1,452	\$1,580	\$796	\$233
Avg. Resell Percentage	+315%	+690%	+262%	+94%
Highest Price Reached	\$6,000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

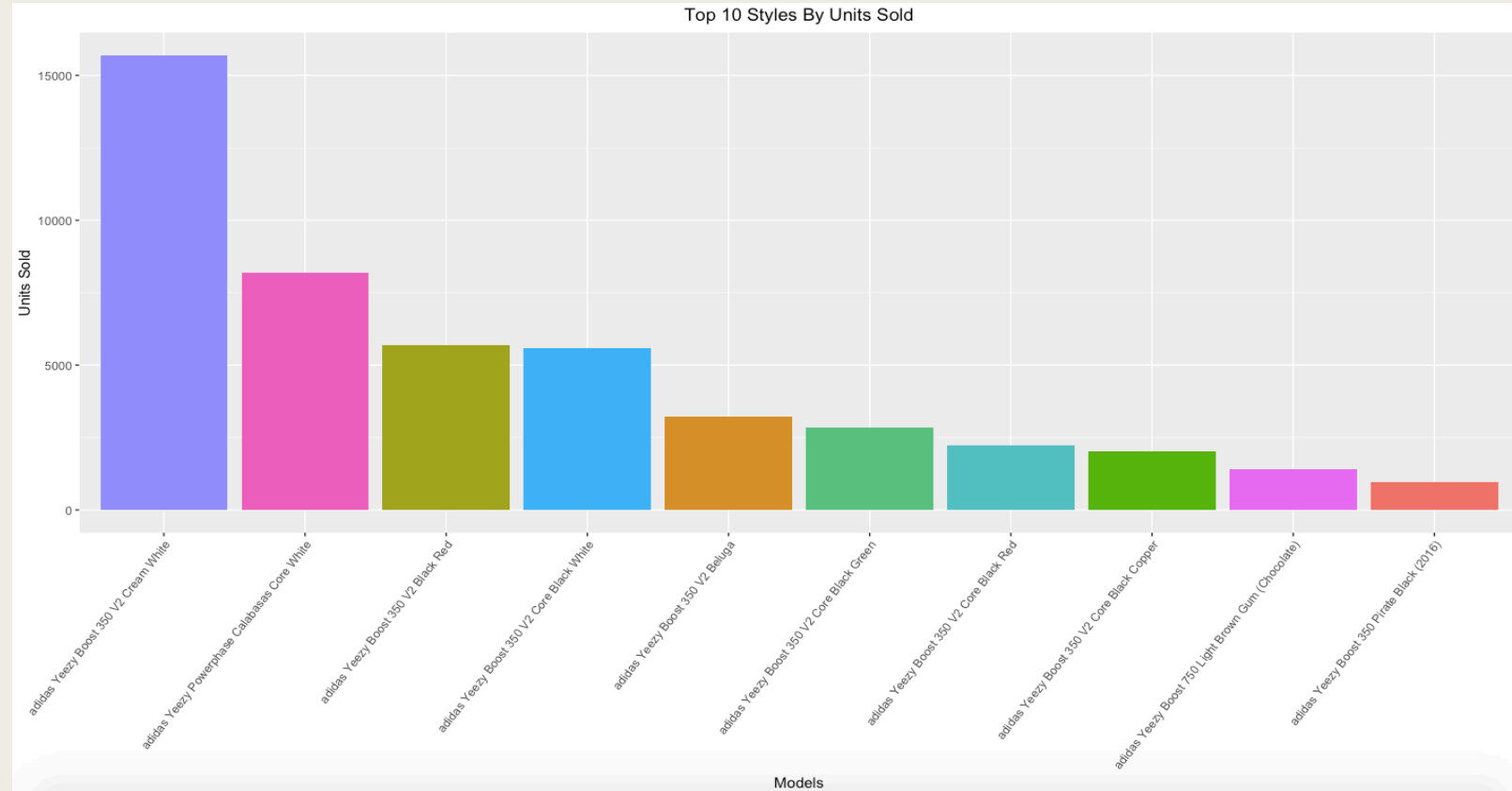


# Percentage of Resold Sneakers by Model



- 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.

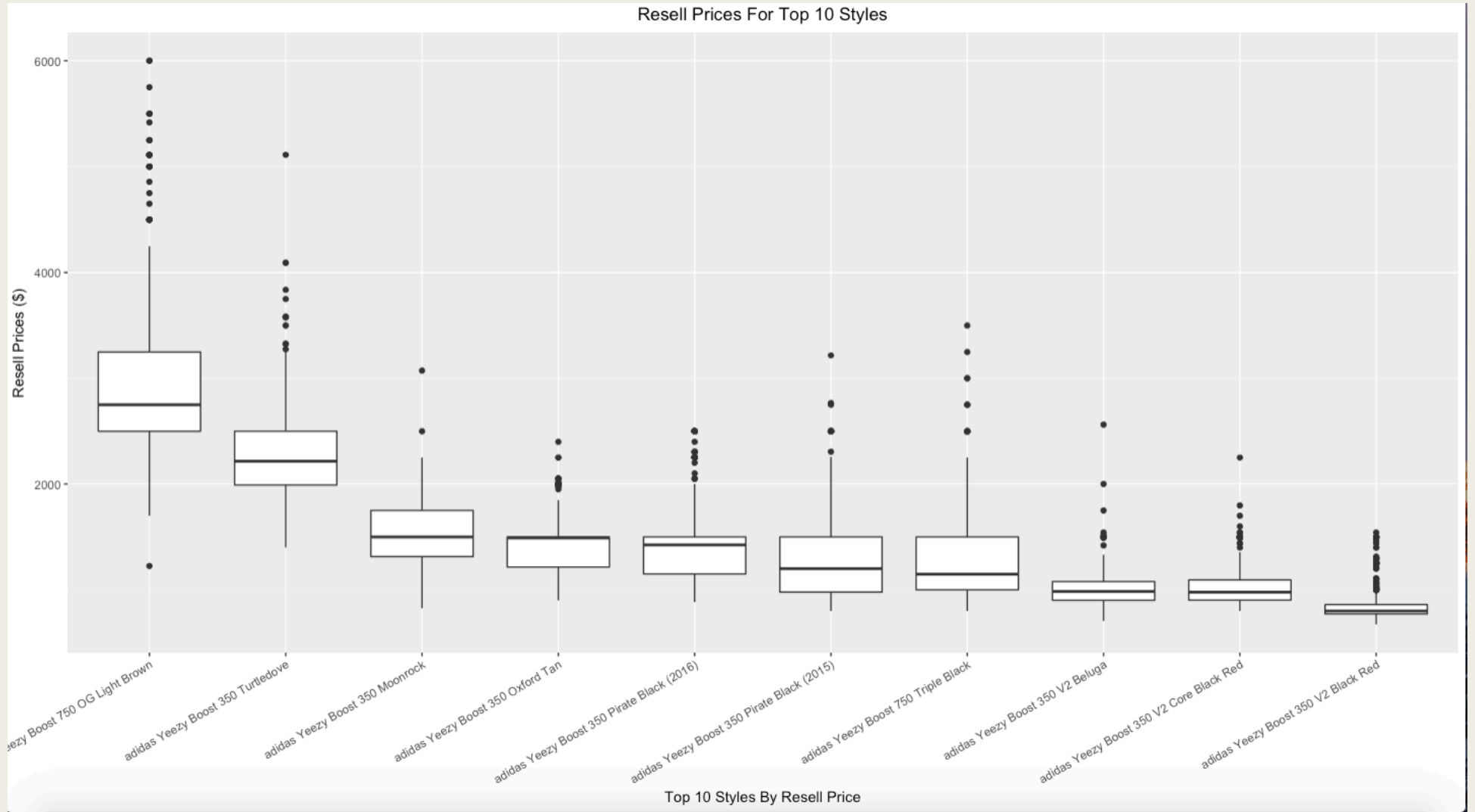
# Top 10 Yeezy Styles



- 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

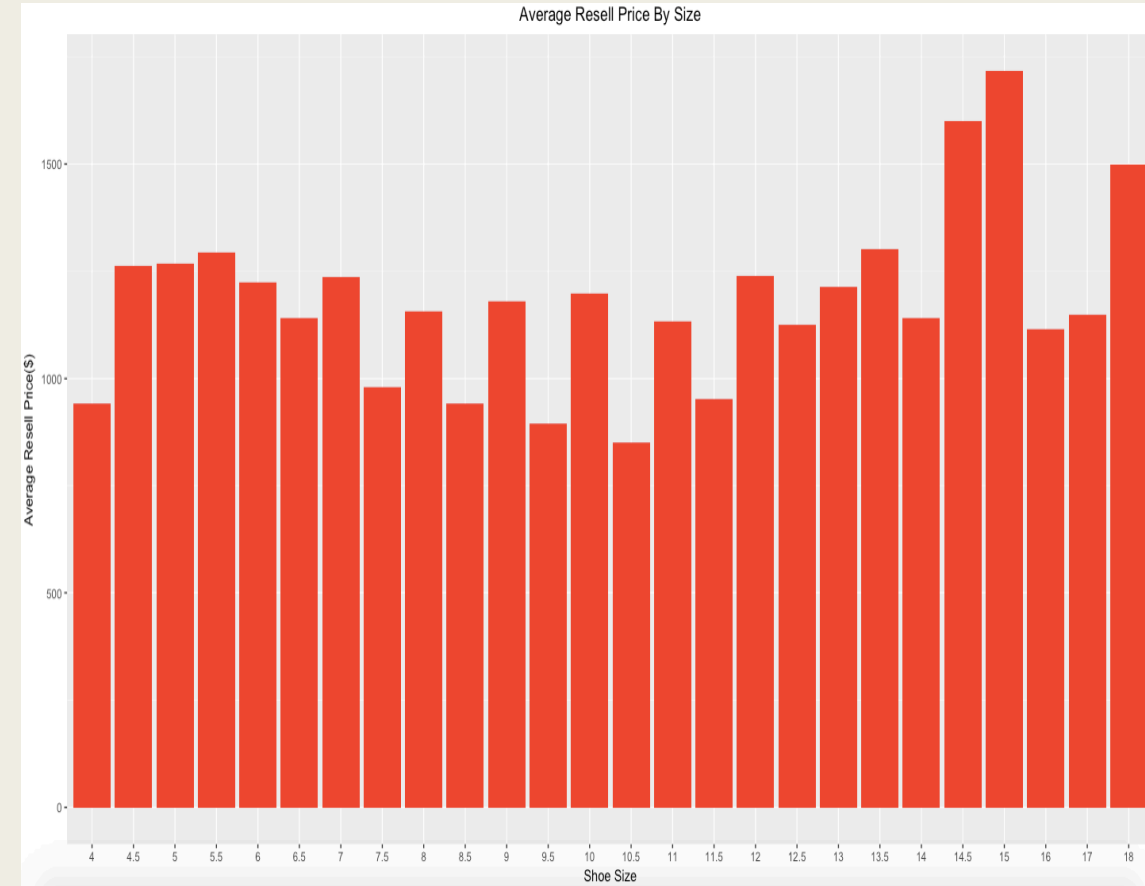
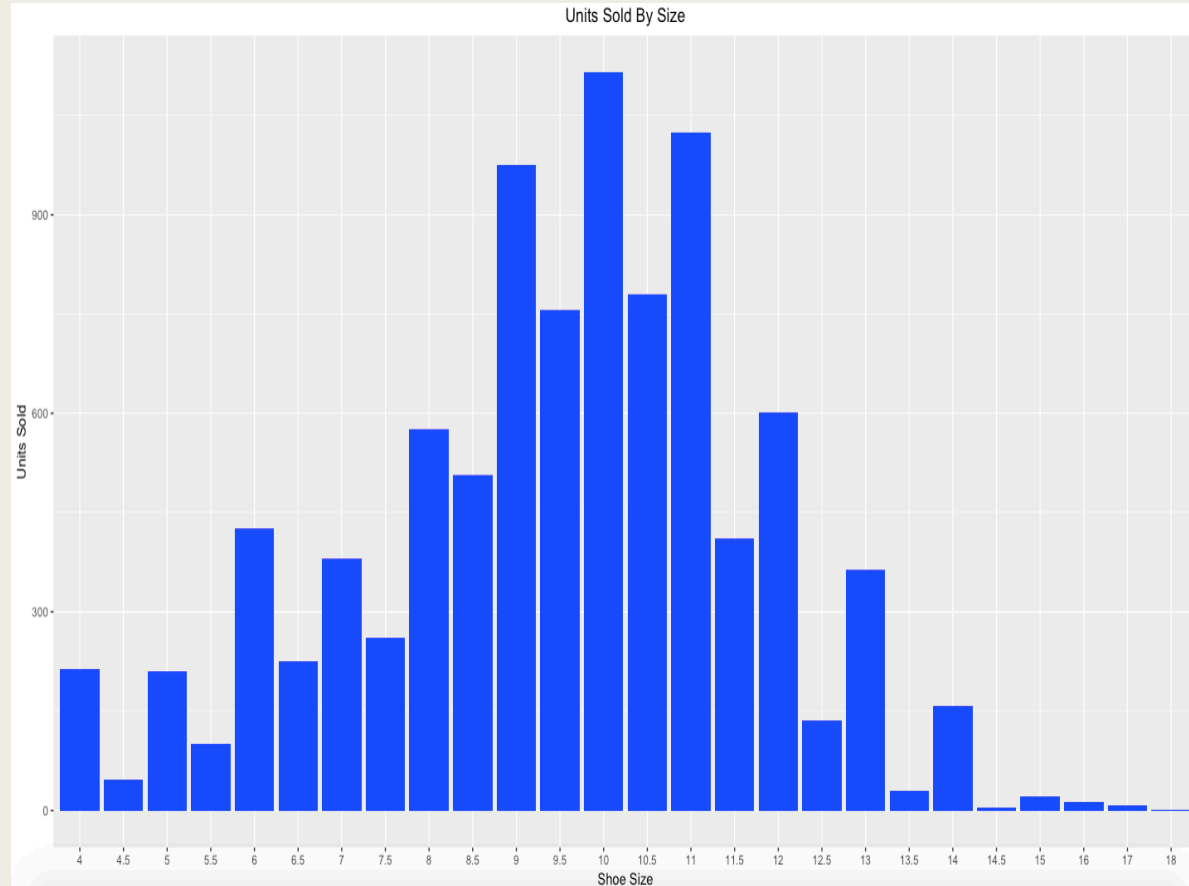


# Resell Prices Trends



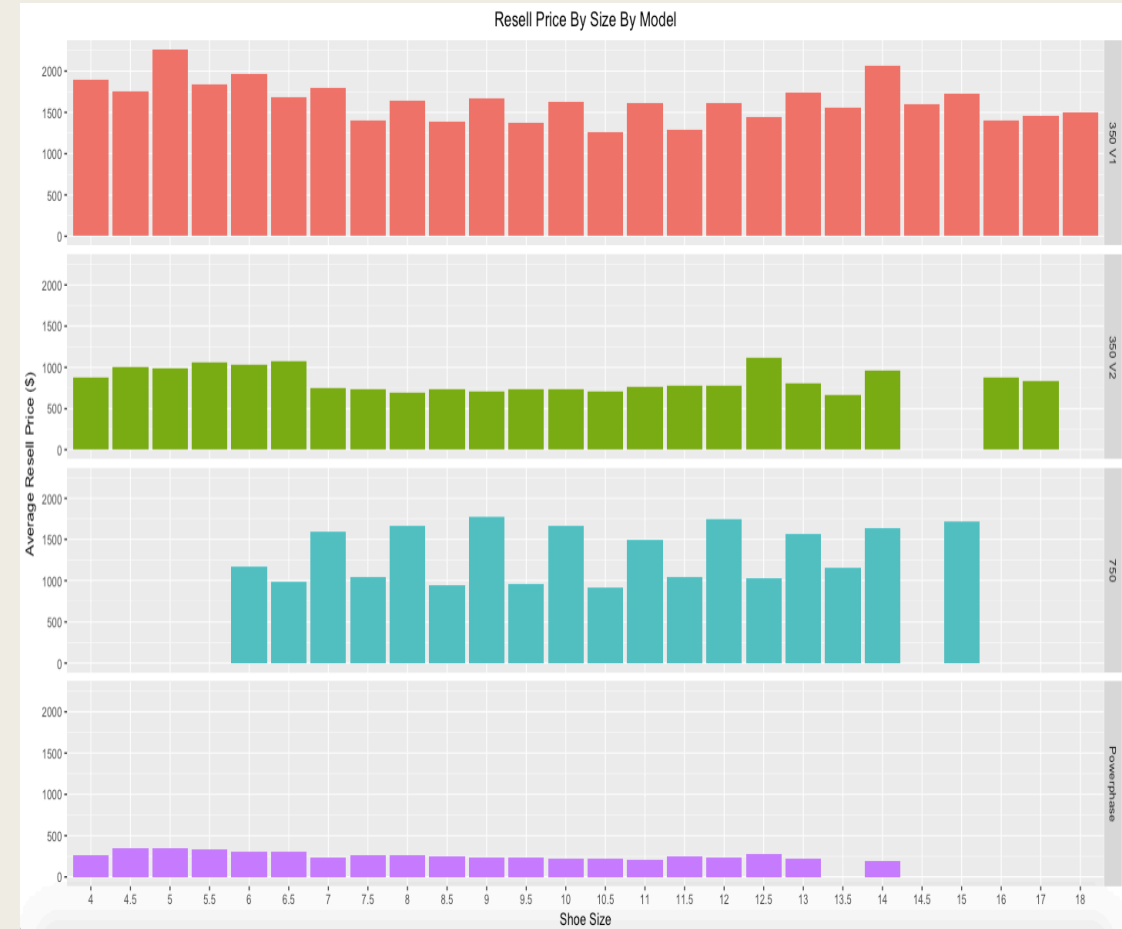
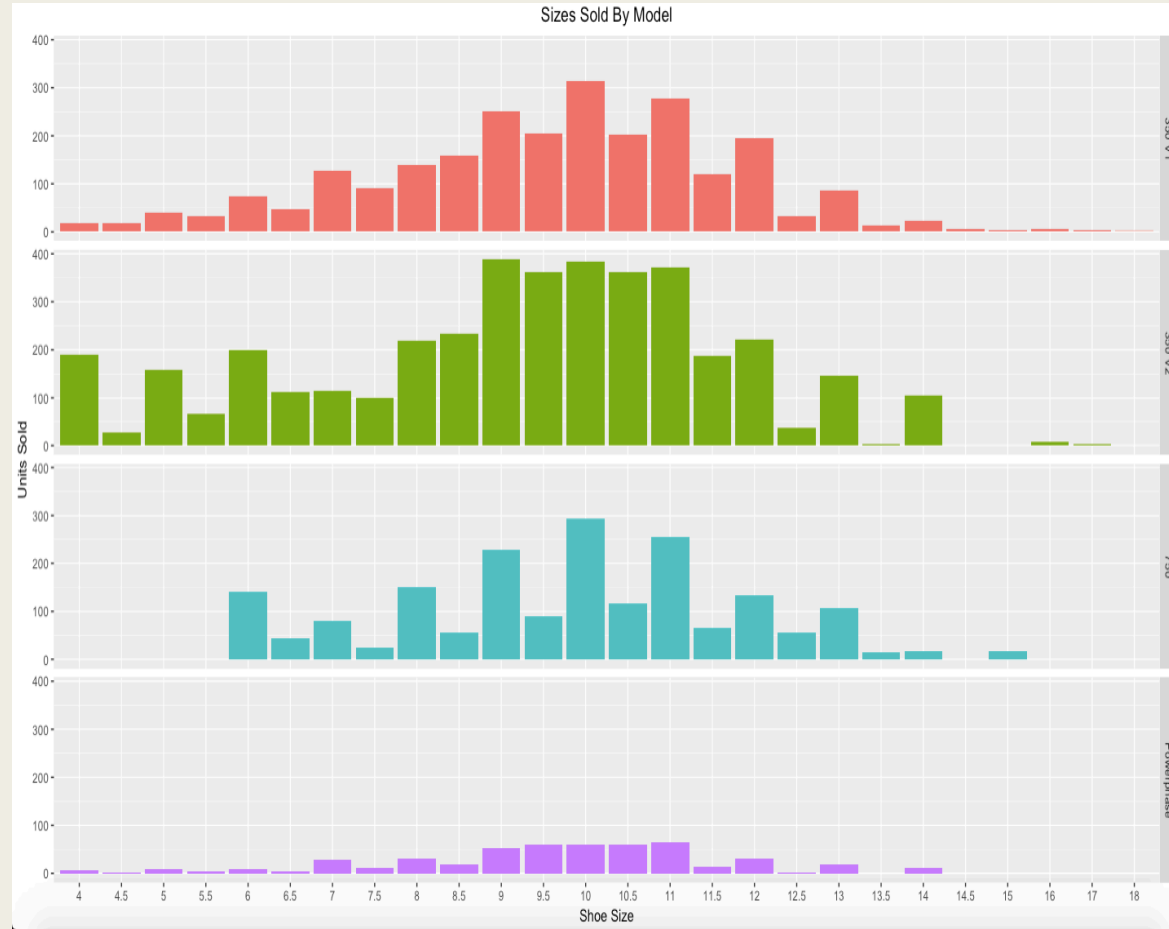
- Visualization of resell prices by individual style
- Shows most models have established price range (shown by edges of box) and for most Yeezy sneakers, there are many purchases made well above the median prices.

# 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

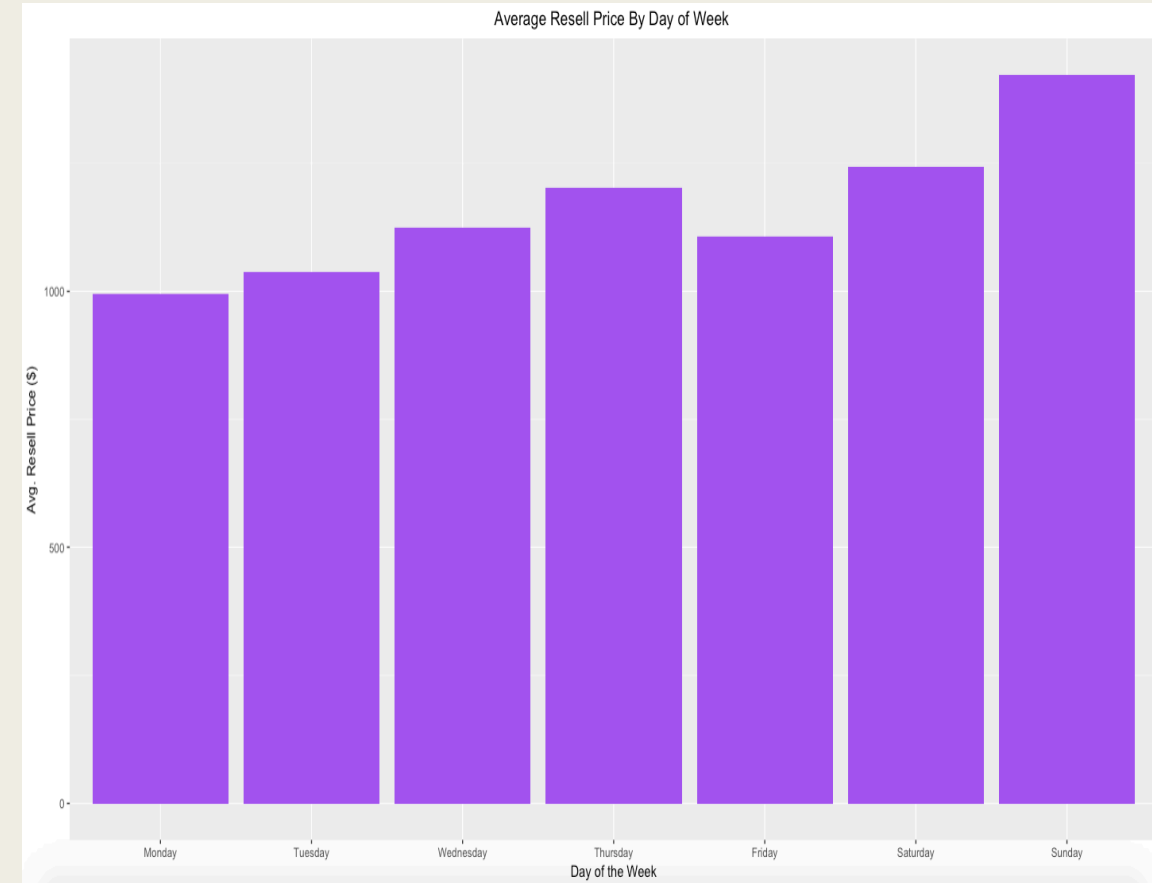
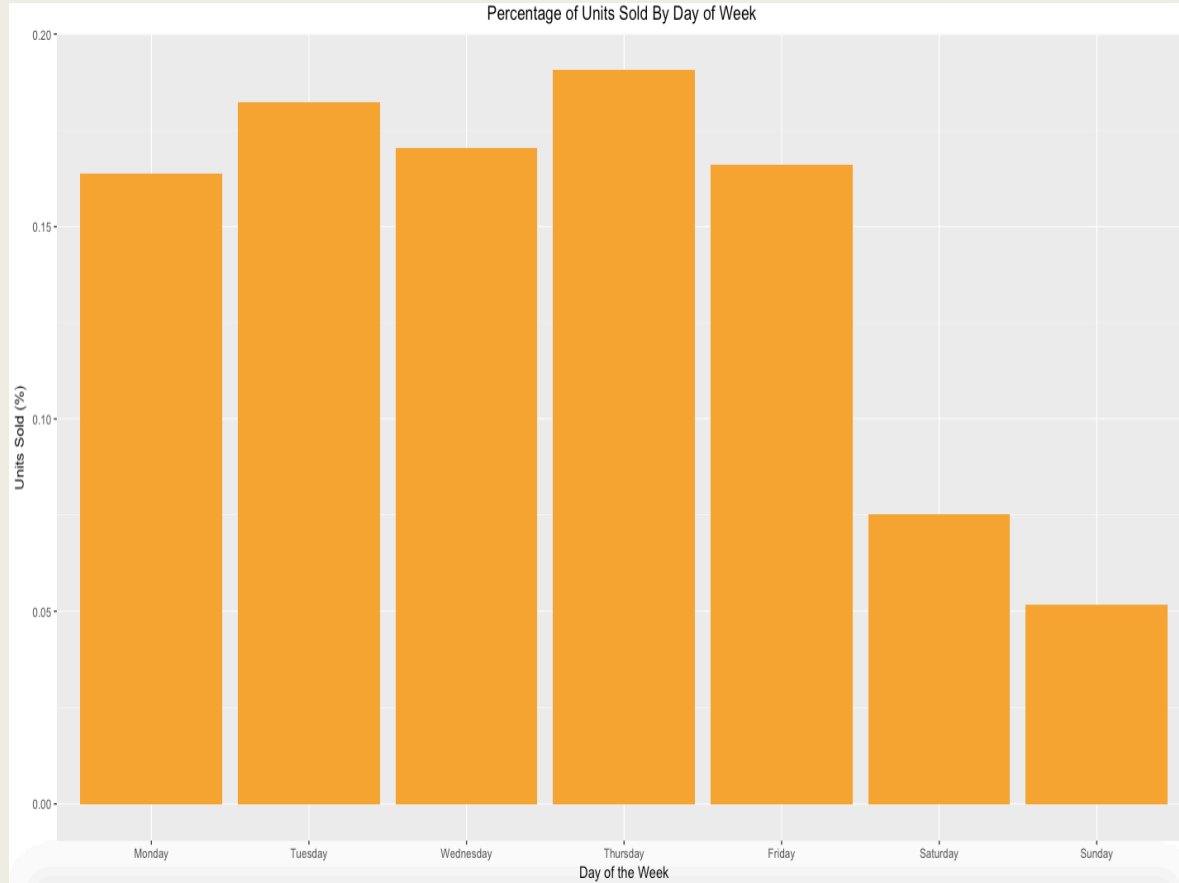


**adidas Yeezy Boost 750**  
Triple Black



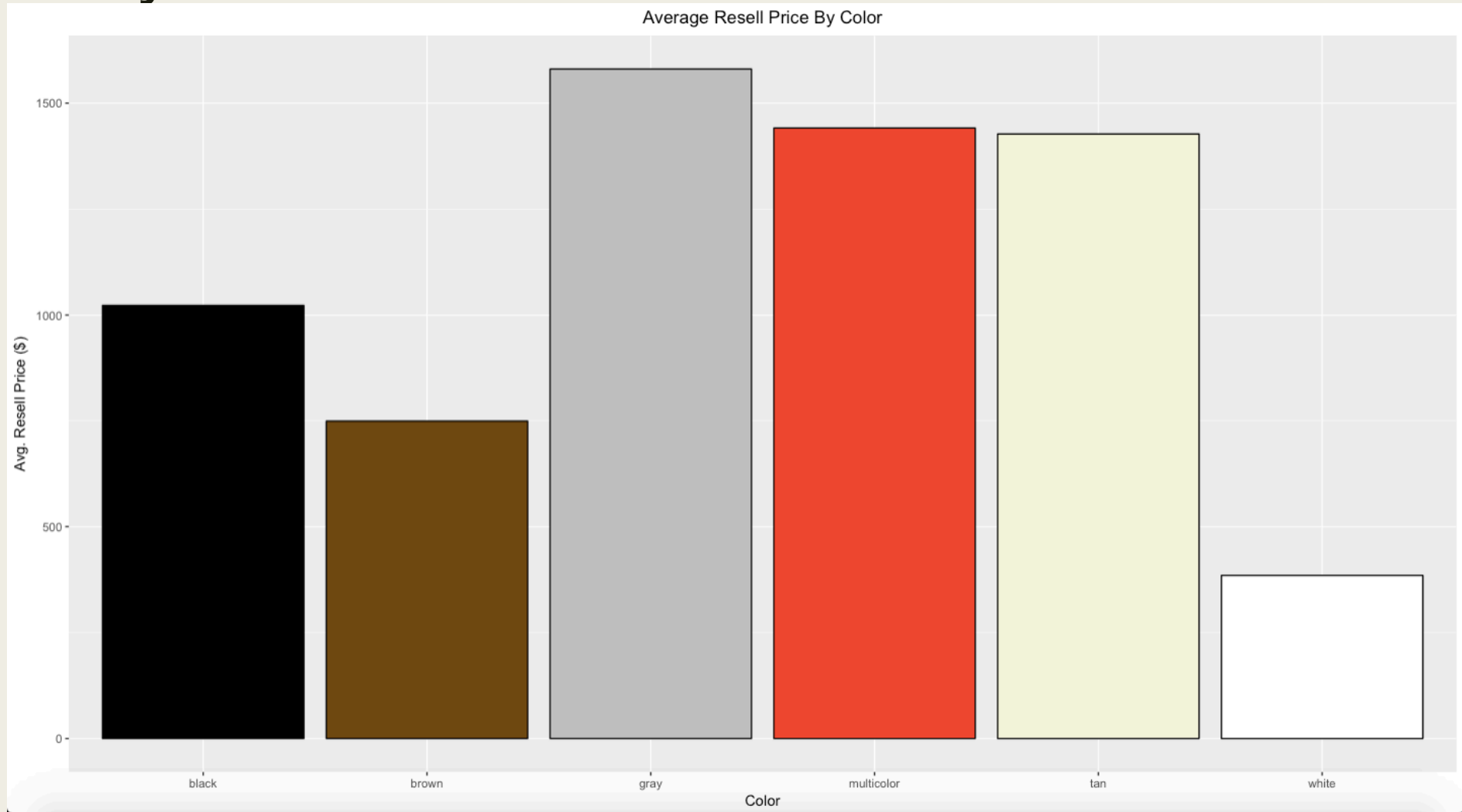
**adidas Yeezy Boost 750 OG**  
Light Brown

# Yeezy Selling By Day of the Week



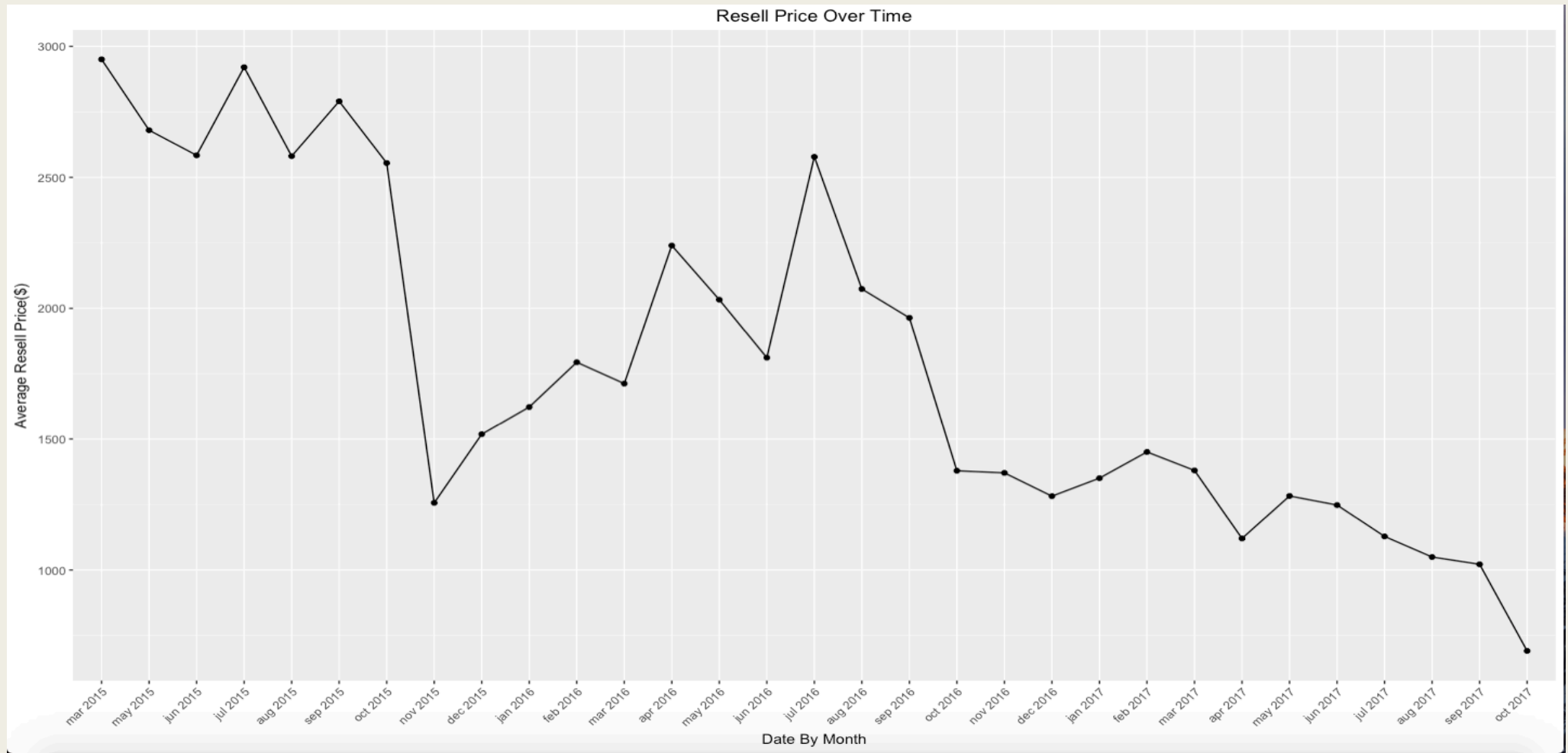
- Interesting finding: significantly less shoes are sold on weekends than on weekdays. Additionally, prices increase almost linearly from Monday to Sunday.
  - Buyers shop during the week, and not on weekends.
  - Pricing makes sense, as early shoppers get first dibs on most competitively priced pairs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

# Price By Color



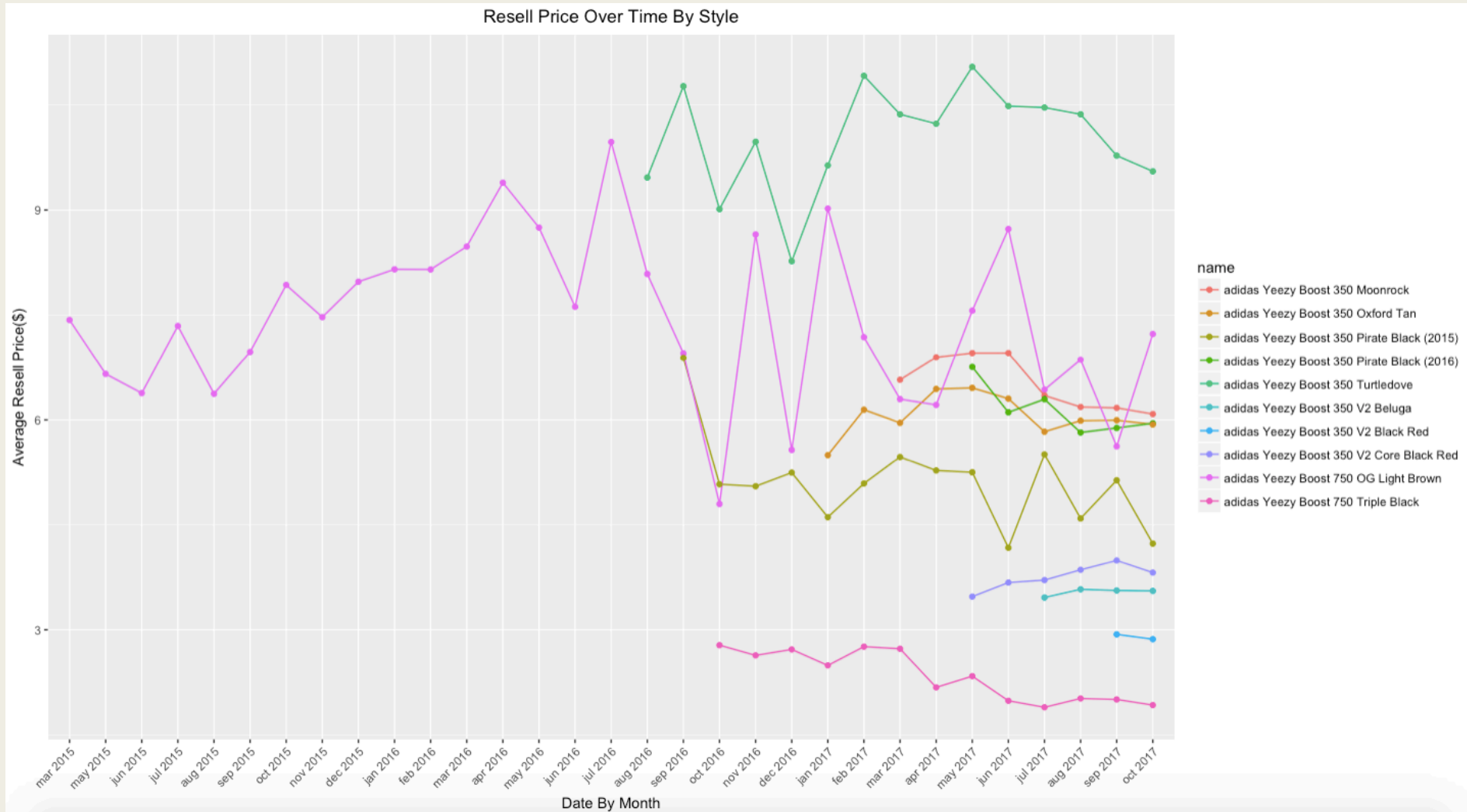
- Interesting fact: Almost \$1000 difference in price between grey and white Yeezy sneakers!
- Chart can be useful in predicting resell prices of future yeezy sneakers.

# 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?