

# NIKE VS ADIDAS



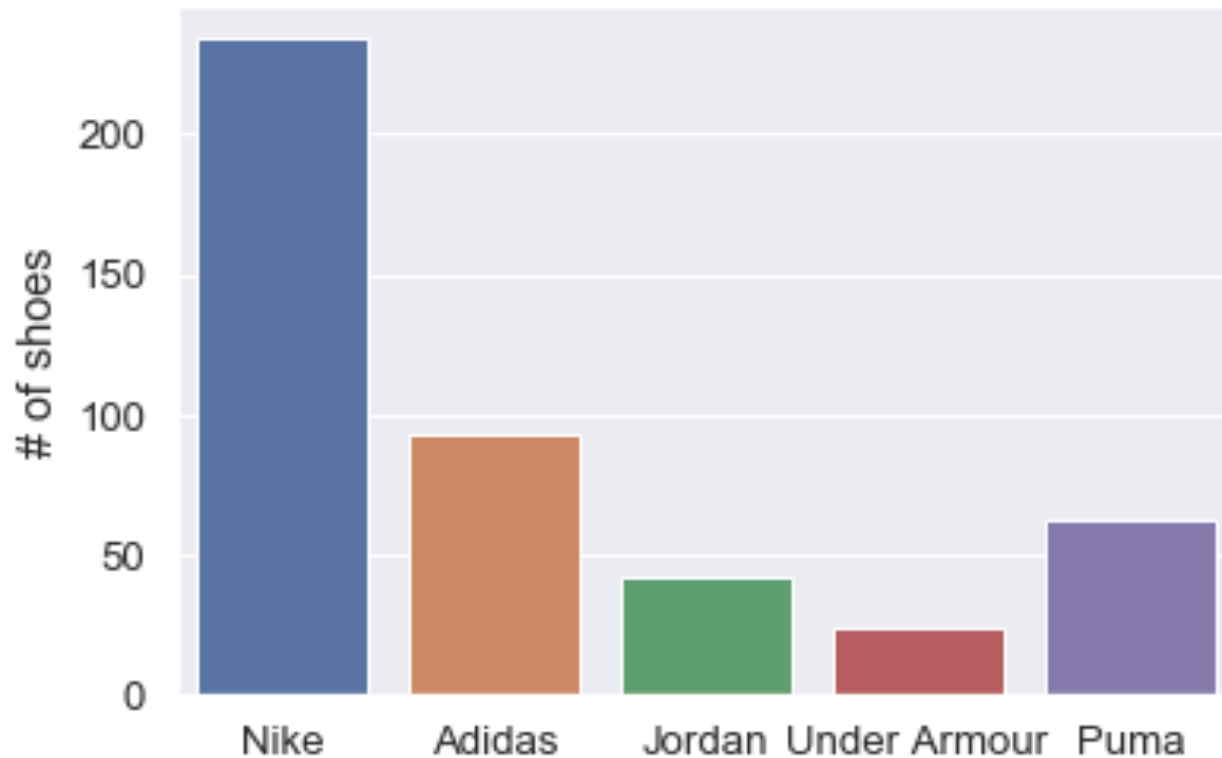
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Kelly Ho



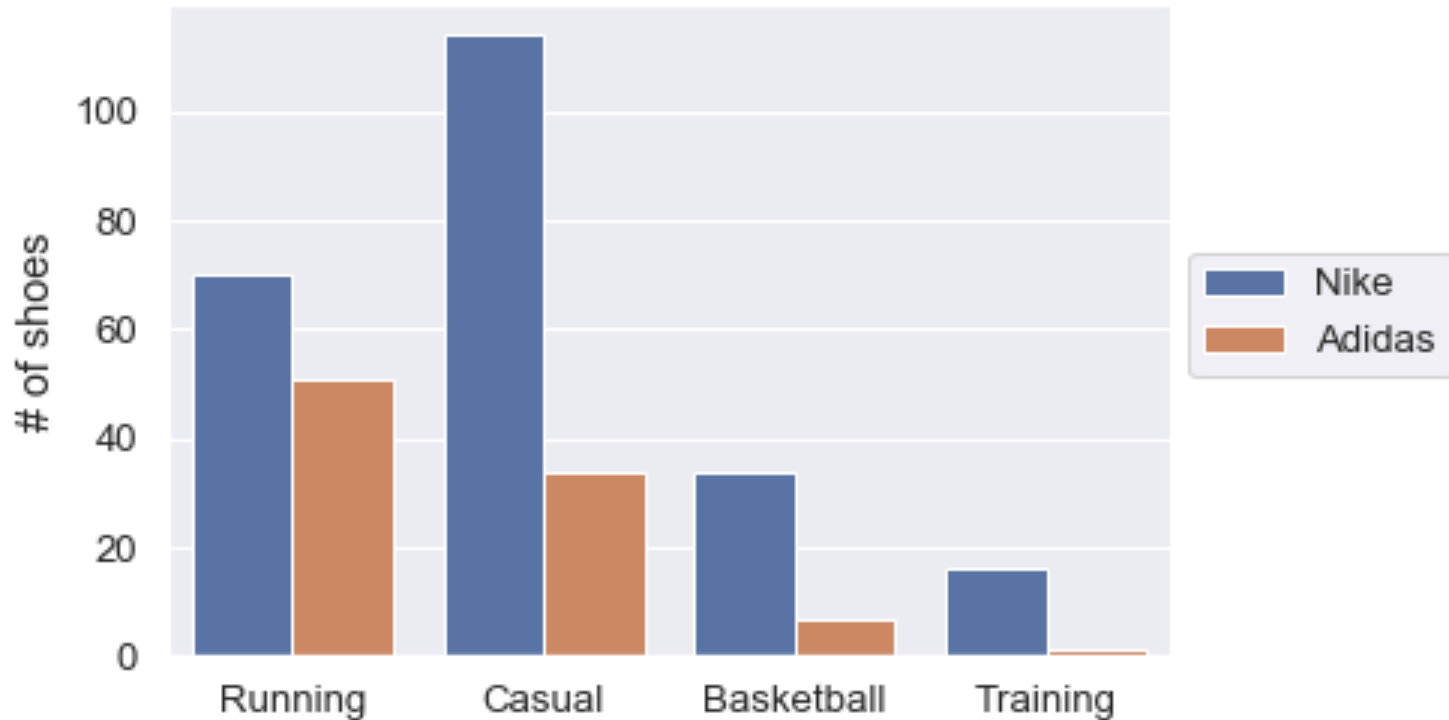
- Trend of athleisure: formally casual footwear is being incorporated into all styles of dress
- Increase demands in sneakers create a competitive environment for major footwear brands
- Finish Line is an American retail chain that sells athletic shoes and related apparel and accessories

# Finish Line's Featured Brands



- Nike and Adidas have the most merchandise on Finish Line
- Nike brand accounts for more than half of Finish Line's merchandise

# Nike vs Adidas



- more sneakers are produced for casual and running footwear
- Finish Line has 2-3x more Nike brand than Adidas brand shoes for all category

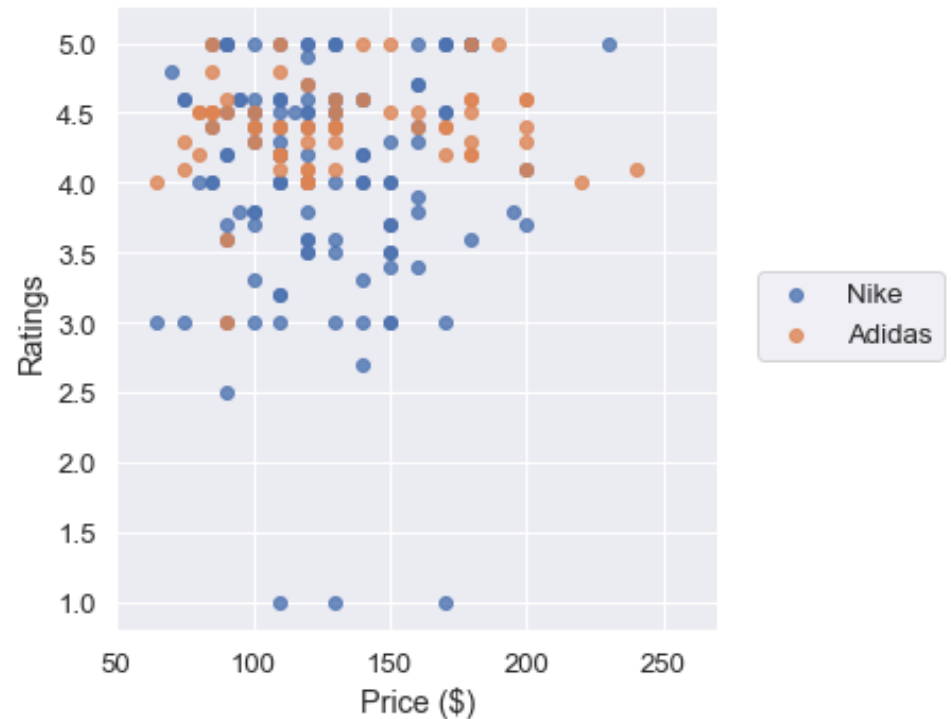
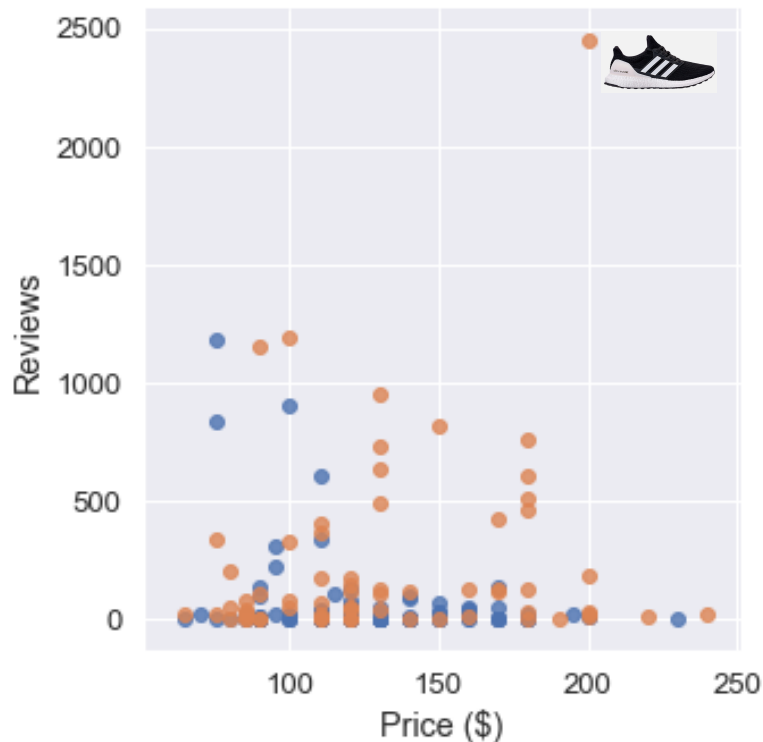
# Average reviews and ratings trend

<b>Adidas</b>	Men's Casual	Men's Running	Women's Casual	Women's Running
Avg Reviews	356	233	241	90
Avg Rating	4.4	4.4	4.3	4.4

<b>Nike</b>	Men's Casual	Men's Running	Women's Casual	Women's Running
Avg Reviews	84	48	38	34
Avg Rating	4.1	4.1	4.2	3.8

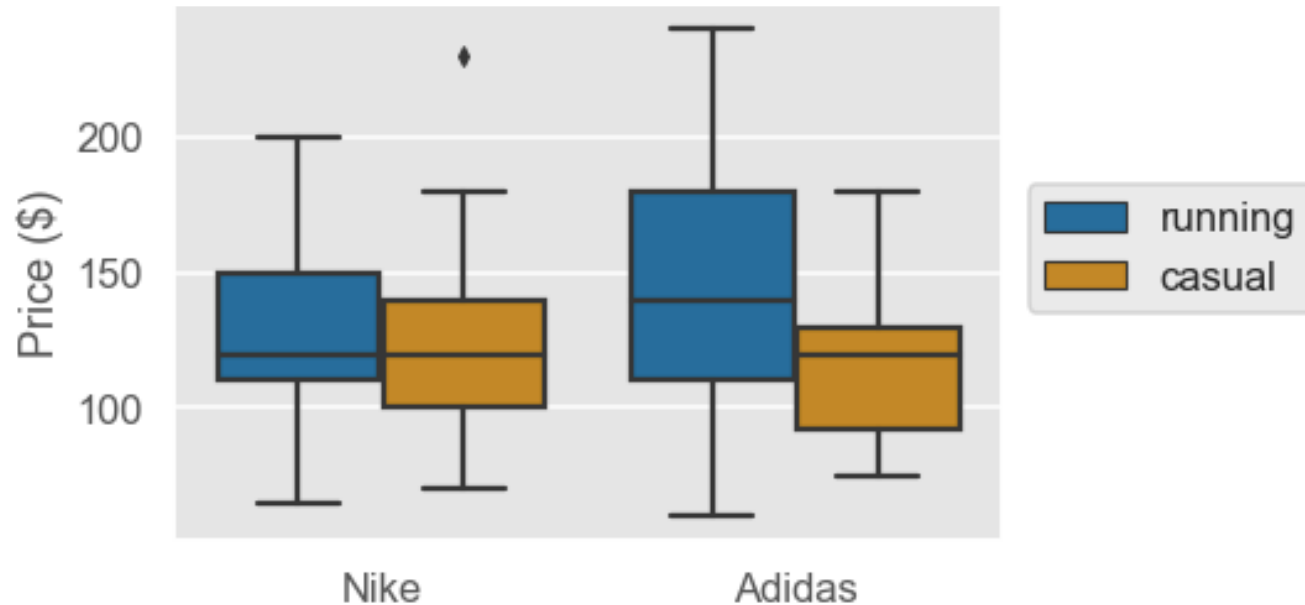
- Adidas has 3-6x more reviews on average even though it has 1/3 less inventory

# Does price affect consumer preference?



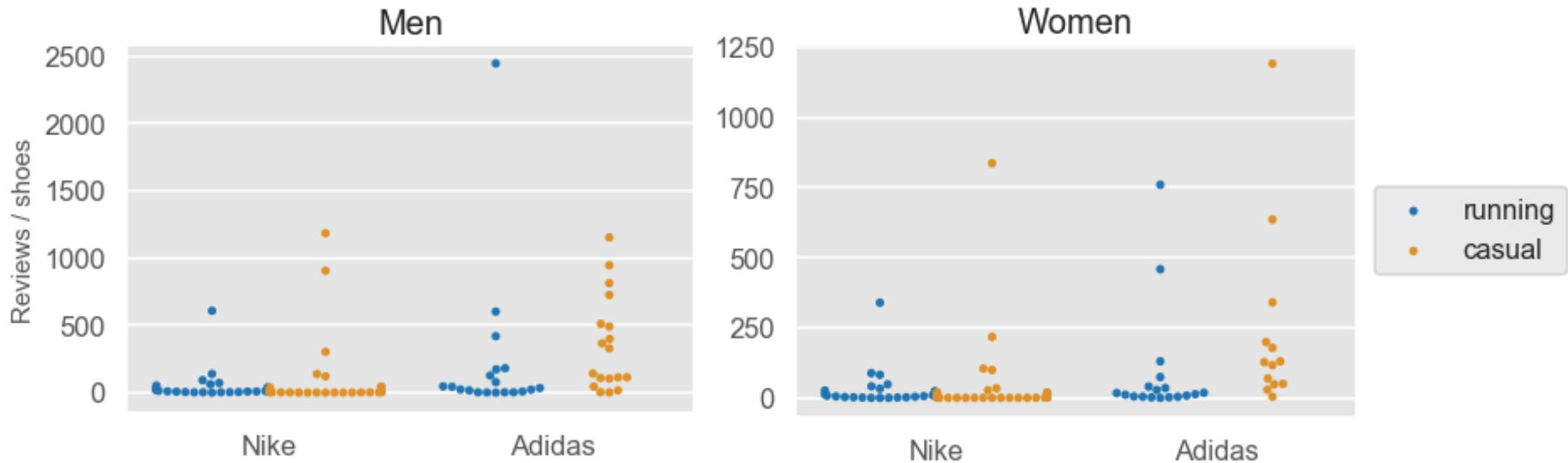
- No trend between reviews and ratings vs price
- Many consumers are willing to spend up to \$200 for a pair of running sneakers

# Pricing distribution



- Adidas has a higher price margin for its running shoes
- Nike could increase its price margin for running shoes

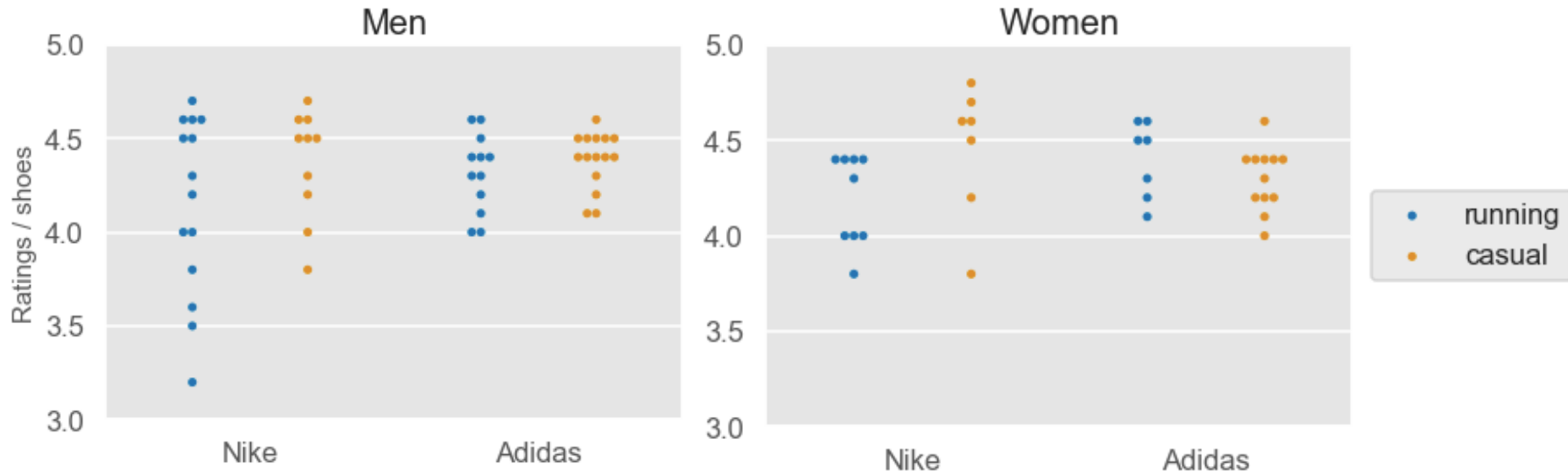
# Reviews distribution



- Adidas has more shoes that have reviews over 500, indicating it's a more popular brand
- Adidas casual shoes is developing into a strong pipeline
- One of Adidas' Boost series shoes has close to 2500 reviews: UltraBoost running shoes



# Ratings distribution



Note: data are filtered for shoes with at least 20 reviews

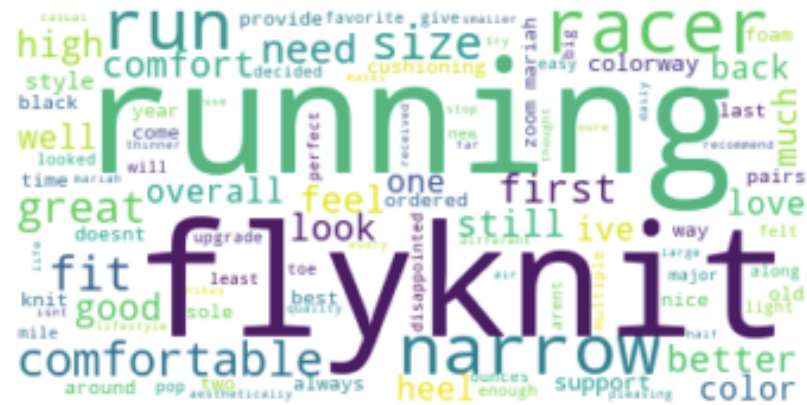
- Ratings for Nike's men running shoes has a higher variance

# Low Rating Shoes for Nike

## Men's

## Air Zoom Flyknit Running Shoes

28 reviews 3.5 stars



## Women's

## VaporMax Flyknit Running Shoes

24 reviews 3.8 stars



# Nike's Top Rated Shoes

# Men's #1

## Roshe One Casual Shoes

1185 reviews 4.6 stars



2 more models from the Roshe series are also in top 10 rated Nike men shoes

## Men's #2

Air Force 1  
Low Casual Shoes  
907 reviews 4.5 stars



## Nike's Top Rated Shoes (cont'd)

# Women's #1

## Roshe One Casual Shoes

837 reviews 4.6 stars



2 more models from the Roshe series are also in the top 10 rated Nike women's shoes



## Women's #2

## Air Huarache Running Shoes

340 reviews 4.4 stars

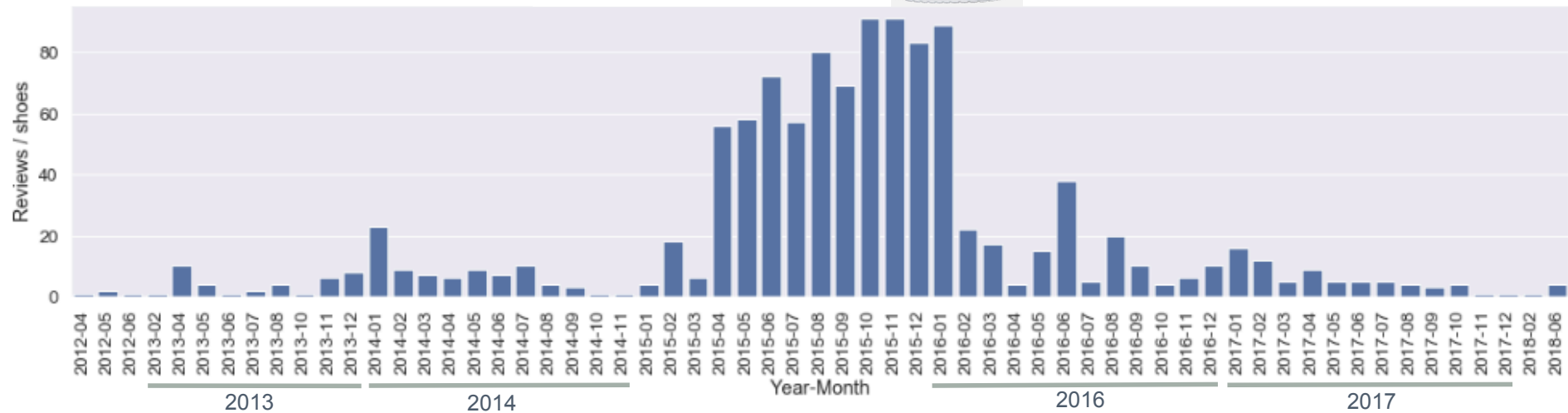


3 more models from the Huarache series are also in the top 10 rated Nike women's shoes



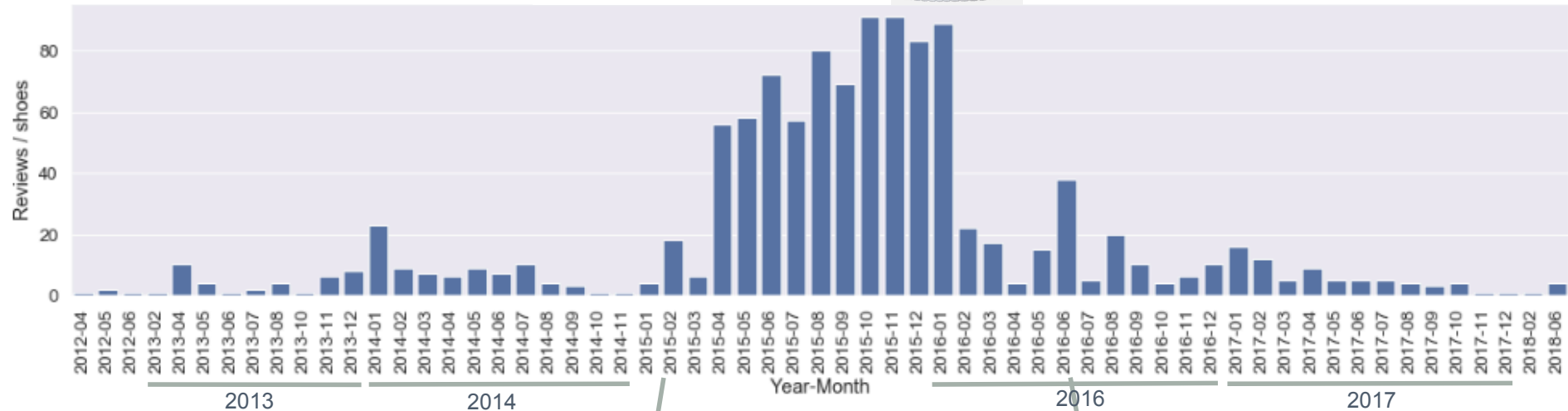
# Purchasing Trend for Top Nike shoes

Men's Nike Roshe

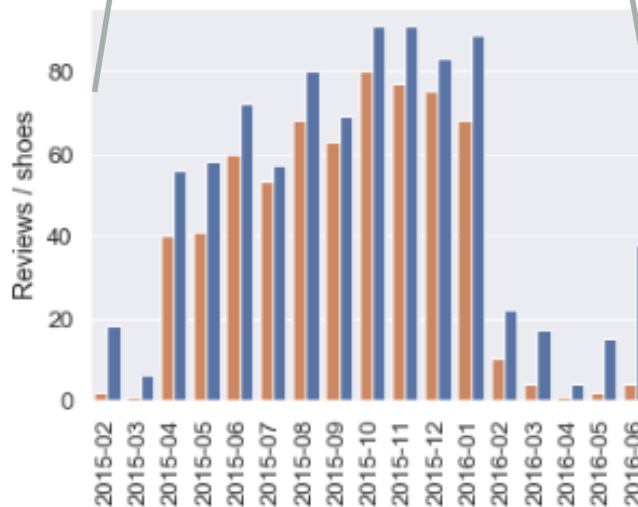


# Purchasing Trend for Top Nike shoes

Men's Nike Roshe

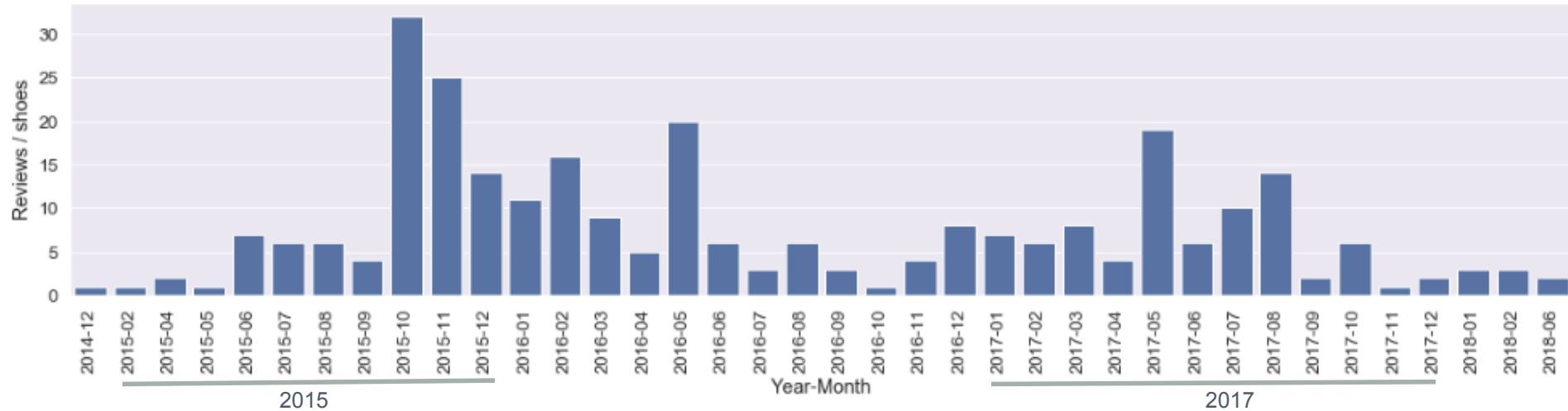


Reviews collected as part of a promotion (in orange)



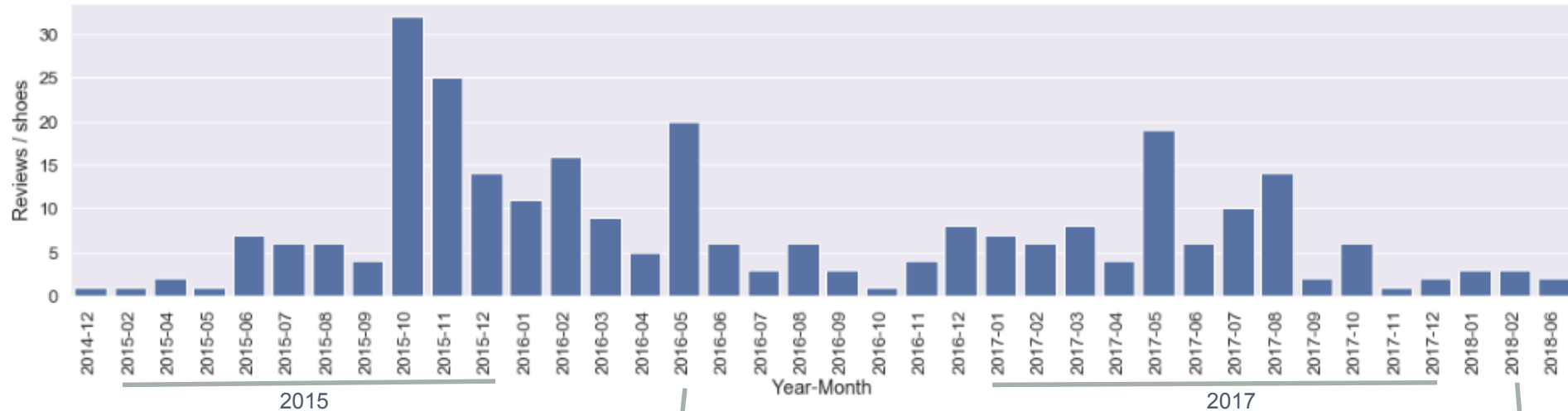
# Purchasing Trend for Top Nike Shoes

Women's Nike Huarache

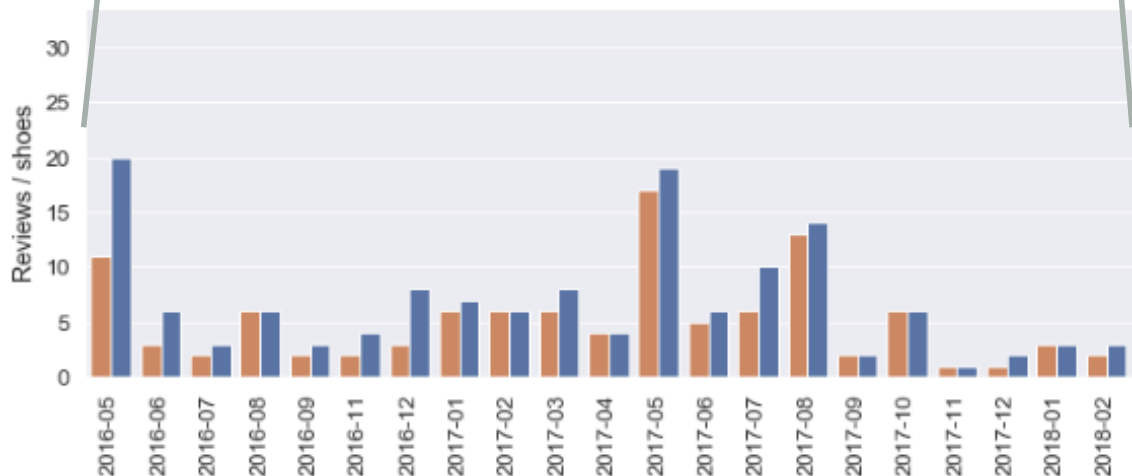


# Purchasing Trend for Top Nike Shoes

## Women's Nike Huarache



Reviews collected as part of a promotion (in orange)





# Adidas' Top Rated Shoes

# Men's #1

# UltraBOOST

## Running Shoes

2447 reviews 4.6 stars



4 more models from the UltraBOOST series are also in the top 10 rated Adidas men shoes

## Men's #2

## Superstar

## Casual Shoes

1154 reviews 4.5 stars



## Adidas' Top Rated Shoes (cont'd)

# Women's #1

Superstar  
Casual Shoes  
1191 reviews 4.4 stars



Stan Smith and Gazelle, in the top 10 rated Adidas women's shoes, have similar styles



## Women's #2

UltraBOOST  
Running Shoes  
760 reviews 4.6 stars

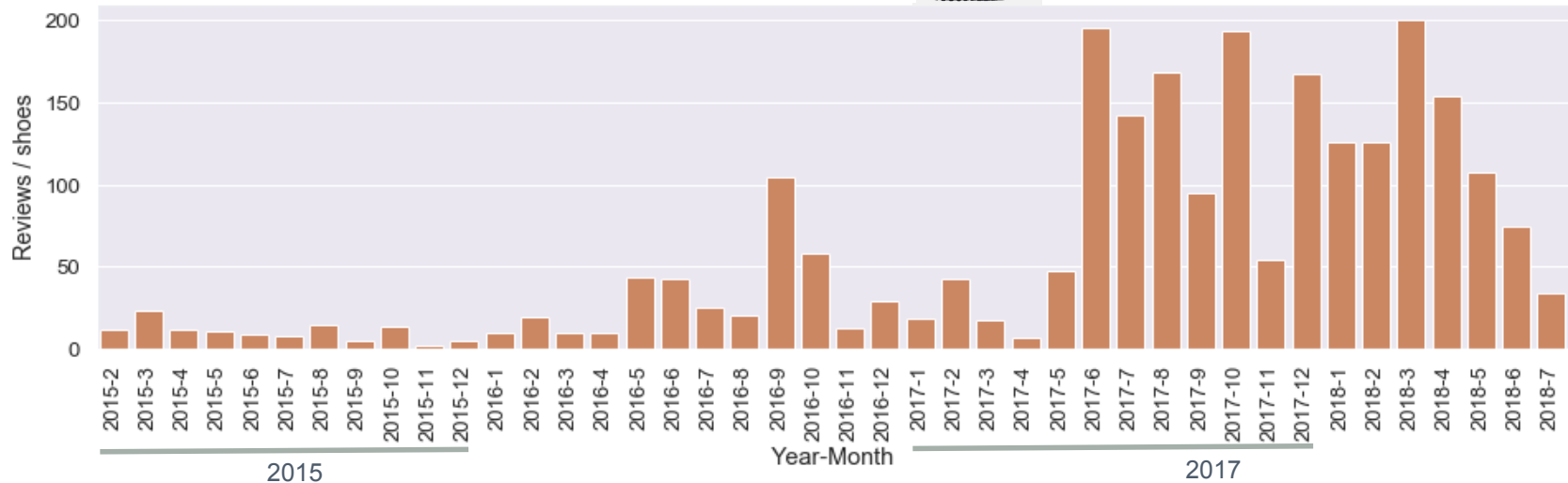


3 more models from the UltraBOOST series are also in the top 10 rated Adidas women shoes

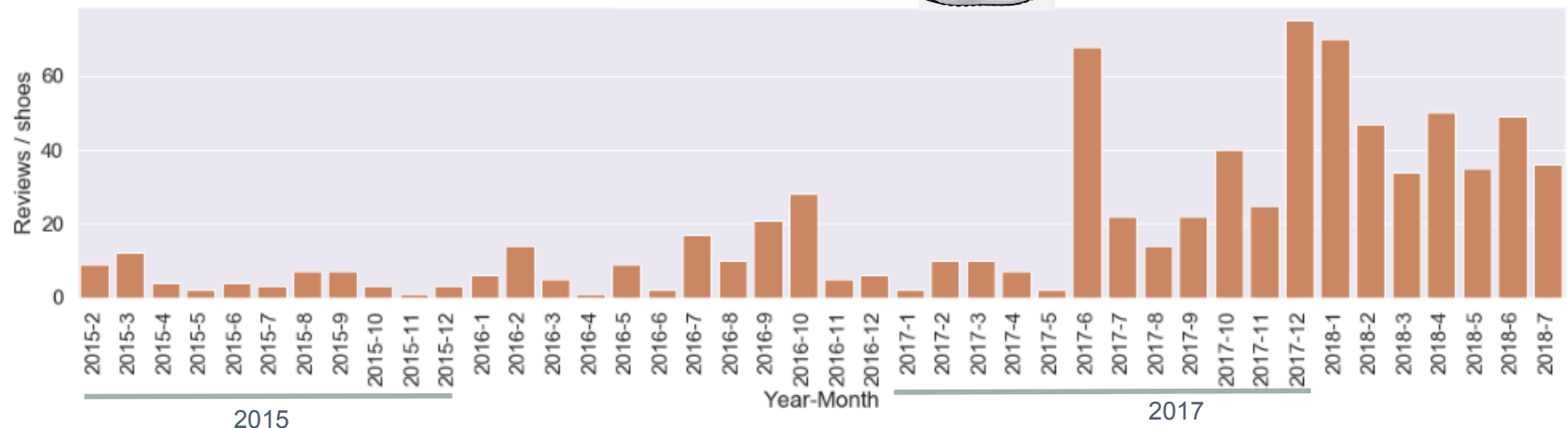


# Purchasing Trend Adidas UltraBoost

Men ultraBOOST

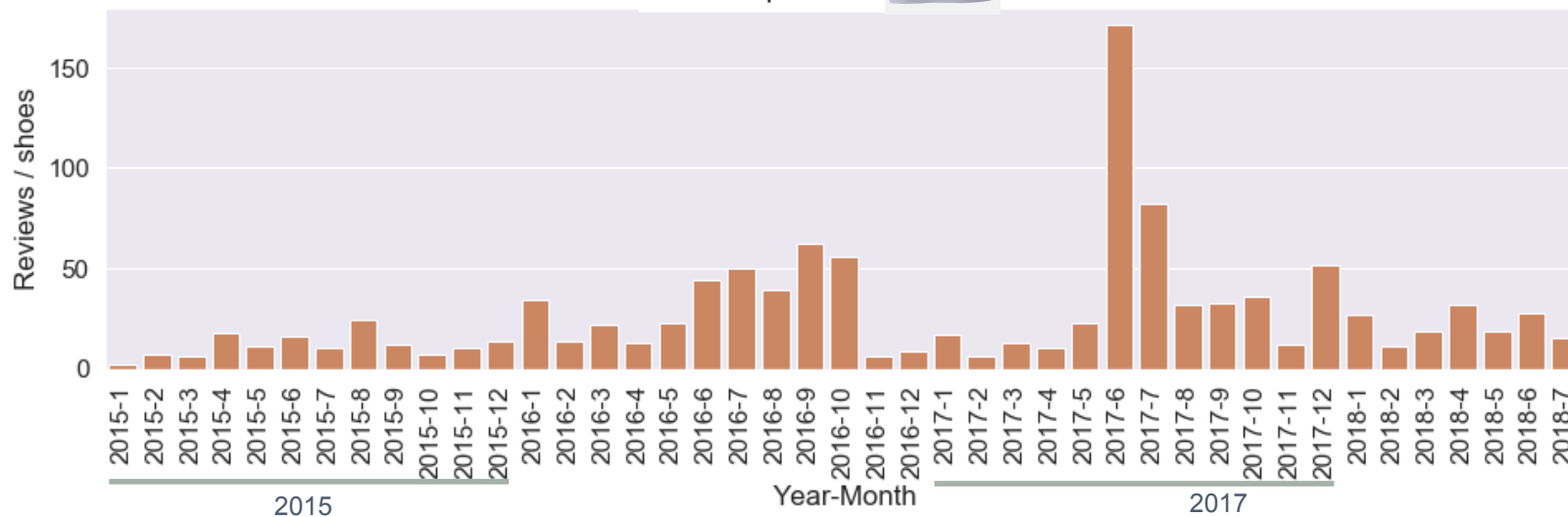


Women ultraBOOST



# Purchasing Trend Adidas Superstar

Men Super Star



Women Super Star

