

NIKE VS ADIDAS

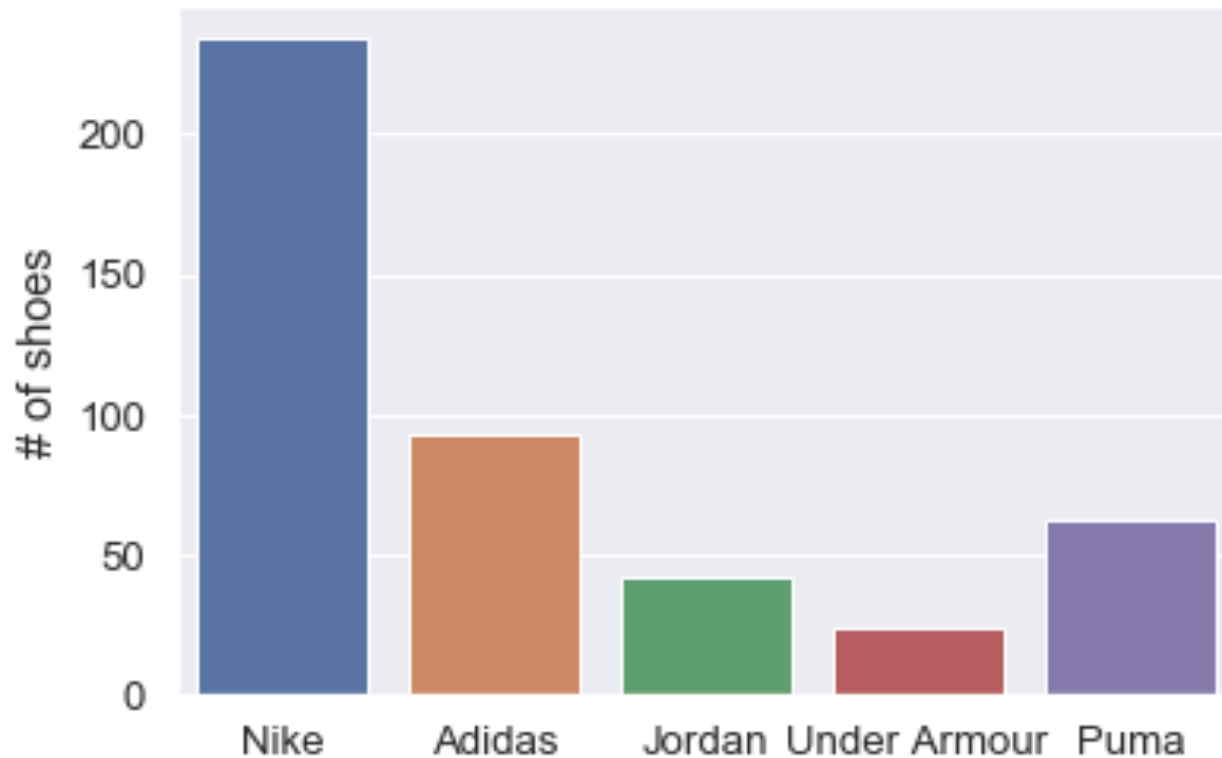


Kelly Ho



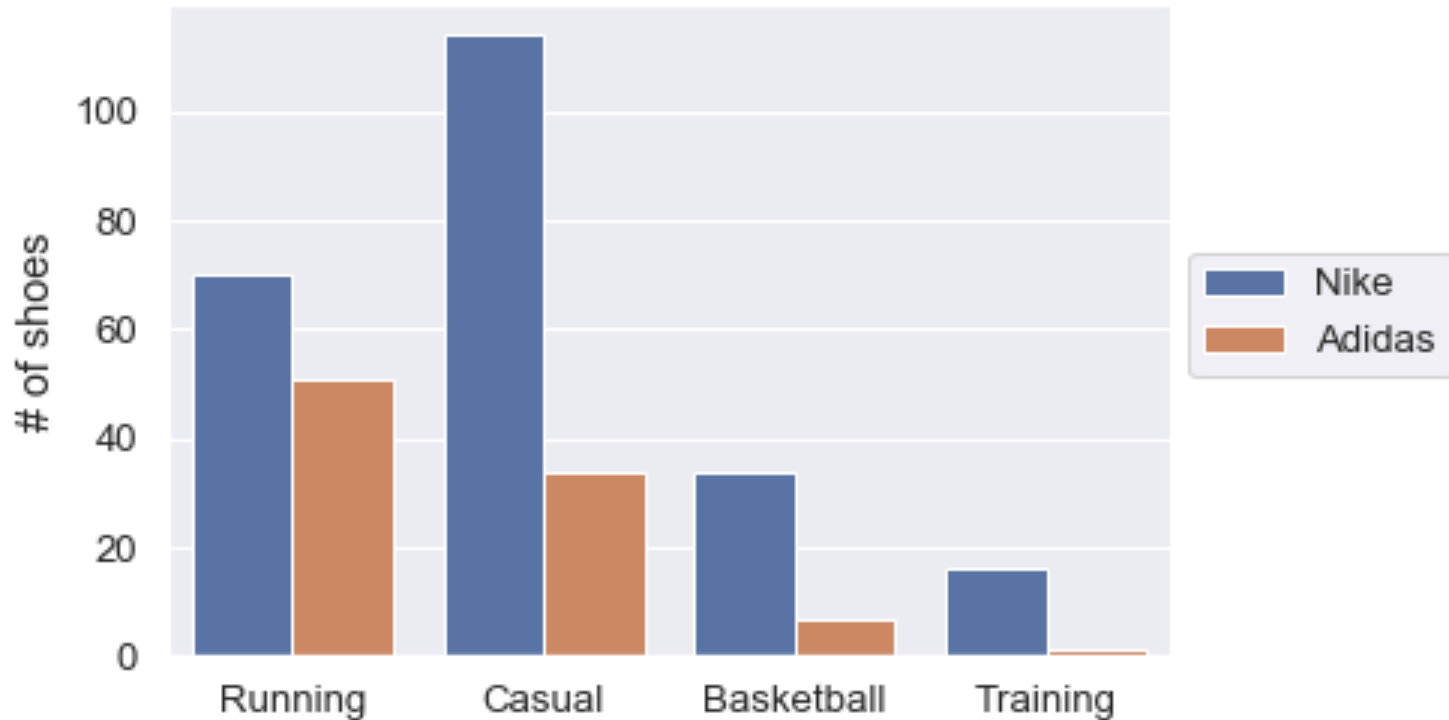
- Trend of athleisure: formally casual footwear is being incorporated into all styles of dress
- Increase demands in sneakers create a competitive environment for major footwear brands
- Finish Line is an American retail chain that sells athletic shoes and related apparel and accessories

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

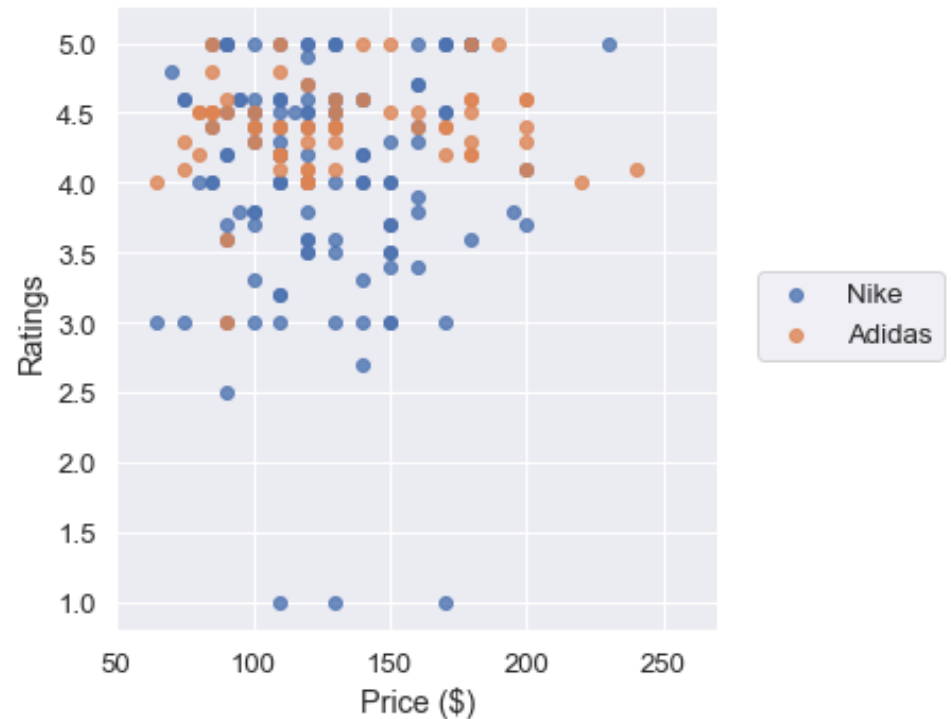
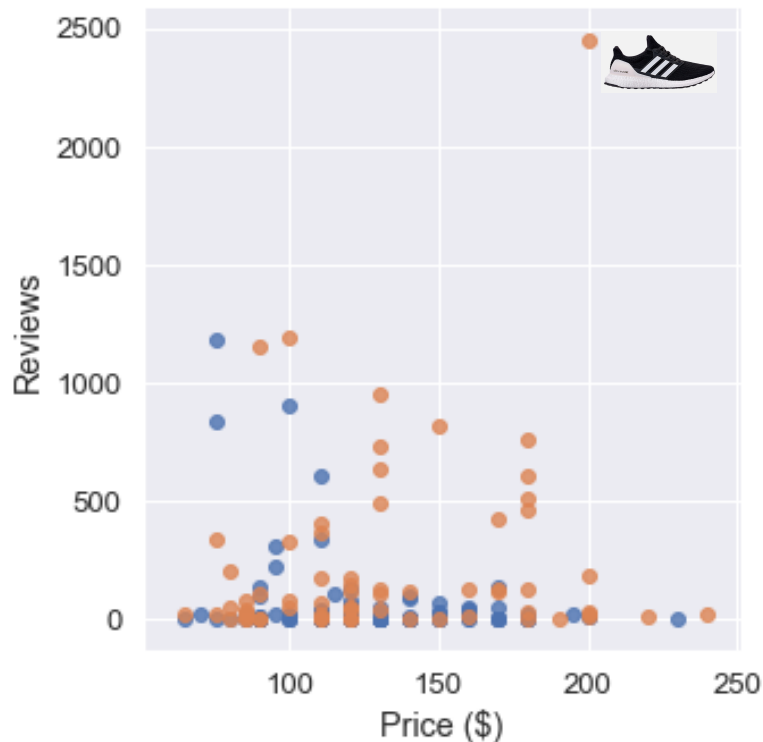
Average reviews and ratings trend

Adidas	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

Nike	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

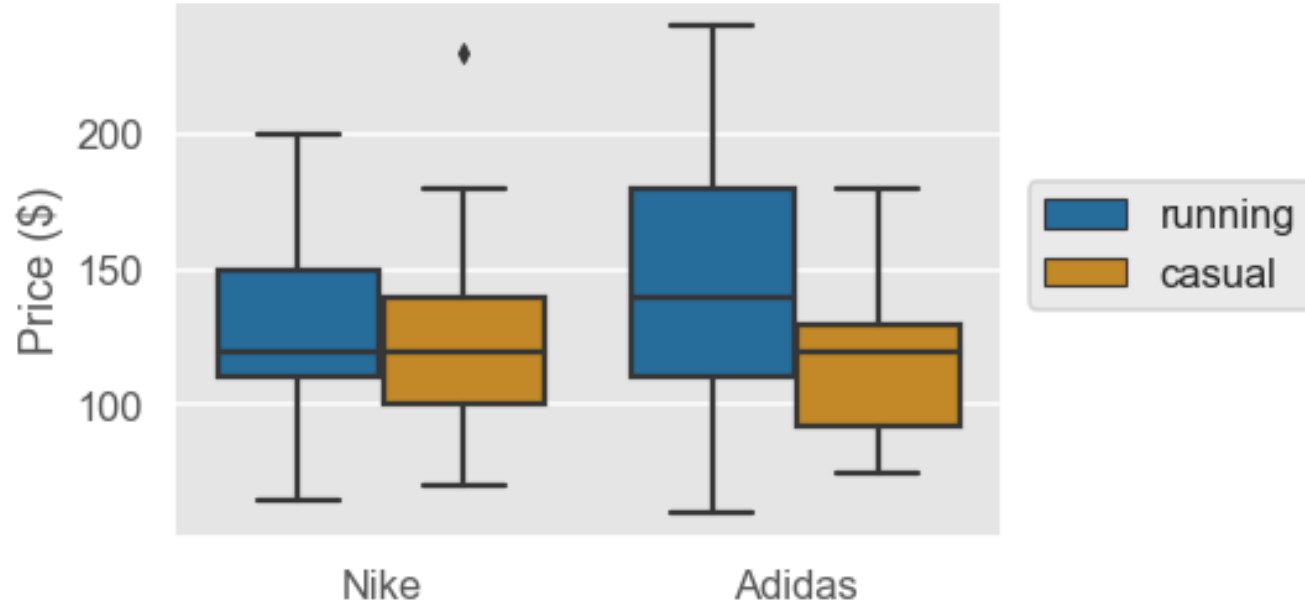
- Adidas has 3-6x more reviews on average even though it has 1/3 less inventory

Does price affect consumer preference?



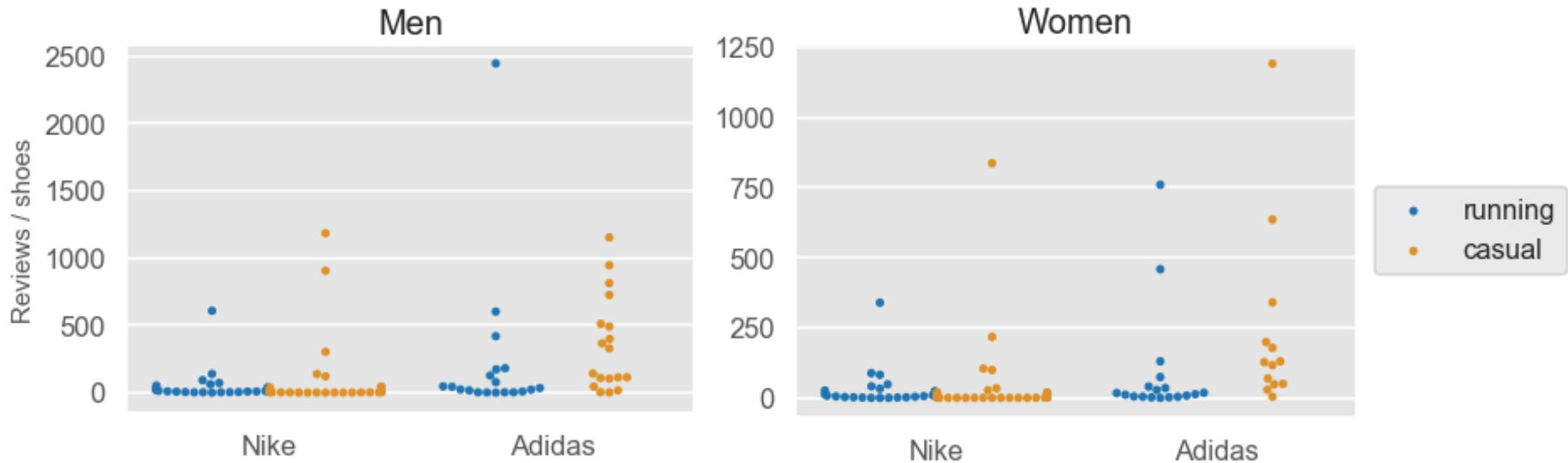
- No trend between reviews and ratings vs price
- Many consumers are willing to spend up to \$200 for a pair of running sneakers

Pricing distribution



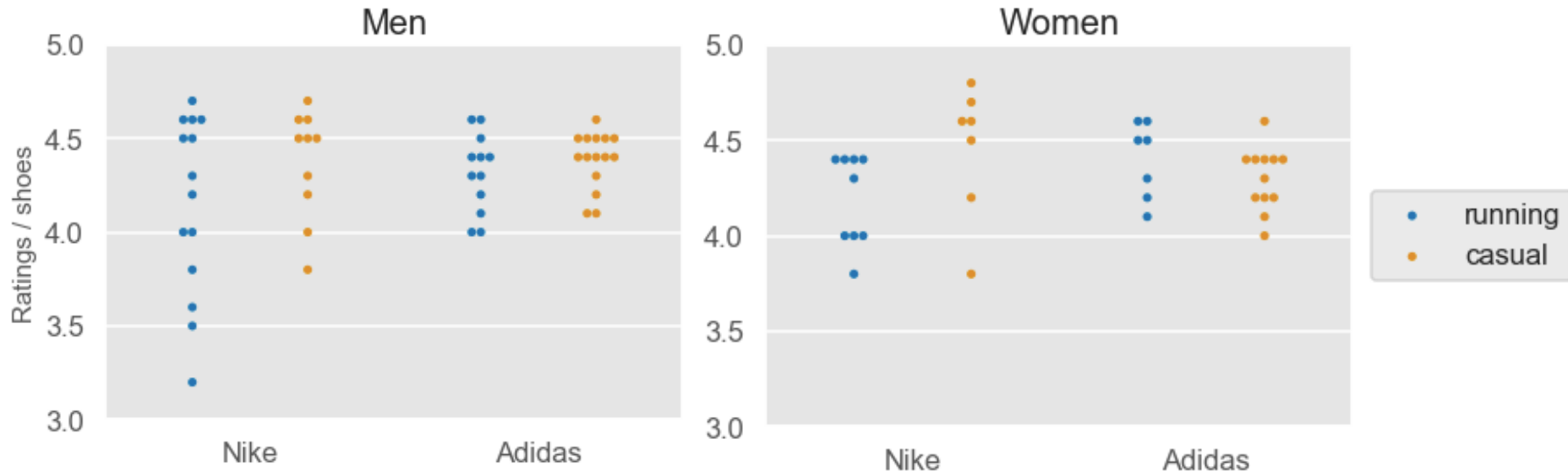
- Adidas has a higher price margin for its running shoes
- Nike could increase its price margin for running shoes

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

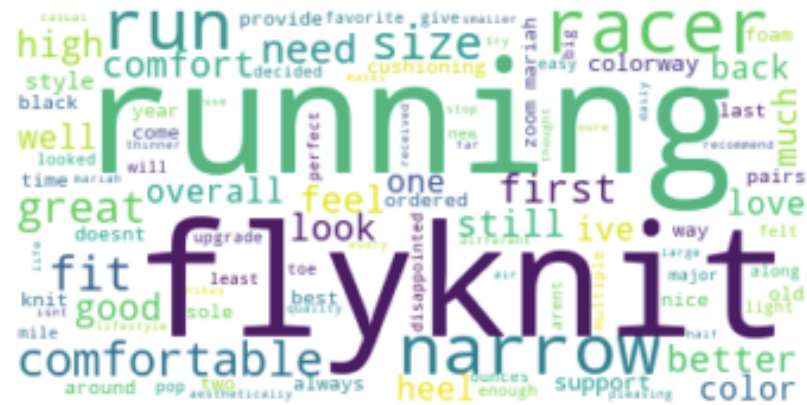
- Ratings for Nike's men running shoes has a higher variance

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

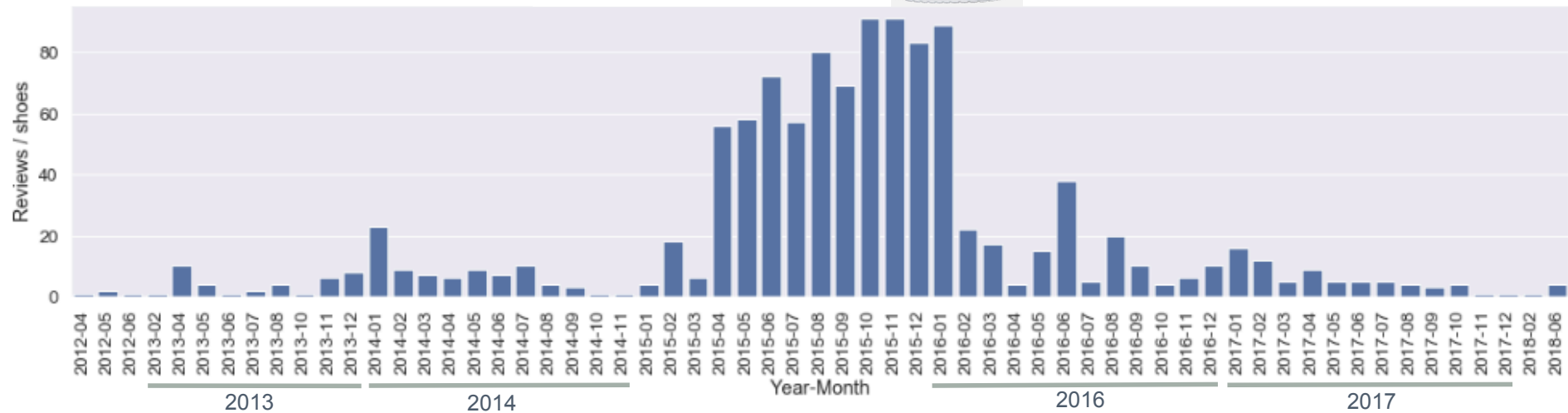


3 more models from the Huarache series are also in the top 10 rated Nike women's shoes



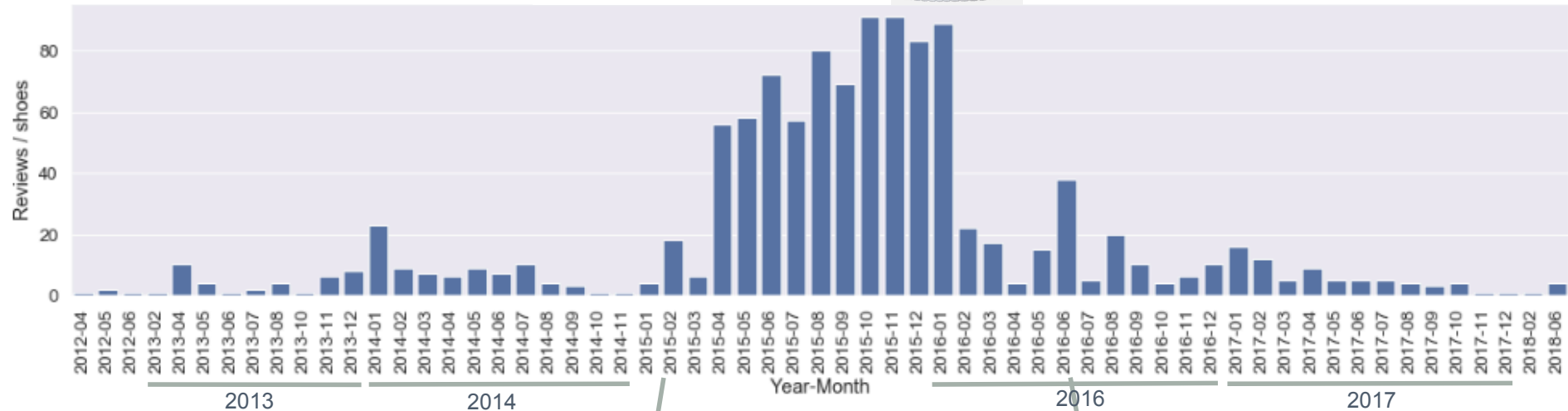
Purchasing Trend for Top Nike shoes

Men's Nike Roshe

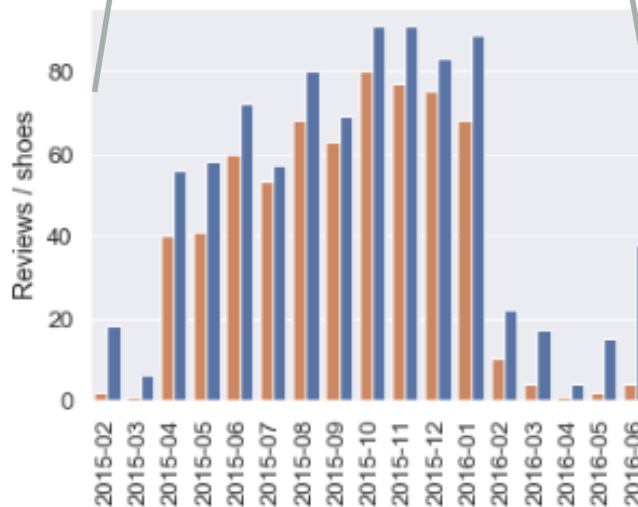


Purchasing Trend for Top Nike shoes

Men's Nike Roshe

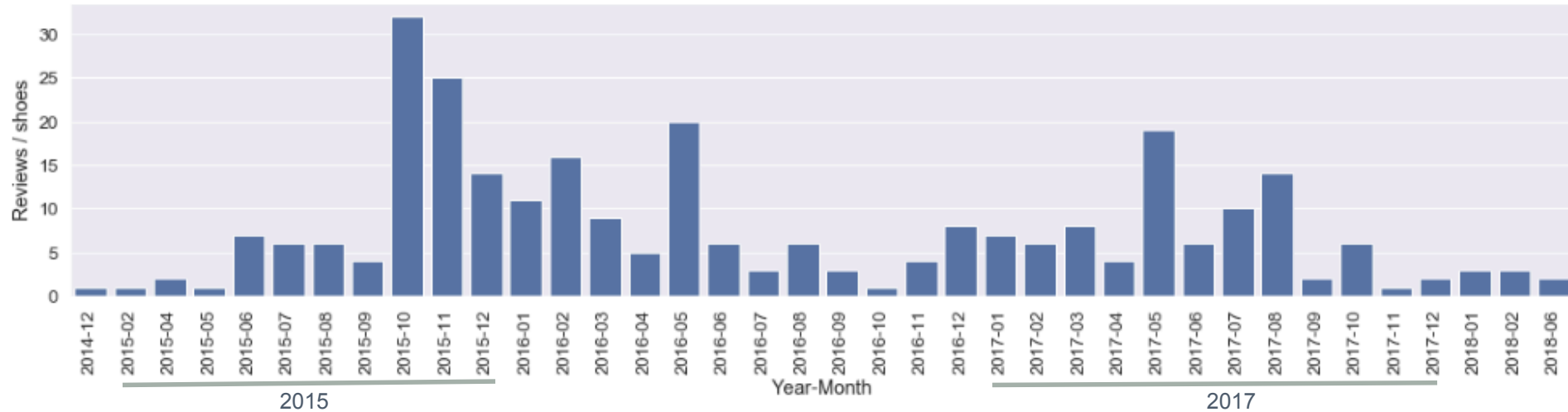


Reviews collected as part of a promotion (in orange)



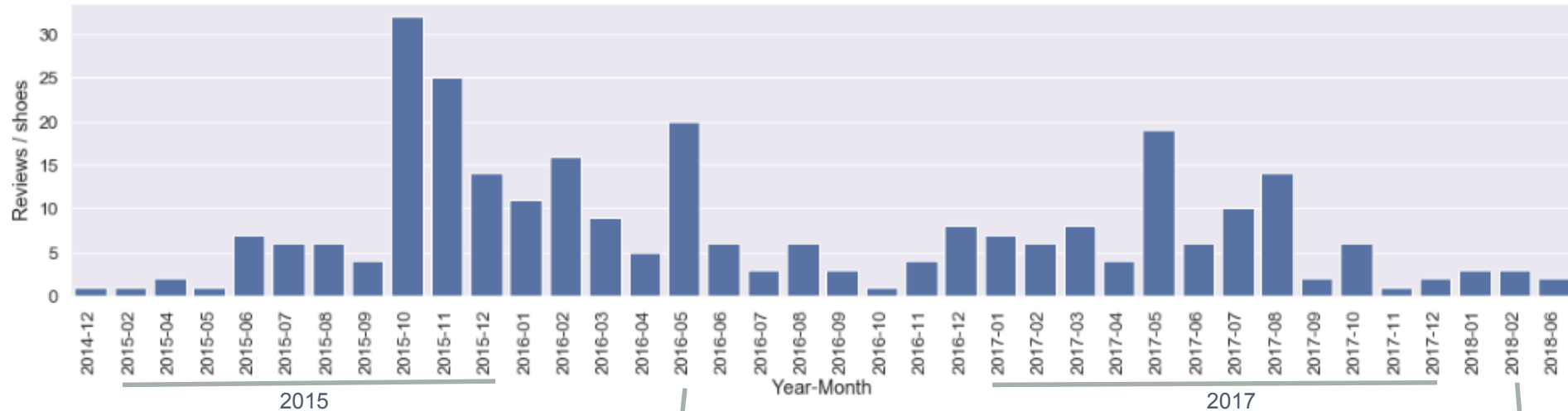
Purchasing Trend for Top Nike Shoes

Women's Nike Huarache

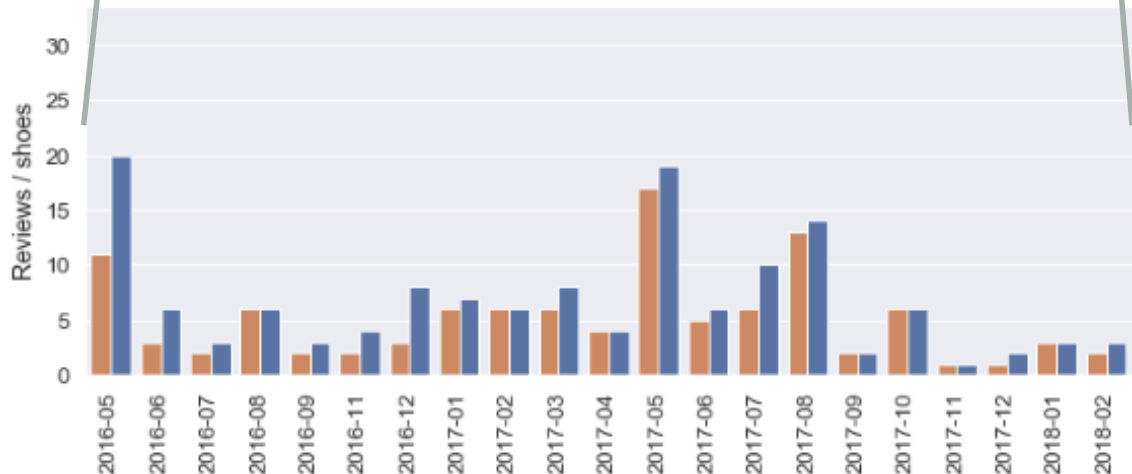


Purchasing Trend for Top Nike Shoes

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

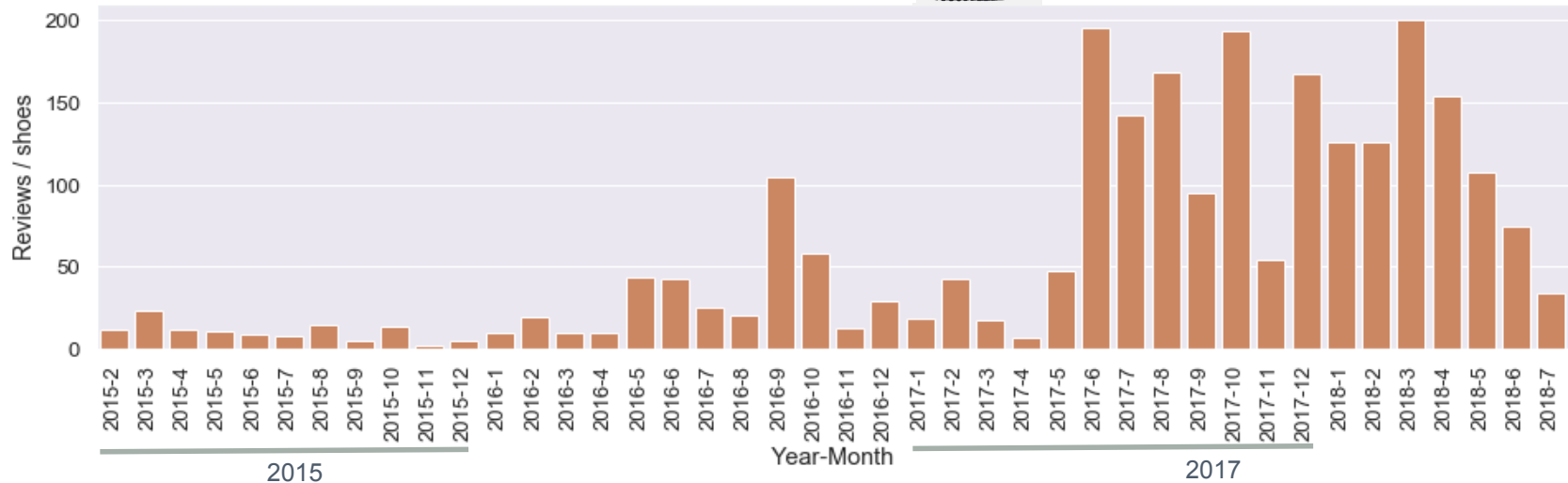


3 more models from the UltraBOOST series are also in the top 10 rated Adidas women shoes

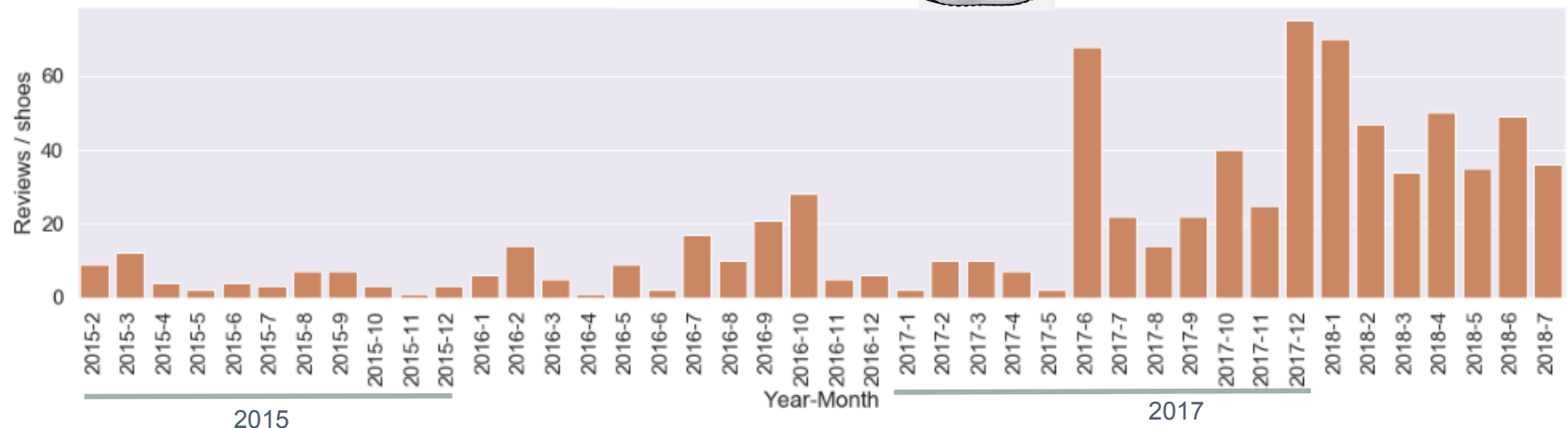


Purchasing Trend Adidas UltraBoost

Men ultraBOOST

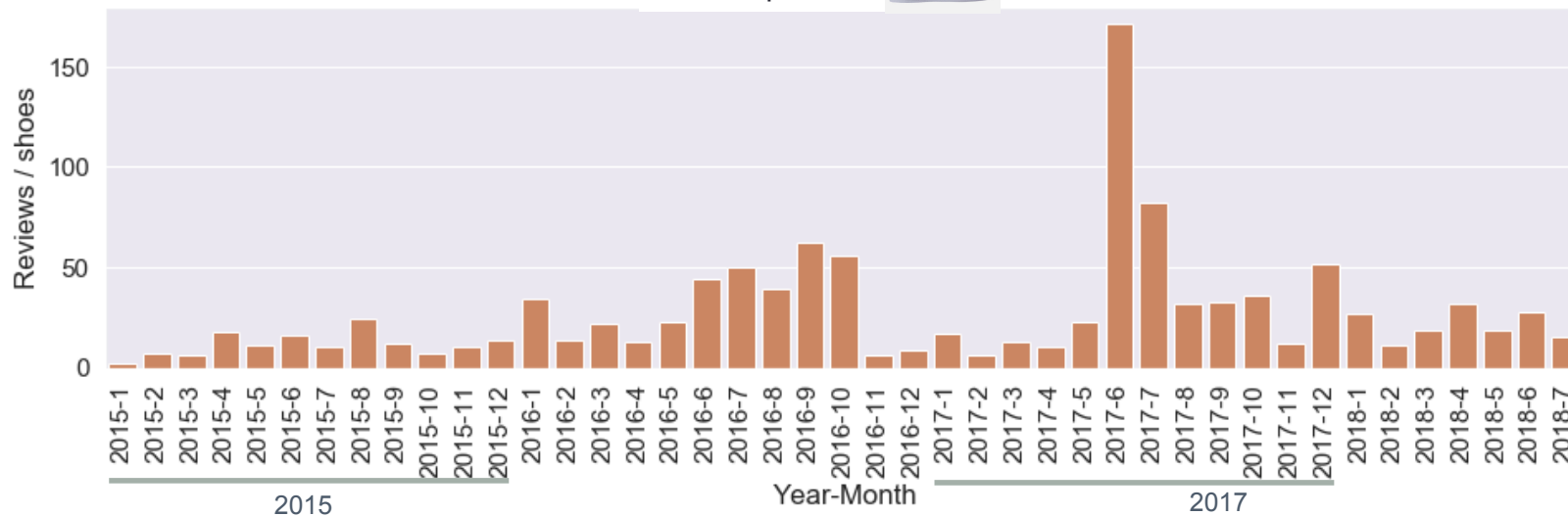


Women ultraBOOST

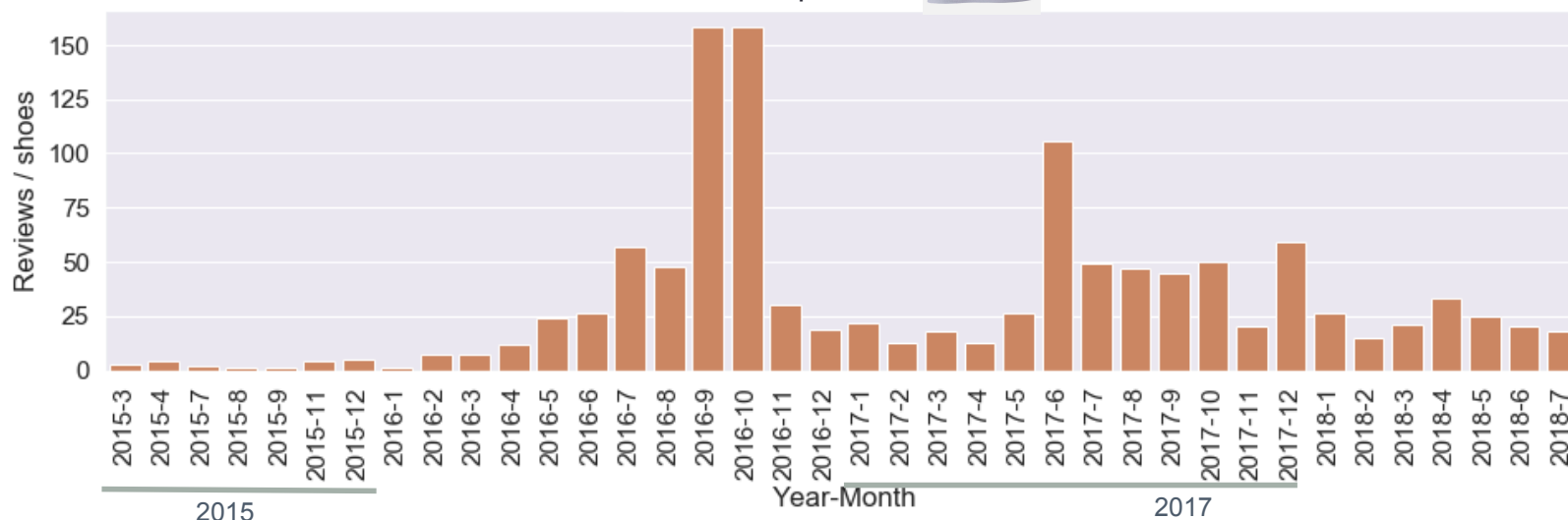


Purchasing Trend Adidas Superstar

Men Super Star



Women Super Star



Recommendation



- Expand on casual shoes pipeline
- Quality check on shoes size / width
- Increase price margin for running shoes



- Increase inventory for Adidas merchandise
- Continue current sales strategy for Nike shoes