

The background is a grayscale photograph of a narrow city street between tall brick buildings. A pair of sneakers is hanging from a wire across the street. The text is overlaid on the left side of the image.

# an analysis on the sneaker resale market

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# Introduction

to the resale market

		Retail		Resale
1		\$250		\$317
2		\$110		\$58
	...	...	...	...
6164		\$190		\$841



# What're those features?



**Brand** | Jordan

**Name** | Jordan 1 Turbo Green

**Month** | February

**Day** | Friday

**Price** | \$160

**Color** | Blue

**Wants** | 6525

**Kids** | False

**Sex** | Mens

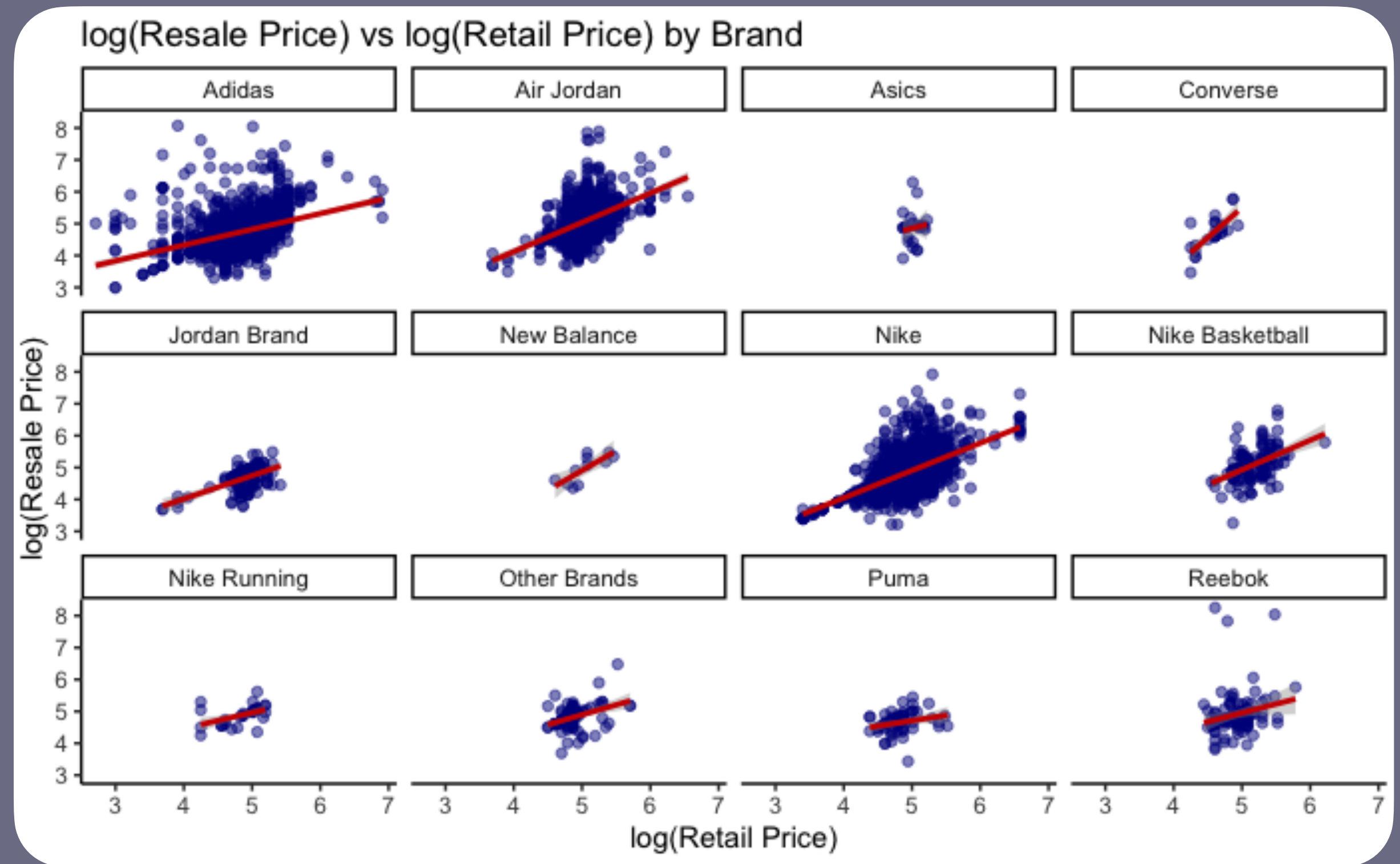
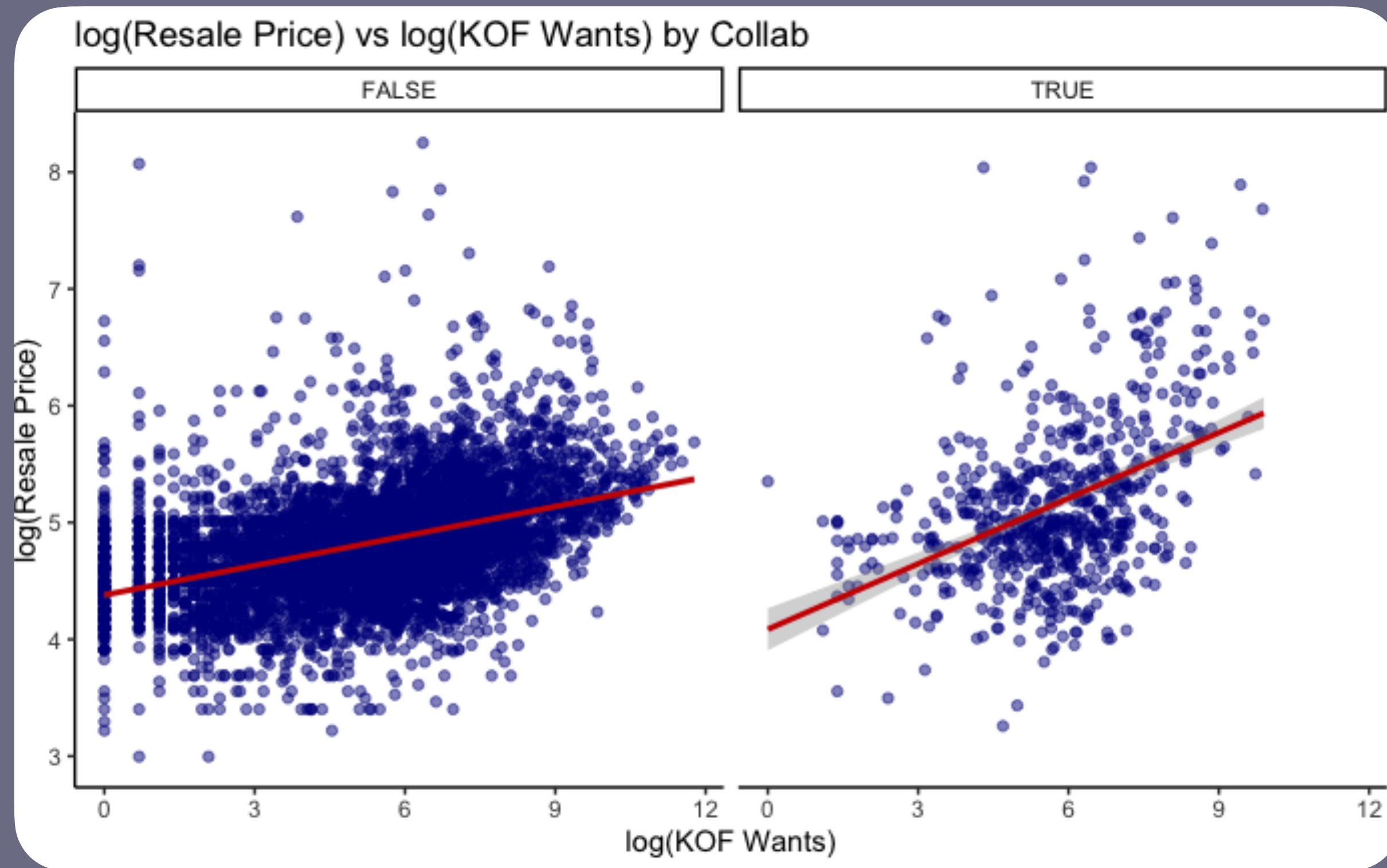
**Retro** | True

**Collab** | False



# Potential Interactions?

exploratory data analysis

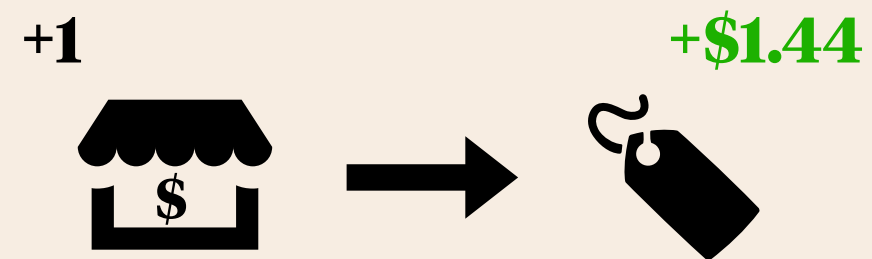


# Current Model

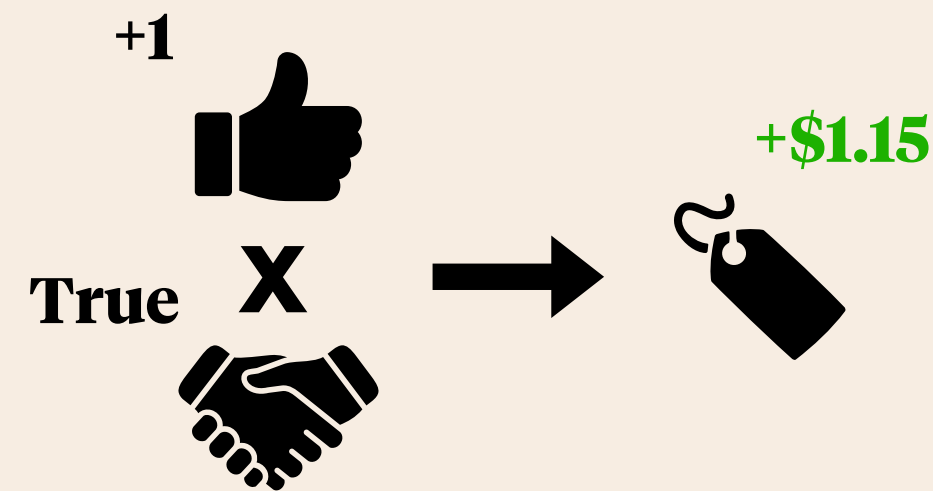
kickin' it off with linear regression

$$y_i \log(\text{resale}) = \beta_0 + \beta_1 \text{brand} + \beta_2 \text{month} + \beta_3 \text{dow} + \beta_4 \log(\text{retail}) + \beta_5 \text{collab} + \beta_6 \text{retro} + \beta_7 \text{sex} + \beta_8 \log(\text{wants}) + \beta_9 \log(\text{wants}) : \text{collab} + \beta_{10} \log(\text{retail}) : \text{brand}$$

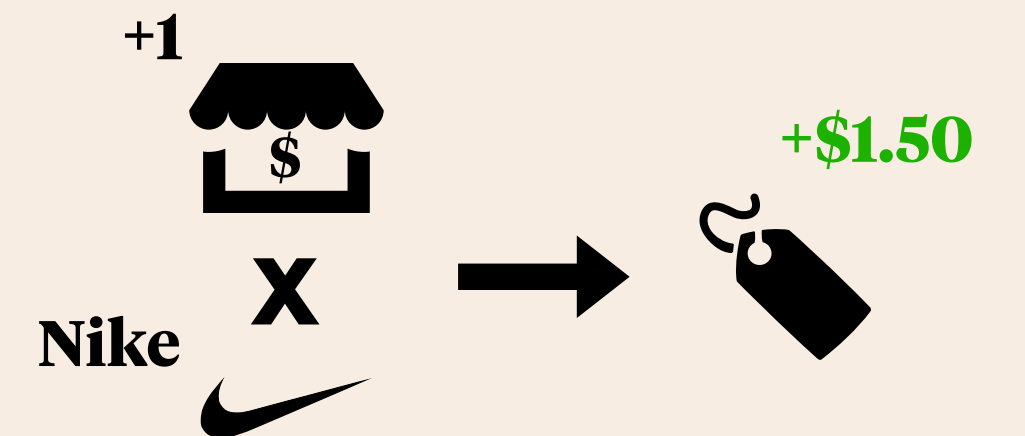
1  $\log(\text{retail})$



2  $\log(\text{wants}): \text{collab}$



3  $\log(\text{retail}): \text{brand}$



# Conclusions

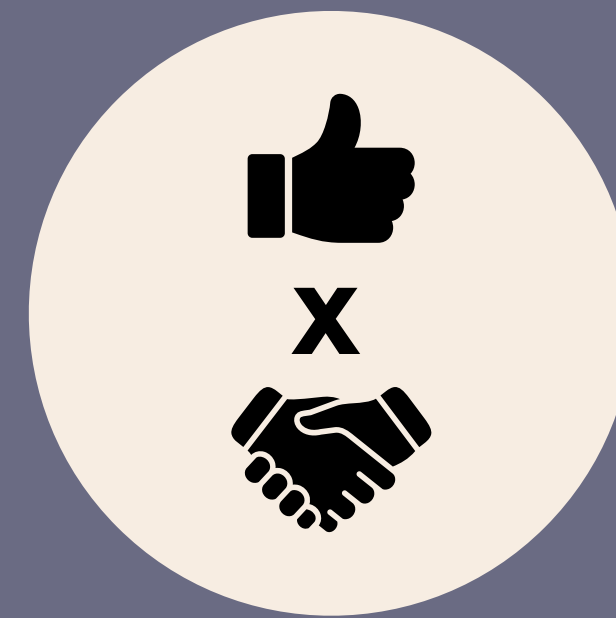
no sole conclusion



The retail value of a sneaker is the most important covariate in determining the resale value of the sneaker.



The average resale value of a sneaker when collaborated on increases by \$0.54 to \$0.69 compared to when not.



There is evidence that the association between sentiment and resale values differ by collaborations.



The interaction between retail value and brand were both interesting and significant associations.

# Potential Limitations

of the dataset and model



**What sneakers are on Kicks on Fire?**

Bias in the dataset? Sneakers identified to be potentially popular?

**What's the main color of this shoe?**

Sail/Black-Habanero Red-Black?







**thank you!**