Positioning Skechers Against its Peers in the Shoe Market

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https://github.com/rafasalonikios/sql-project

Elevator pitch

FOR WHO?

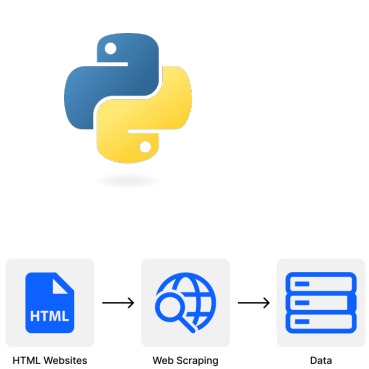
SKECHERS

PROBLEM

Full understanding of the market of shoes – price, online ratings and relationship with size and gender

How should Skechers position itself compared to its peers? Market trends?

HOW?



API

Retail Business Intelligence Analyst II

JOB REQUIREMENTS

- Bachelor's degree in business, computer science, economics or relevant working experience
- Passion for using data to uncover insights and drive business performance
- 4+ years of relevant experience in an analytical role
- Minimum two years using data visualization platforms i.e. Tableau, Power Bl, MicroStrategy
- 2+ years experience utilizing SQL
- Experience with business intelligence technologies and strong understanding of database architecture
- Experience taking large volumes of data and condensing it into a clean, insightful, and automated format
- Attention to detail to ensure the highest level of quality/rigor in reports and analyses
- Demonstrated ability to identify and communicate data-driven insights
- Highly flexible, with the ability to execute well in a fast-paced, growth driven organization
- Machine learning or high level programming experience (Python, R, or similar)
- Proficient in MS Office suite, Excel and Word
- In office position

JOB RESULTS

- Leverage data, statistical algorithms, and analytics techniques to identify the likelihood of future outcomes
- Leverage data to understand our products and processes in depth, identify areas of opportunity, and support projects to drive growth, engagement and process improvement.
- Support discovery of business problems (trends, risks, and opportunities)
- Preform ad-hoc and reoccurring statistical analyses and/or reporting
- Develop and modify reports, verify data integrity and design Bl dashboards, scorecards, charts/graphs, drill-downs, and dynamic reports to provide a precise view of business performance or meet new information needs
- Monitor and provide visibility into business performance and market trends to spot strengths or opportunities
- Create and present of strategic insights and actions that drive business goals
- Look for opportunities to find efficiencies or improve current business process
- Support peers and stakeholders as a subject matter expert through troubleshooting and analysis of results.
- Work with enterprise partners to generate seamless analytics solutions for the organization
- Document business process and execute on project timelines

API

- Database: “Shoe Prices dataset”
- Columns: brand, model, type, gender, size, color, material, price

API: What is the average price of products given their type and gender?

INSIGHTS

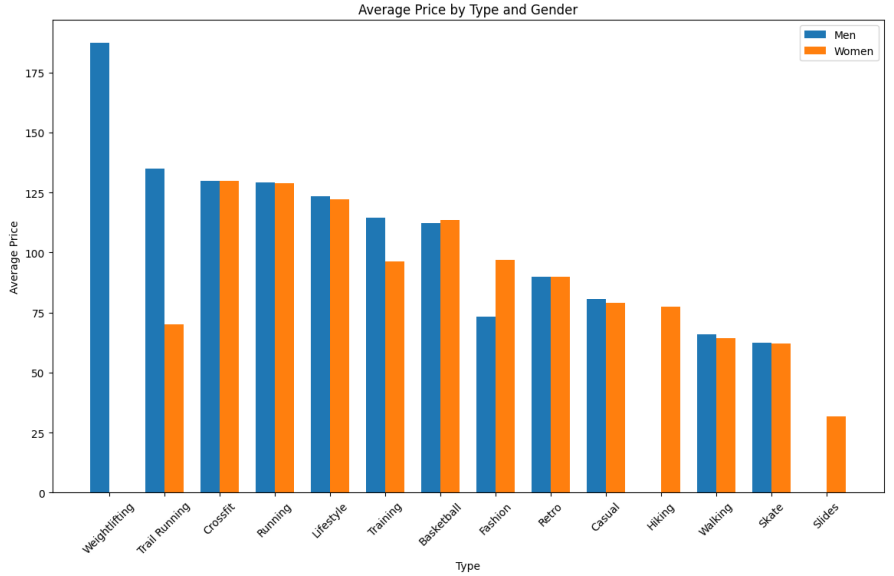
- High difference in pricing between genders within the **same categories** (running, basketball…). Men's are more expensive
- **Casual** and **walking** have lower prices –> higher volume of sales
- **Weightlifting** has highest average -> specialized **technology** and **limited competition**

PREDICTION

- Revenue **growth** due to innovation in **performance-oriented** sports -> attract a **higher niche**
- Extended **customer base** and higher **loyalty** on the **cheaper** end of products

RECOMMENDATION

- **Research** to ensure pricing is equivalent to understanding of **value** for shoes in **running** and **basketball**
- Increase **marketing campaigns** for low budget consumers
- **Innovation** in **performance-oriented** sports -> limited editions or **promotions**



API: How does the shoe pricing vary across different sizes and gender?

INSIGHTS

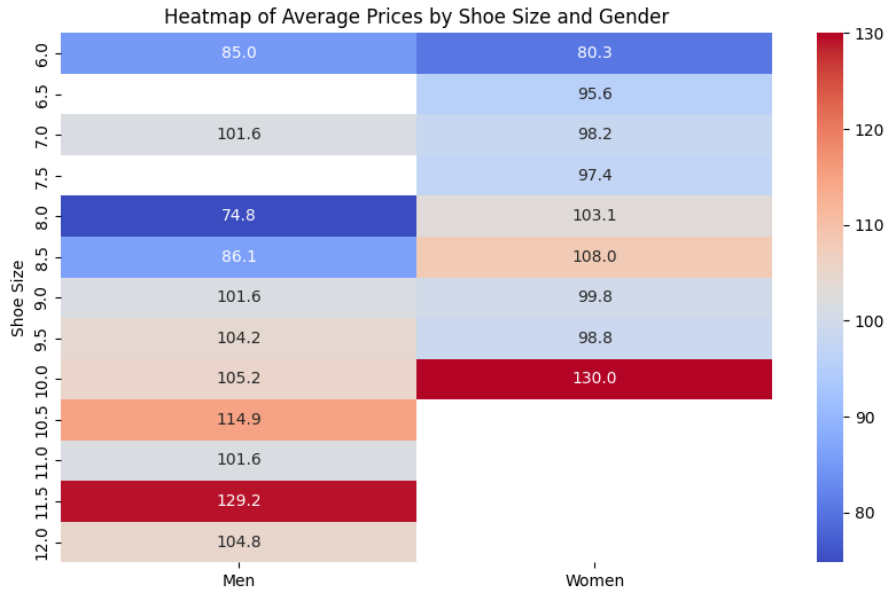
- Higher price for larger women shoes. Size 10 has average of $130
- Most **common** sizes are **7.5** for women and **9.5** for men
- Higher price for those that have a **lower count**

RECOMMENDATION

- Adjust **production** and **supply chain** to ensure supply of most **common sizes**
- **Research** on how to expend on **larger sizes**' market
  - High prices -> better margins

PREDICTION

- Establishment as **leaders** on the most **common sizes**
- **Increase** in demand for **large** sizes that have **higher** price



Web Scraping

- Shoe store website
- Scrapped for brands seen on the Kaggle dataset
- Data scrapped: name, price, rating

Web scraped: What is the distribution of shoes in different price ranges?

INSIGHTS

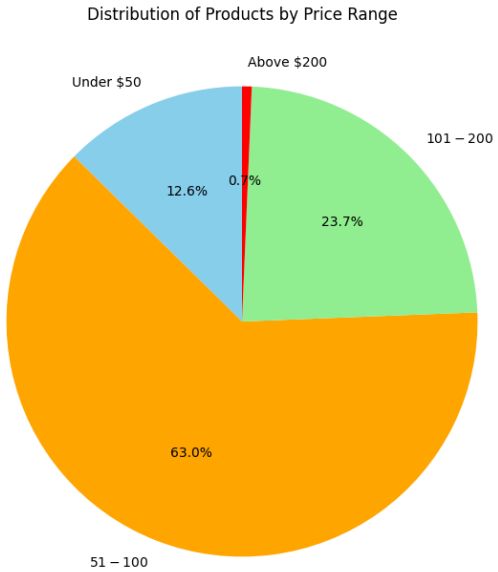
- As price **increases**, products and customer ratings **decrease** -> **price sensitivity**
- **Higher volume** of sales on < **$100**
- **Less** reviews for more **expensive** products
  - Lower **purchase rates** and **less customers** willing to invest more

PREDICTION

- Improvement in ratings and engagement on higher price ranges
- Higher revenue on mid-range offerings as most customers are there
- Purchase behaviour might shift towards premium products

RECOMMENDATION

- **Expand** offerings in $51-$100 range to gain on its **existing popularity**
- **Promotions** for $101-$200 range -> **accessibility**
  - Payment plans or discounts
- **Marketing** campaigns for > $200 -> boost **engagement**



Web scraped: How are customer ratings related with different price categories?

INSIGHTS

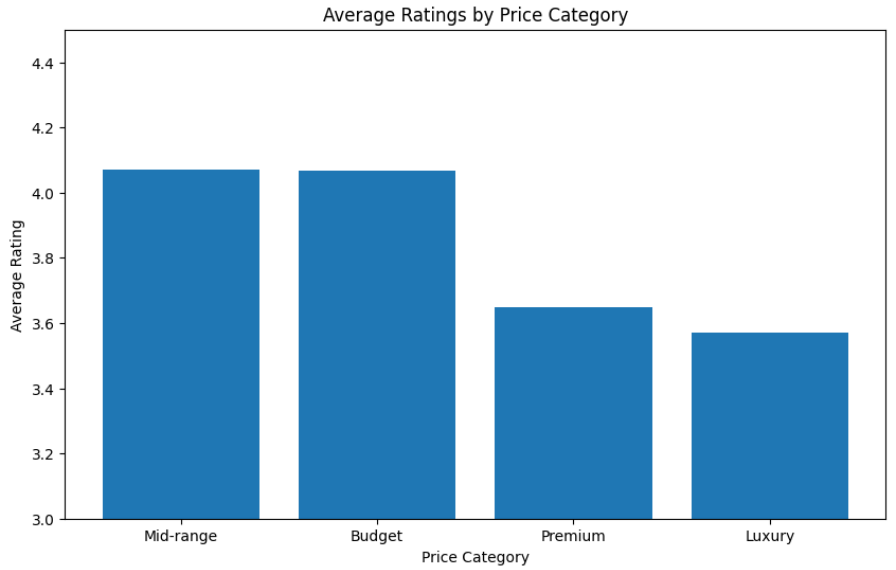
- Mid-range and budget products are **rated highest** – best **value for money**
- **Expectation vs Delivery** on premium and luxury
- **Market focus** should be on mid-range

RECOMMENDATION

- **Study** problem with premium and luxury products
- **Expand** product line on budget section -> **not enough products for such a high rating**
- **Innovation** on mid-range but maintaining **quality**
  - **Highest reviews** and **favourites** by the public

PREDICTION

- Increase in **ratings** for luxury and premium categories
- **Increased market share** on budget products
  - More **satisfaction** means more **revenue**



Connecting the job to the project

Relevant Job Results / Requirements

- Leverage data to identify areas of opportunity to improve current business process
- Develop charts and graphs
- Monitor market trends
- Generate analytics solutions for the organization
- 2+ years using SQL
- Understanding of database architecture
- Communicate data driven insights
- Python experience

Connected Skills Used on the Project

- Many recommendations made on how Skechers can stay ahead of its peers based on data
- Visualizations developed using Matplotlib
- Understood the shoe business through data collected
- Insights, recommendations and predictions
- SQL queries necessary to reach conclusions
- Created my own database using AWS and DBeaver
- Insights communicated based on the data
- All of the code written in Python, including API and Scrapping