

A decorative graphic in the top-left corner consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. Both are tilted at an angle.

# What Makes a Great Men's Running Shoe

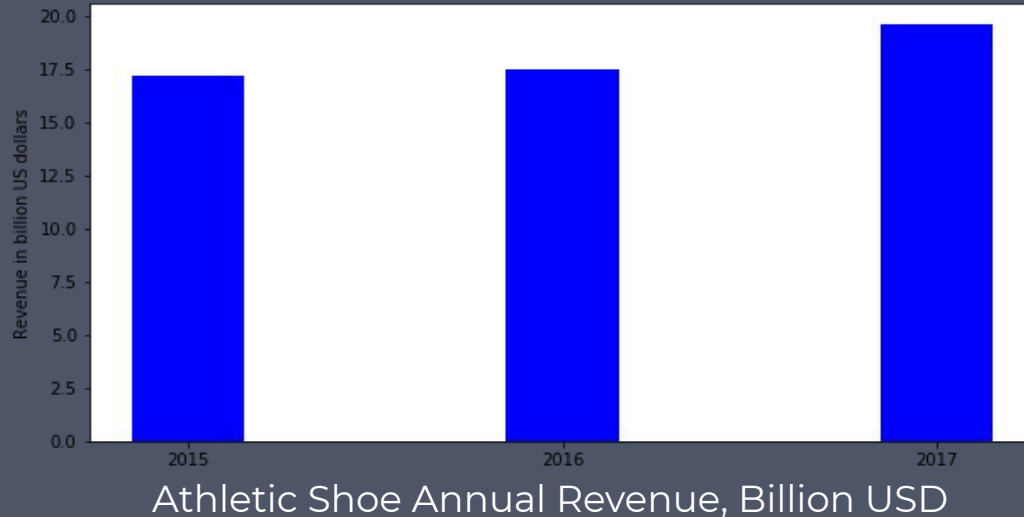


## Motivation:

- People love shoes and I find that people are often most critical of shoes that require performance more than just style.
- For that reason I chose to focus on men's running shoes
- I was curious to find out which models the best?
- What makes a great running shoe stand out from the rest ?
- What are customers saying about these top models?

# Zappos:

- Offers 37 different brands
- 507 different models
- Including unique color pallets that's almost 1500 different choices



# Web Page Samples:

**Zappos** 20 YEARS


Search for shoes, clothes, etc. **SEARCH**

Women ▾ Men ▾ Kids ▾ Departments ▾ Brands ▾ Sale ▾

## Customer Reviews [ASICS GEL-Nimbus® 21](#)

[WRITE A REVIEW](#)

39 Total Reviews



62% ★★★★★  
8% ★★★★★★  
13% ★★★★★★  
10% ★★★★★★  
8% ★★★★★★

82% "Felt true to size"  
89% "Felt true to width"  
76% "Moderate arch support"

ASICS GEL-Cumulus® 21 \$119.95 ★★★★★★

ASICS GT-2000® 7 \$79.95 MSRP: \$120.00 ★★★★★★

ASICS GEL-Nimbus® 21 \$119.95 MSRP: \$150.00 ★★★★★★

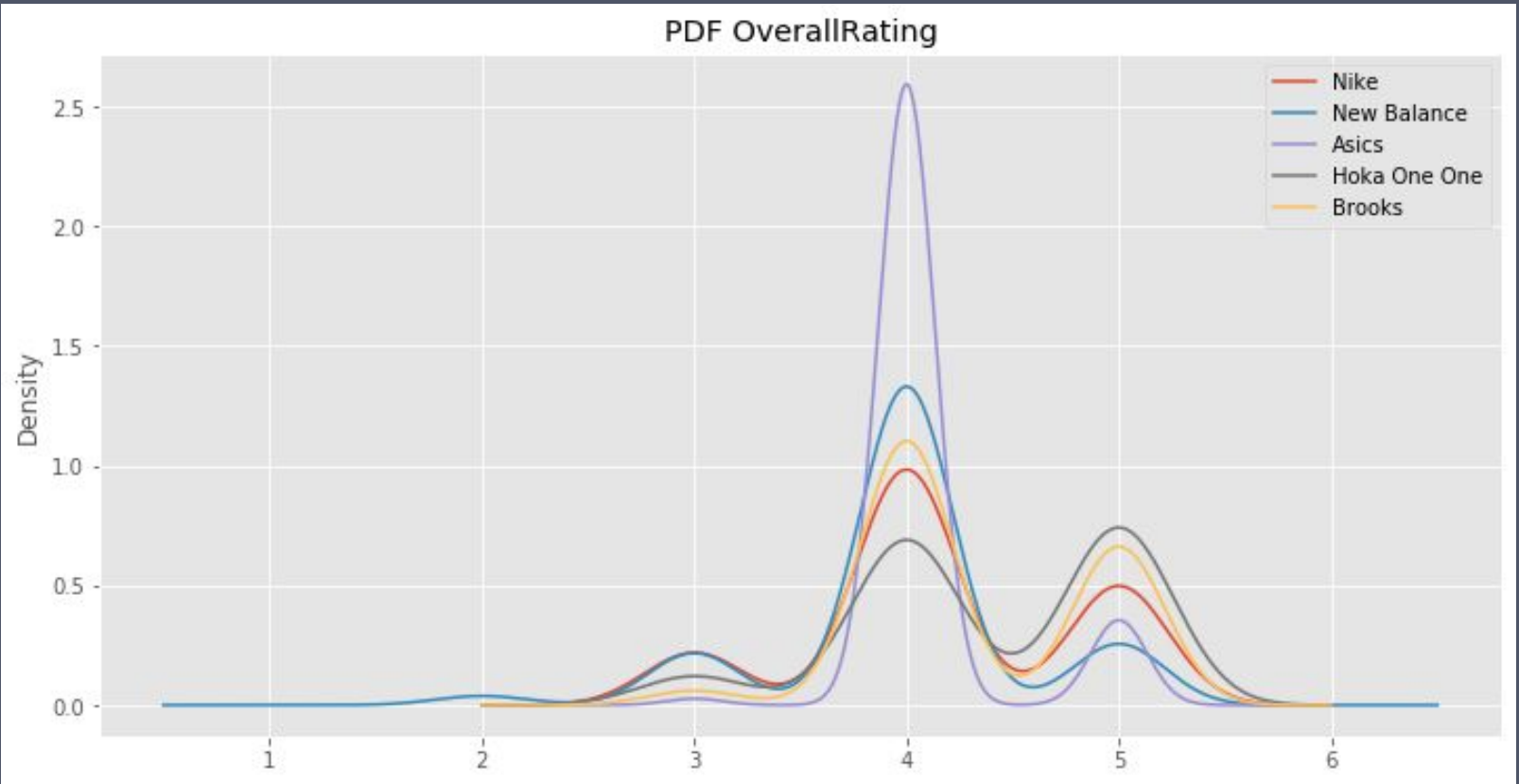
ASICS GEL-Contend® 5 V \$64.95 ★★★★★★



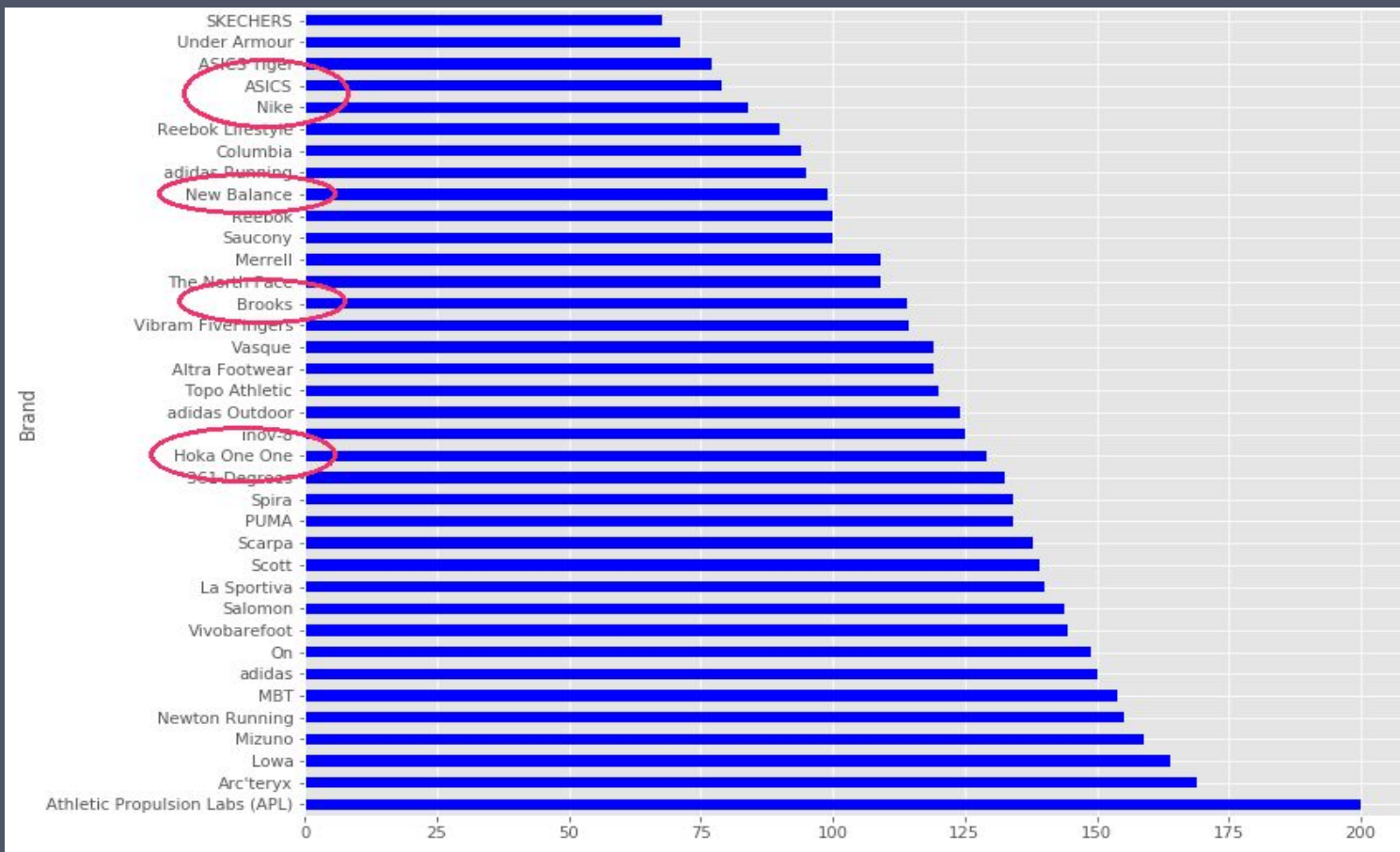
## Scraping Method and Data Collected:

- Web scraping was performed with Selenium
- Brand
- Model
- Price
- Overall rating
- Number of Likes
- True to size
- True to width
- Arch Support
- Number of reviews
- Customer reviews for the top 4 models

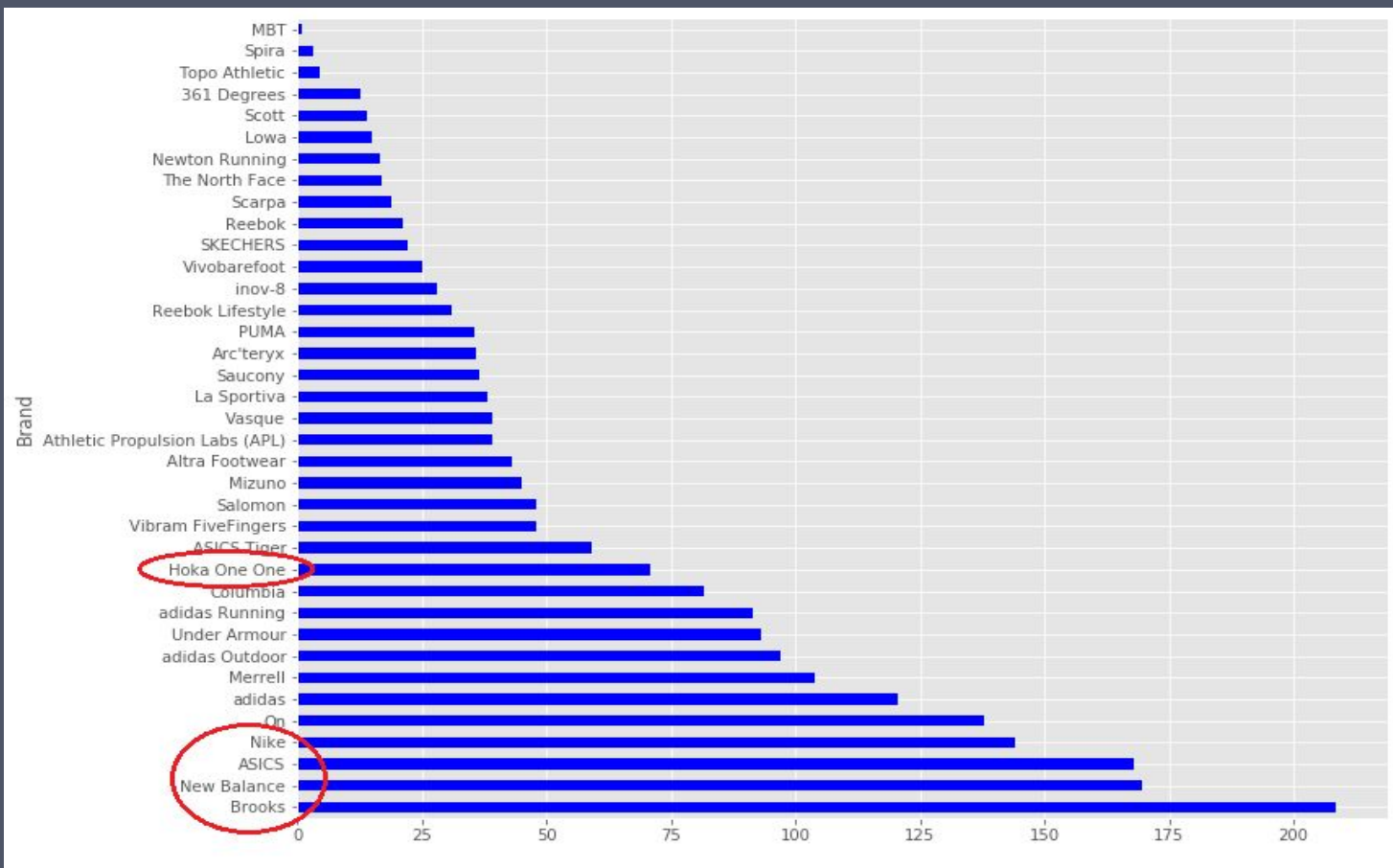
# Brand Results: Top 5 Brands



# Price vs Brand

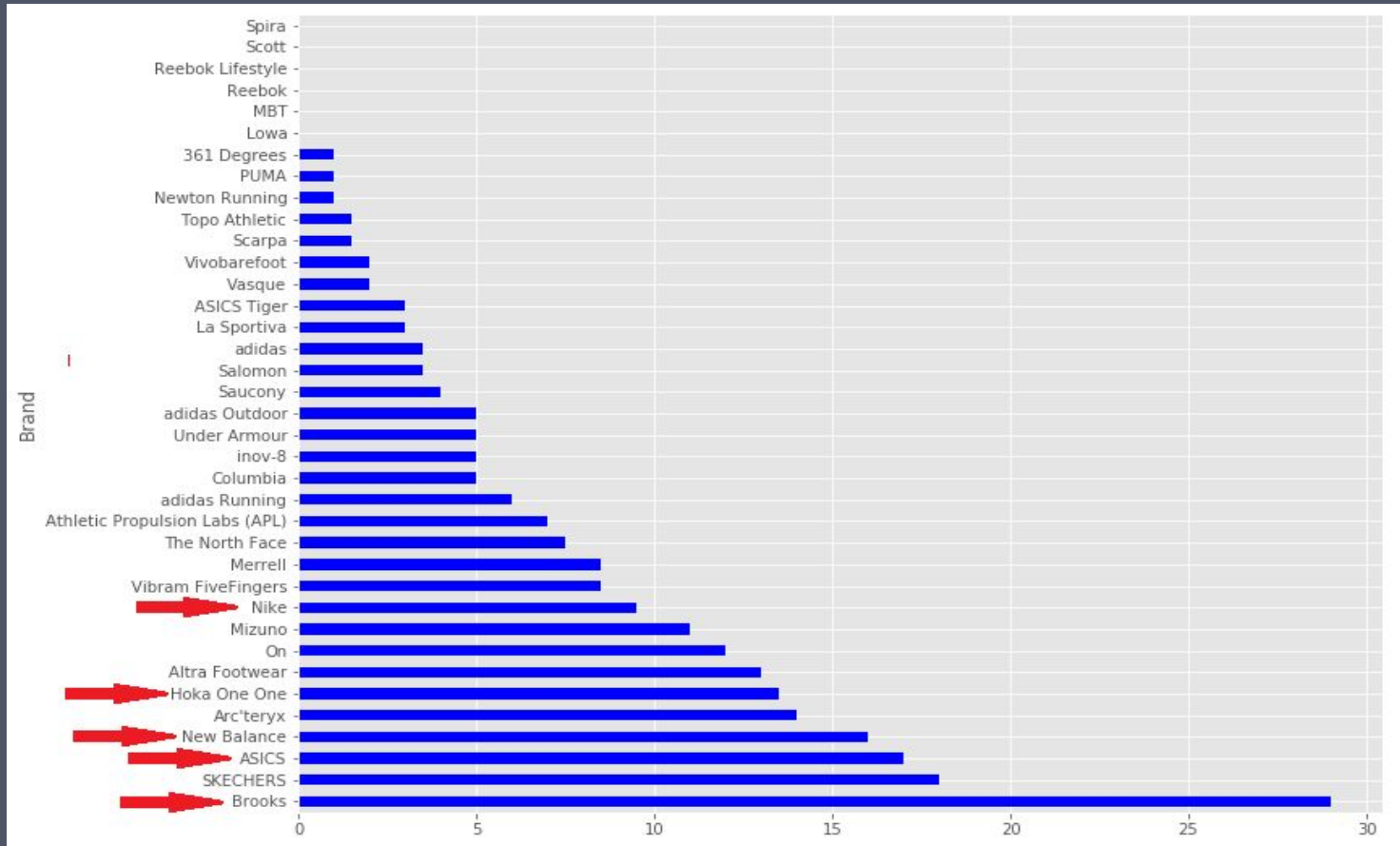


# Likes vs Brand

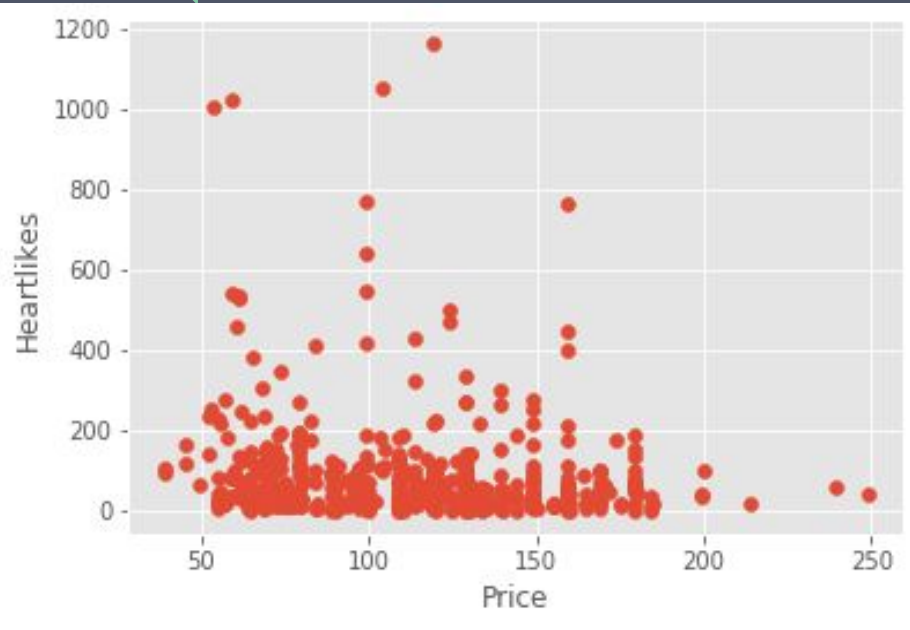




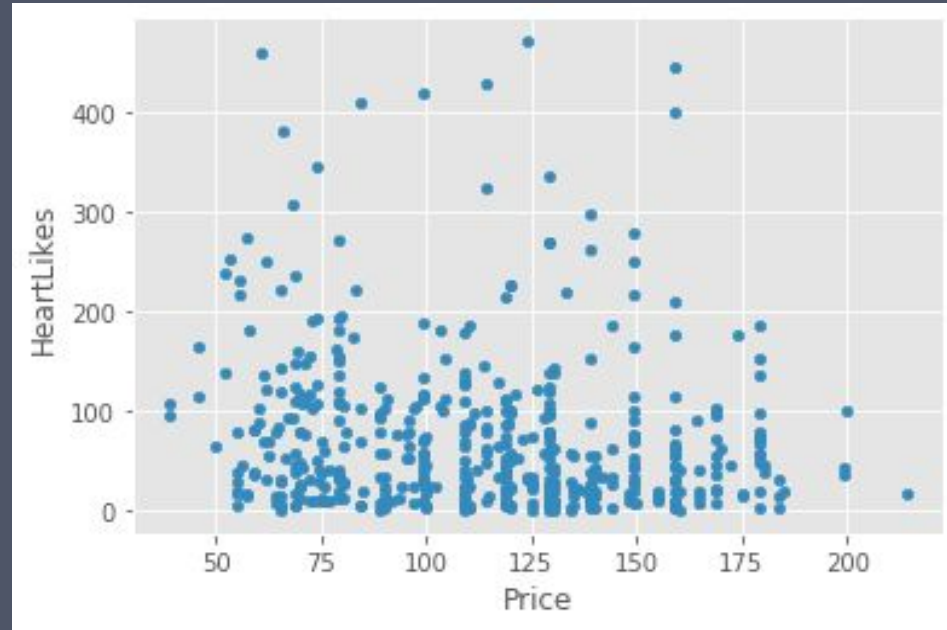
# Number of Reviews vs Brand



# Scatter Plots: All Models



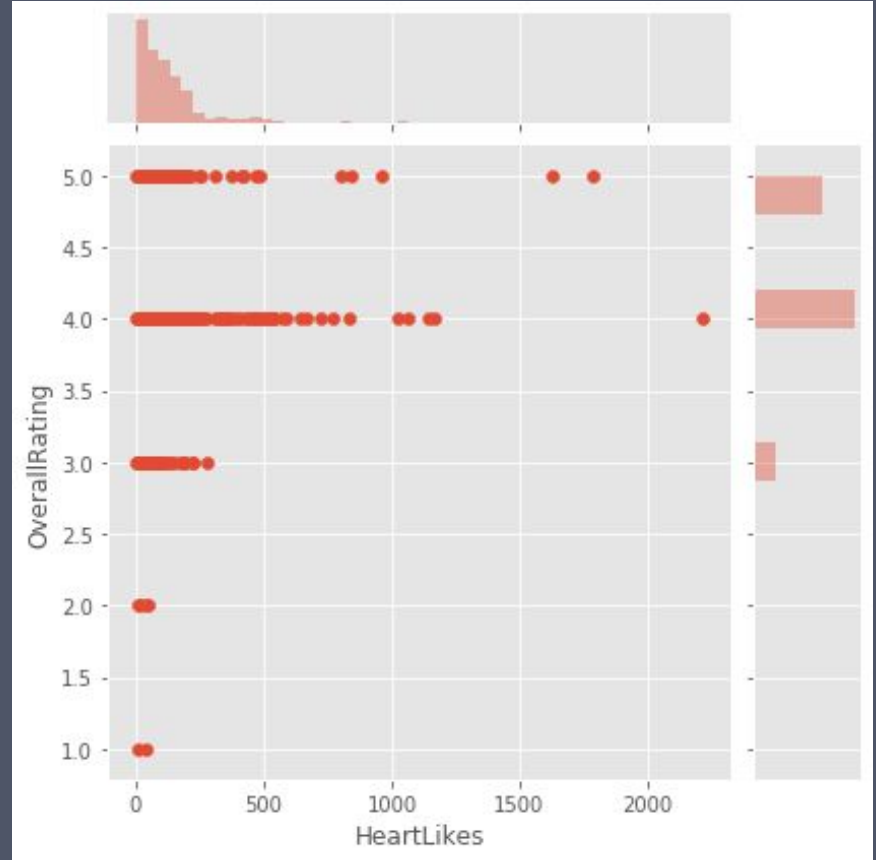
Like clicks vs Price  
(original)



Like clicks vs Price  
(outliers removed)

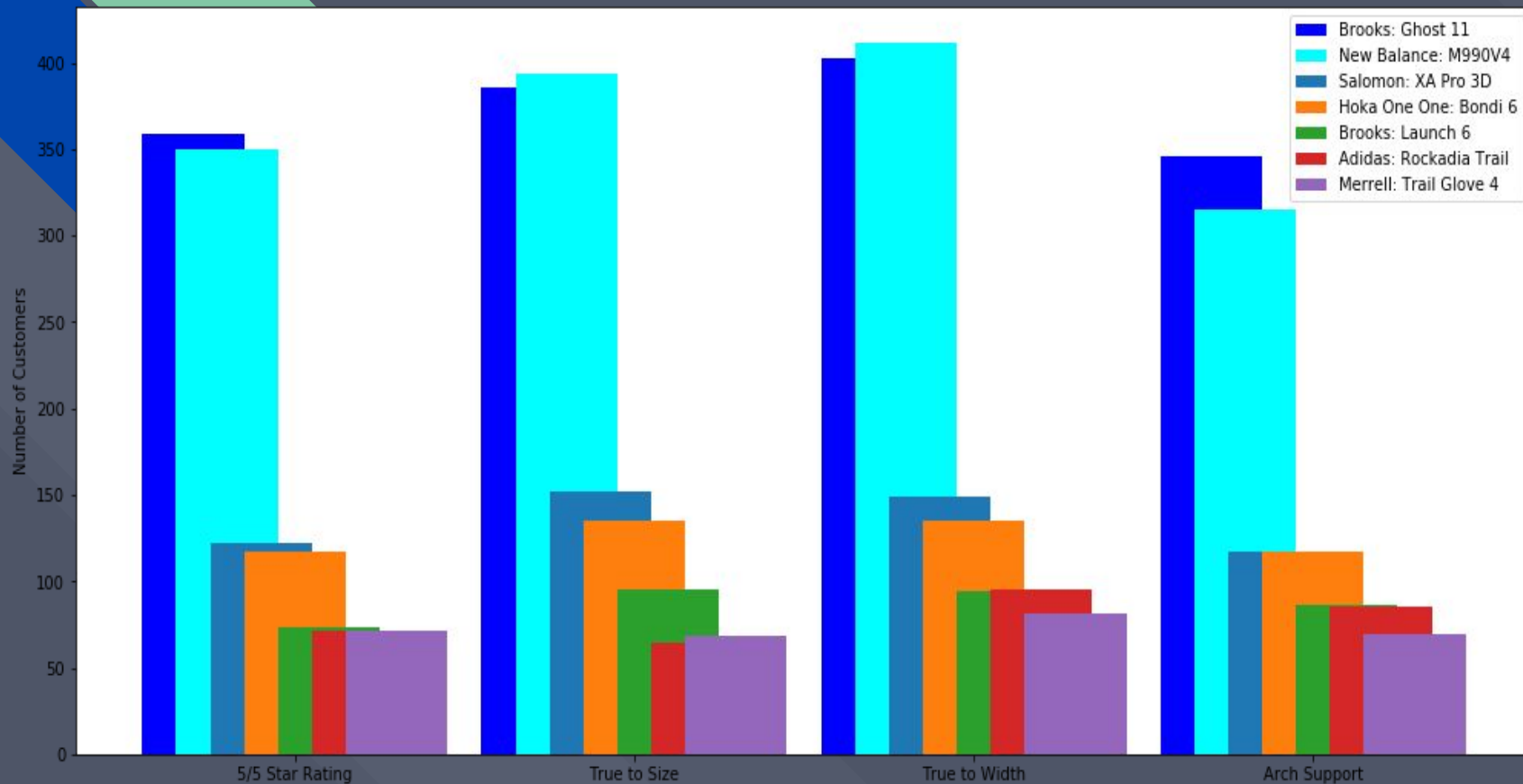
# Scatter Plot: All Models

- Our intuition agrees with the results
- More likes are associated with higher ratings
- Why is there an outlier in the 4 star rating?



Overall Rating vs Like Clicks

# Top Seven Men's Running Shoes:





# Brooks Ghost 11



# New Balance M990V4



# Salomon XA Pro 3D



# Hoka One One Bondi 6



## Top Four Models Word Clouds:

- Words that stand out: 'comfortable' , 'fit', 'great'.
- These words agrees with our intuition about what we want from a running shoe
- Notice there are almost no words regarding anything about style or aesthetics



## Future Interests:

- There is a whole other side to explore, womens running shoes. I'm curious how these results would compare to men's running shoes. Would they simply be the same or would other factors drive a specific shoe to the top?
- Additionally I'd like to explore the subcategories of running shoes; trail running and regular running shoes.
- How does the color pallet weigh in on customer's preferences?
- Analyze bad reviews
- Access to the number of shoe sales to aid in top shoes