

There are many people who buy and resell sneakers to make money. StockX is an online marketplace for people to resell all kinds of limited products. Using the dataset from StockX, I am going to find out how resellers can get the most return on their investment. The dataset only contains data for Yeezy 350 and Off-White x Nike sales from 09/01/2017 to 02/12/2019. The Yeezy 350 is a very popular sneaker that has many different colorways, some being more popular than others. The collaboration between Off-White and Nike is also very popular. These sneakers are all released with limited quantities and therefore they are very difficult to purchase through retail.

On the resale market, prices can vary by the size of the shoe. This can be due to lower quantities of shoes available for certain sizes, popularity of the shoe with different genders, or something else. In this project, I am going to find out if there is a size that resellers should go for to get the most profit on the market. Resale prices also fluctuate over time, so I want to find out if there is an optimum time after the release date for resellers to sell their shoes. My prediction on that is that the closer to the release date, the higher the resale price. There are times when early access is given to certain people and the shoe is sold on StockX before the actual release date, so I will look to remove those entries if they are in the dataset. I also would like to create a machine learning model to predict the resale prices of future sneaker releases.

There are currently 8 columns in this dataset. I plan on creating a column called Price Premium, which will be the percentage above or below the retail price that the sneaker sold for. I can then group this by size, or any of the other features to see if there is any correlation. I will also create another column called Days After Release by finding the difference between the order date column and the release date column. Using this with the Price Premium column, I can see if there is an optimum time after the release date for resellers to sell their shoes.