

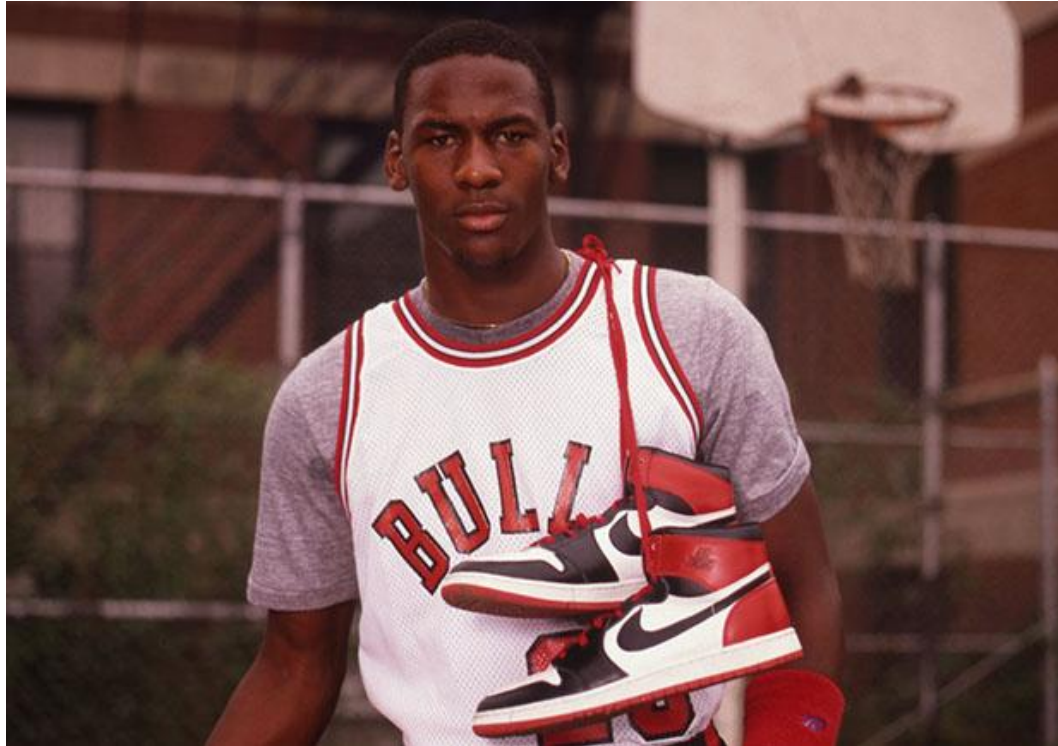
NIKE SNEAKERS TO INVEST

Based On Data From StockX

Yiling Lin

We All Love Michael Jordan And His Sneakers!

But...



TO BUY OR NOT TO BUY?

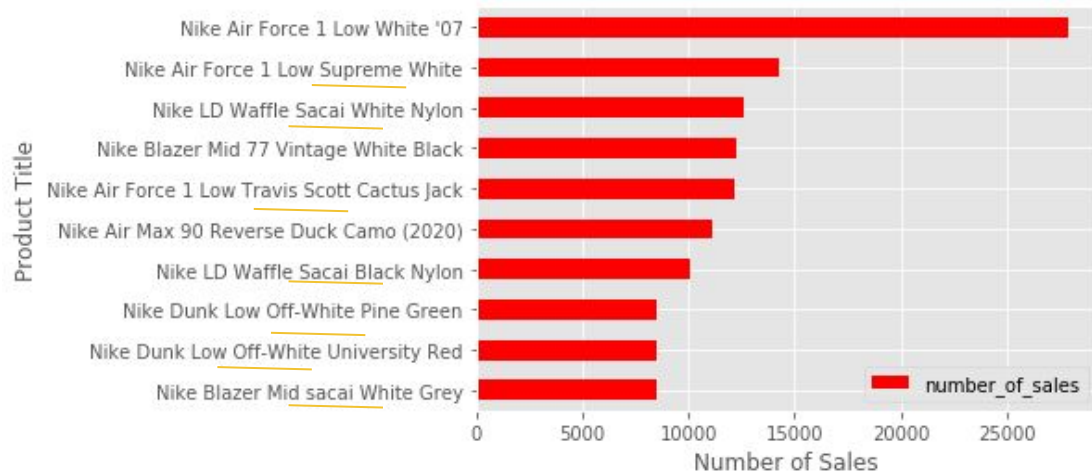
TO SELL OR NOT TO SELL?

Number of Sales

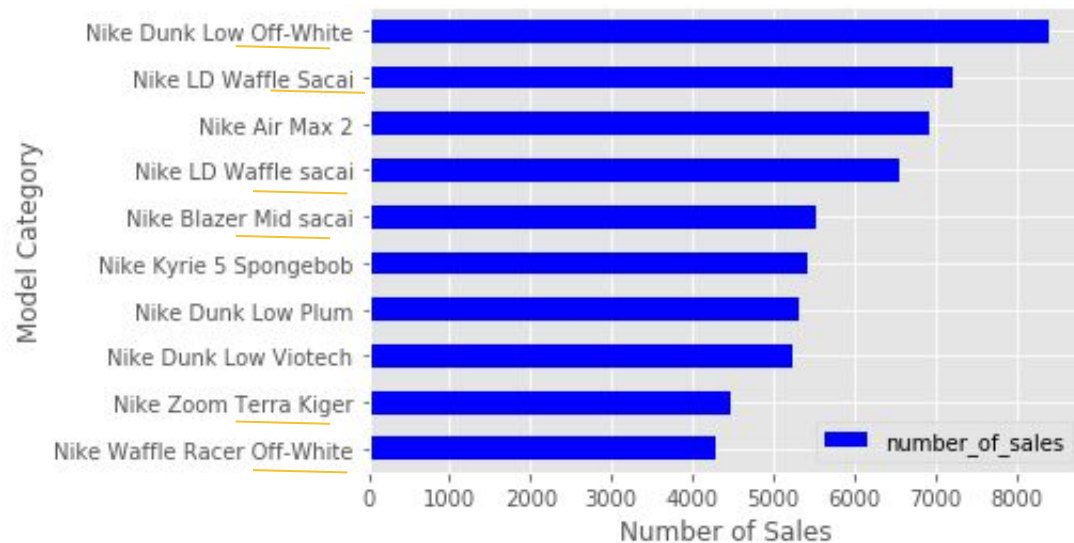
**Average Sale
Price**

**Total Sales
(Number of Sales x
Average Sale Price)**

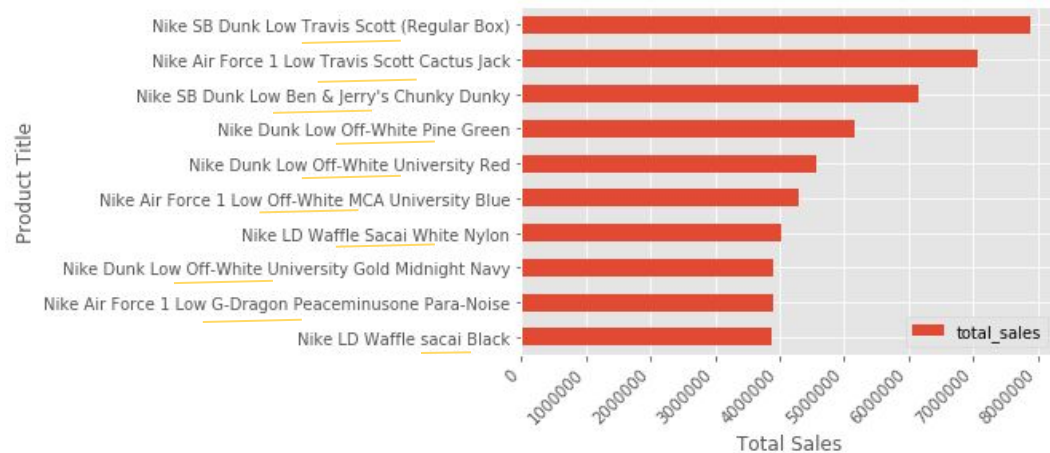
**Price Premium(%)
(Over Original
Retail Price)**



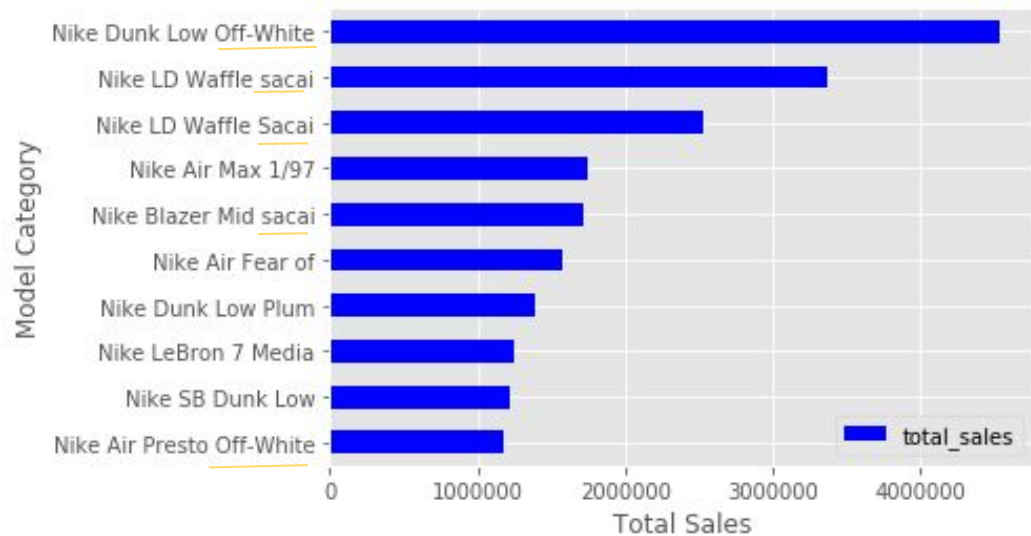
Top 10 Best-Selling Sneakers



Top 10 Best-Selling Models

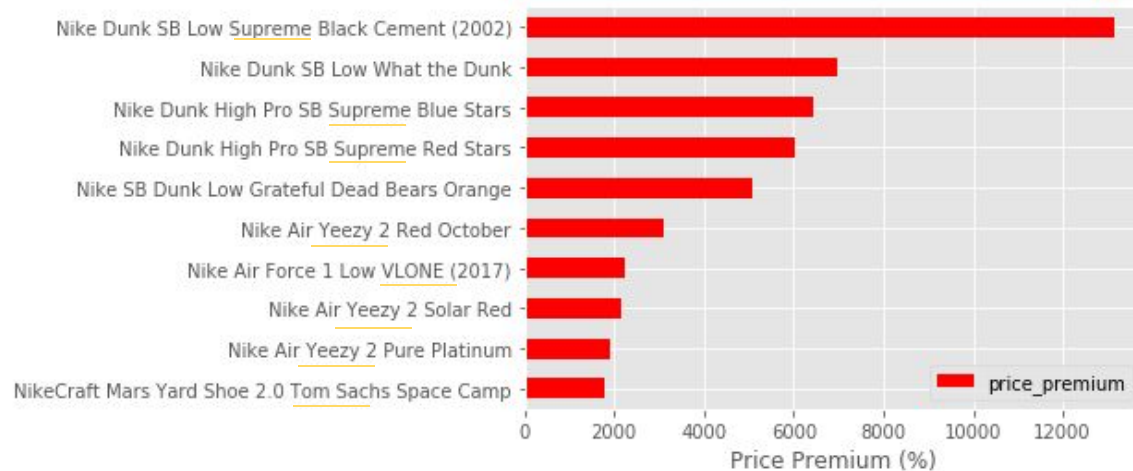


Top 10 Sneakers Bringing In The Most Revenue



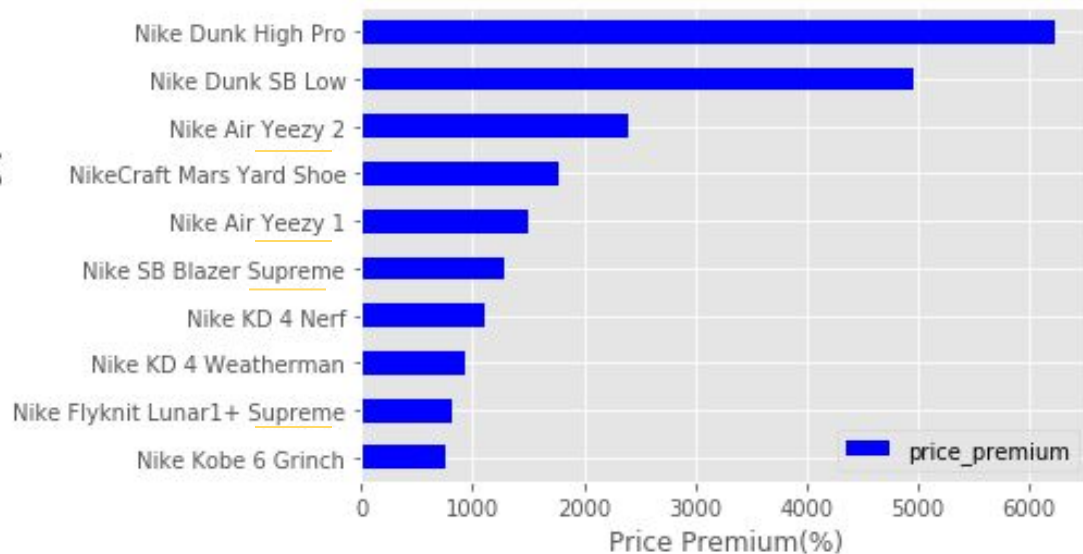
Top 10 Models Bringing In the Most Revenue

Product Title



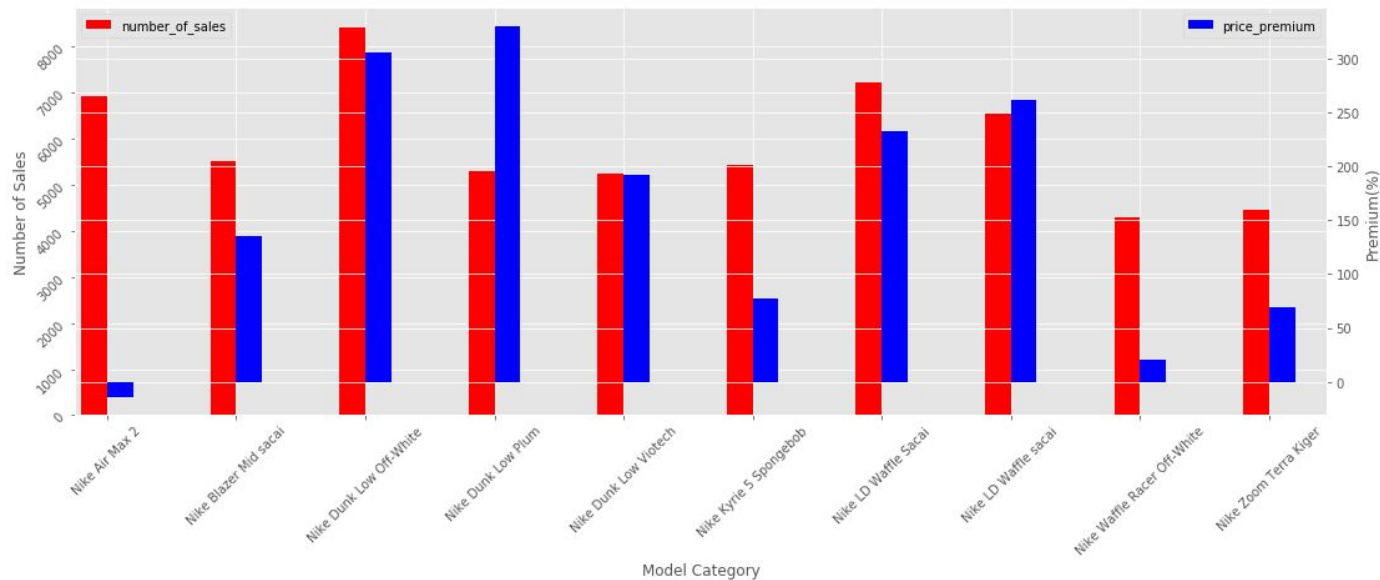
Top 10 Highest Price Premium Sneakers

Model Category



Top 10 Highest Price Premium Models

Top 10 Best-Selling Models vs Price Premium



Nike Air Max 2 Light Atmos

Number of Sales: 6,918

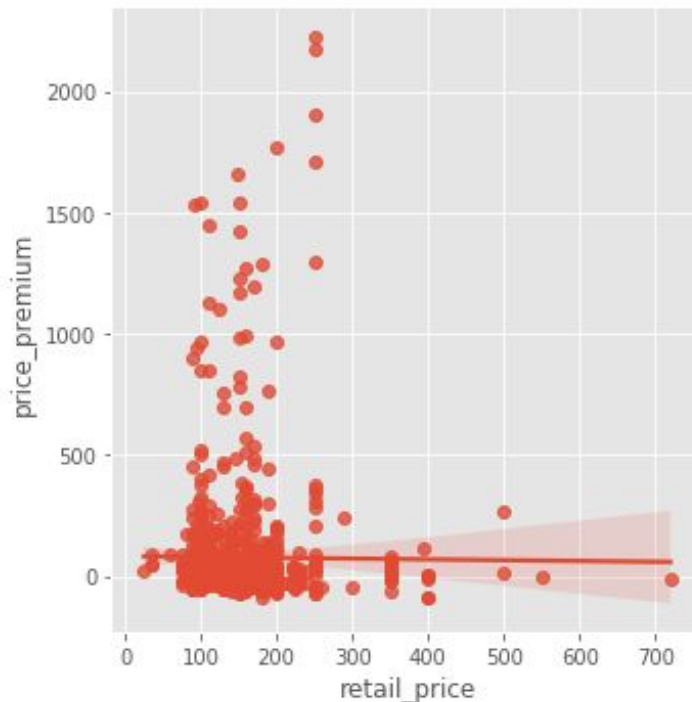
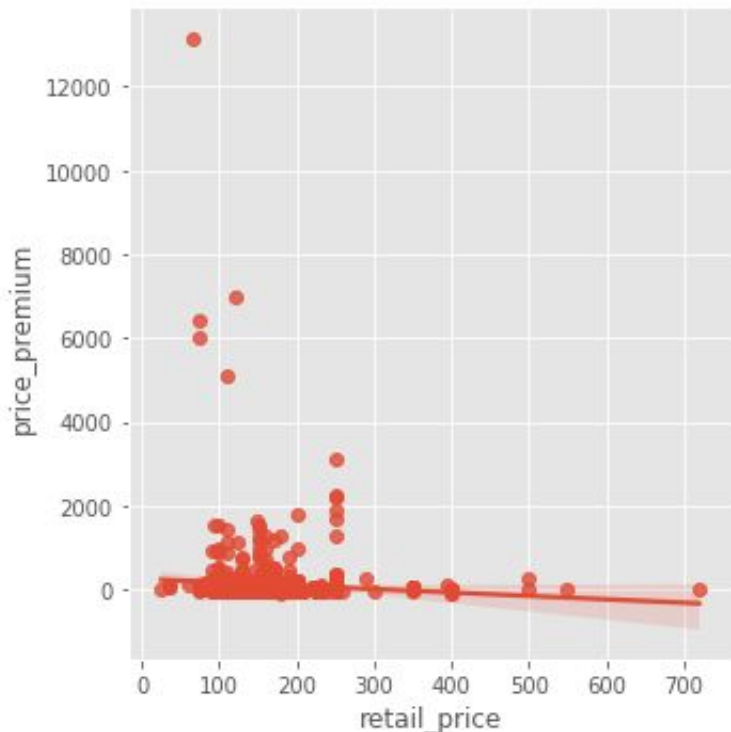
Release Date: 2019/04

Retail Price: \$160

Average Sale Price: \$129

Price Premium: -13.8%

Retail Price vs Price Premium



high original retail price \neq high return

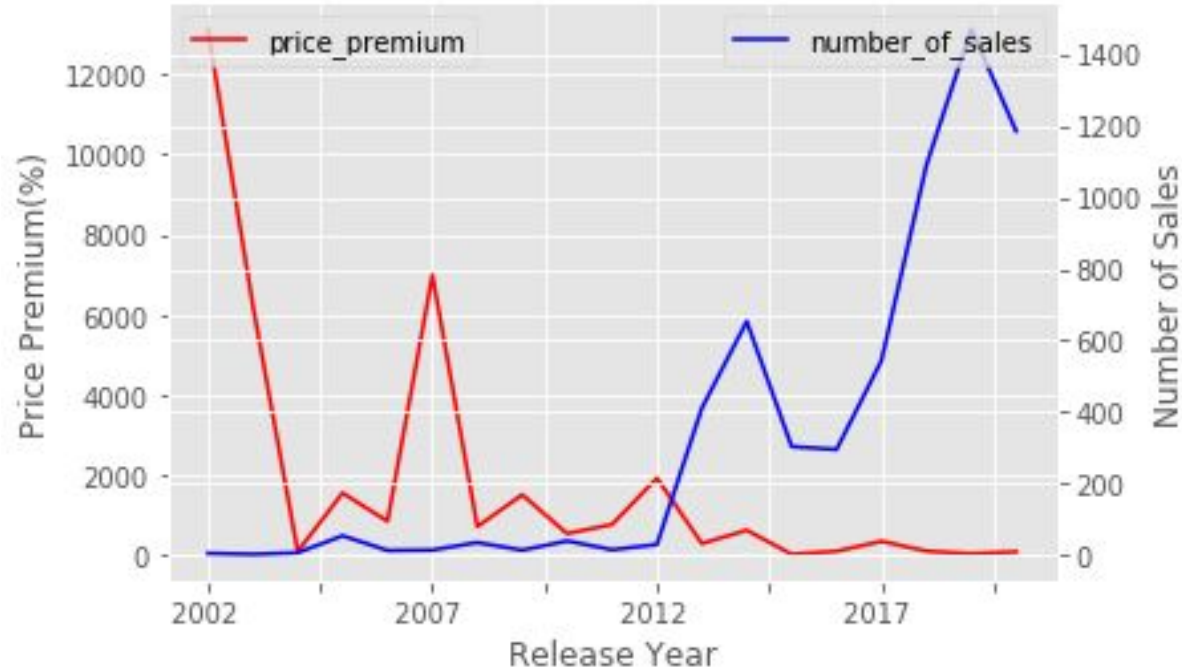


Nike Adapt BB 2.0 Black (US Charger)
Release Date: 2020/02
Retail Price: \$400
Price Premium: -10%



Nike SB Dunk Low
StrangeLove Skateboards
Release Date: 2020/02
Retail Price: \$100
Price Premium: 850%

Change of Price Premium & Number of Sales Over Release Year



Nike Dunk SB Low Supreme Black Cement (2002)

Release Date: 2002/09/01

Retail Price: \$65

Avg. Sale Price: \$4,115

Price Premium: 13,131%



Nike Dunk SB Low What the Dunk

Release Date: 2007/10/01

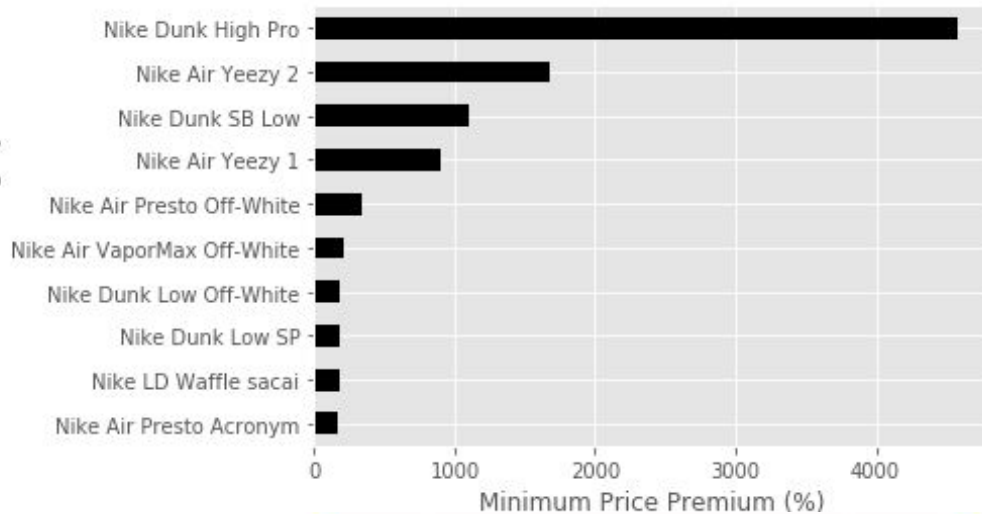
Retail Price: \$120

Avg. Sale Price: \$6,589

Price Premium: 6,983%

- Averagely, Nike sneakers have positive price premium on the resale market.
- Scarcity: Sneakers released in earlier years have higher premium than sneakers released in recent years.

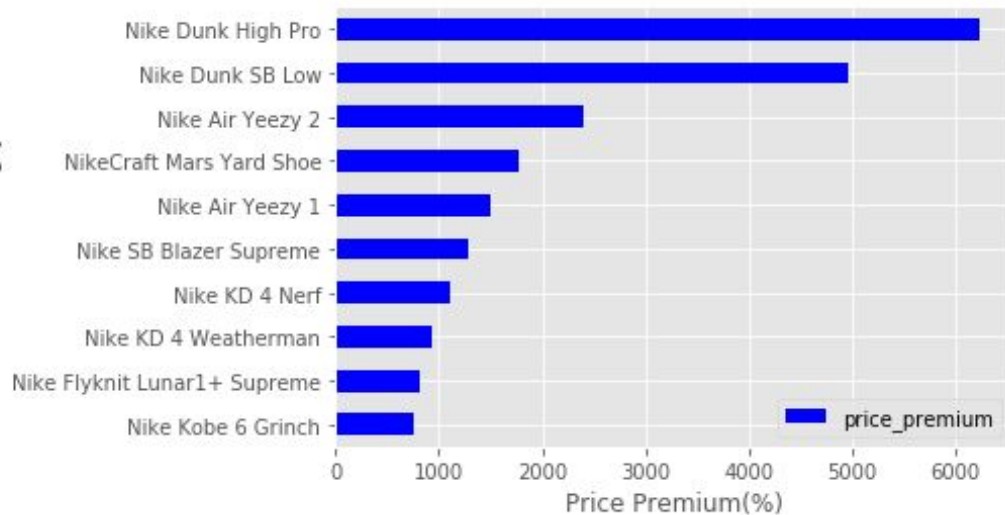
Model Category



- Minimum Price Premium = (minimum sale price)-(avg_retail_price)/(retail price)
- Premium stable models: Nike Dunk High Pro, Nike Air Yeezy 1, Nike Air Yeezy 2, Nike Dunk SB Low

Low-Risk Sneaker Models

Model Category



Nike Dunk High Pro



Nike Air Yeezy 1

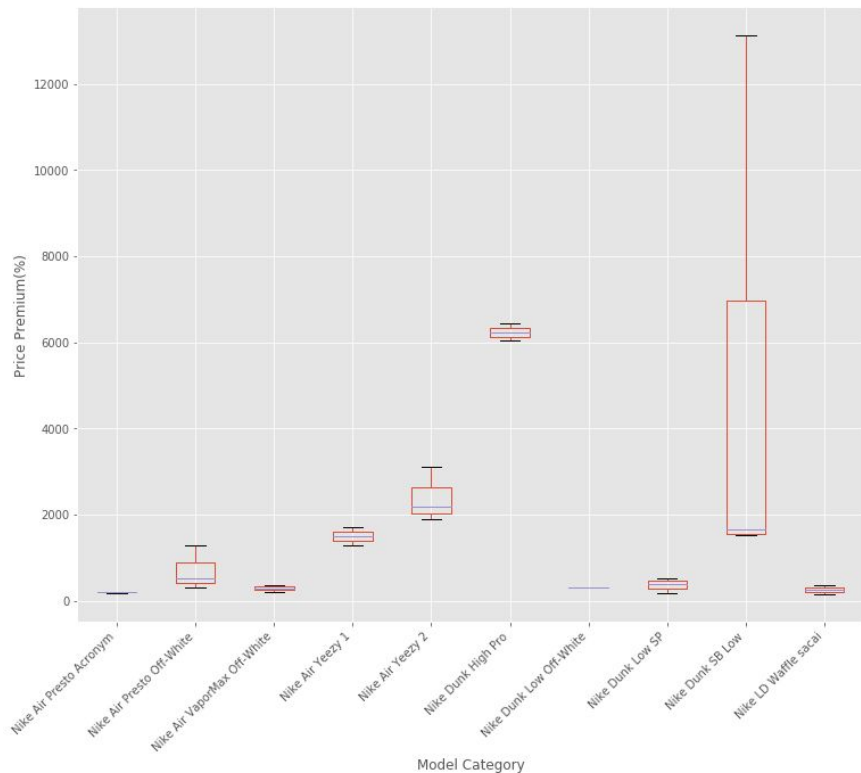


Nike Air Yeezy 2

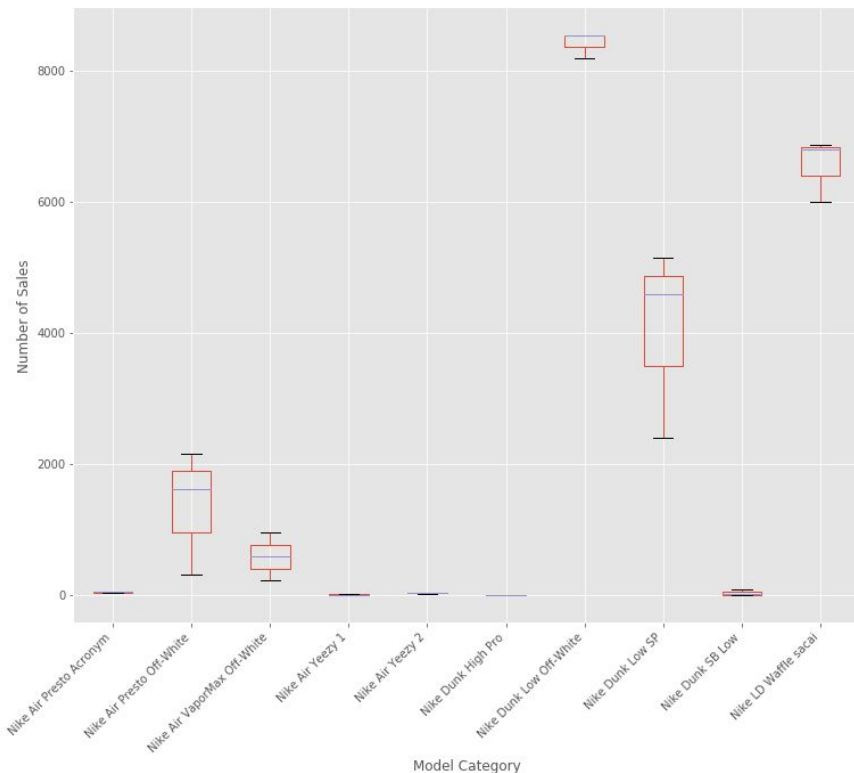


Nike Dunk SB Low

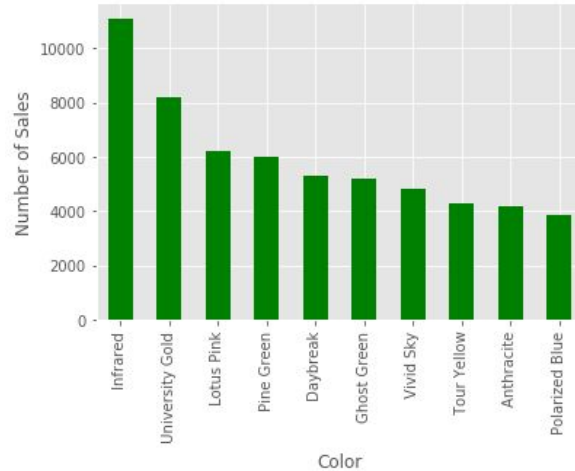
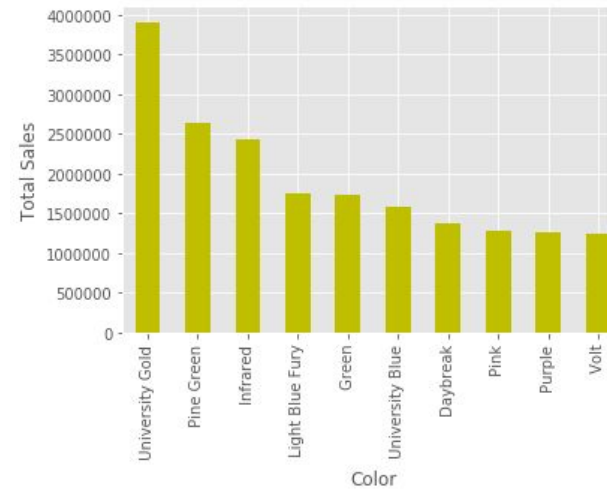
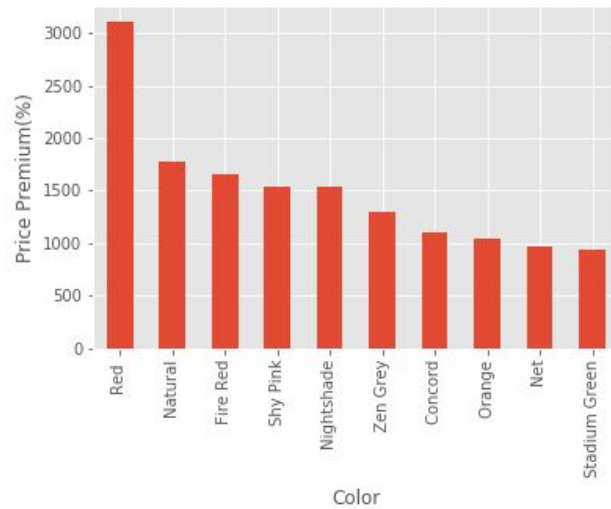
Boxplot grouped by model_category



Boxplot grouped by model_category



- Low-risk investment: Nike Dunk High Pro has a relatively high price premium and it has normal distributions of its price premium and number of sales.
- Nike Dunk SB Low: Positively skewed distribution might mean the model's profit potential but we should be aware of the outliers when sourcing the sneakers and setting prices.



Does Color Matter?

- 50% sneakers on the market are white and black but it does not guarantee the returns.
- Diverse color choices
- Red, Green, Gold stand out

Popularity



**Nike Air Force 1
Low White 07**

Retail Price: \$90
Price Premium:
4.4%
Release Date: N/A



**Nike Air Force 1
Low Supreme
White**

Retail Price: \$96
Price Premium:
310%
Release Date:
2020/03



**Nike LD Waffle
Sacai White Nylon**

Retail Price: \$160
Price Premium:
142%
Release Date:
2020/03



**Nike Dunk Low
Off-White**

Retail Price: \$170
Price Premium:
304%
Release Date:
2019/12



**Nike Air Force 1
Low Travis Scott
Cactus Jack**

Retail Price:
\$160
Price Premium:
278%
Release Date:
2019/11

- Collaboration with celebrities and fashion brands might boost sales: collaboration with **Travis Scott, Supreme, Sacai, Off-White** dominates the resale market for last 12 months.
- Low premium & Competitive market: popularity could be a good indicator to know what sneakers are trendy but not necessarily a good indicator of making profits.
- Need to evaluate the possibility of short-lived trend.

Price Premium



**Nike Dunk SB Low
Supreme Black Cement
(2002)**

Release Date: 2002/09
Retail Price: \$65
Price Premium: 13131%
Collaboration: Yes



**Nike Dunk SB Low
What the Dunk**

Release Date: 2007/10
Retail Price: \$120
Price Premium: 6983%
Collaboration: No



**Nike Dunk High Pro
SB Supreme Blue
Stars**

Release Date:
2003/08
Retail Price: \$75
Price Premium:
6435%
Collaboration: Yes



**Nike Air Yeezy 1
Zen Grey**

Release Date:
2009/04
Retail Price: \$250
Price Premium:
1300%
Collaboration: Yes



**Nike Air Yeezy 2 Pure
Platinum**

Release Date: 2012/06
Retail Price: \$250
Price Premium: 1900%
Collaboration: Yes



**NikeCraft Mars
Yard Shoe 2.0 Tom
Sachs Space Camp**

Release Date:
2017/06
Retail Price: \$200
Price Premium:
1771%
Collaboration: Yes

- Collaboration also helps price premium.
- Low Risk Investment- **Nike Dunk SB Low, Nike Dunk High Pro, Air Yeezy 1, Air Yeezy 2, NikeCraft Mars Yard.**
- Price Premium could be a good indicator for competitive pricing strategies - more pricing leverage to increase returns.
- Sneakers released before 2008 has relatively higher price premium than sneakers released after then.

Thank You!