

Sneakers and the Art of Resale

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Abstract

The sneaker resale industry is growing every year, with its increasing profitability and opportunities. This research paper was created with the purpose of finding the optimal locations to resell sneakers to, as well as the optimal sneaker to sell in those locations. It presents an analysis of national trends in average profit percentage and sale quantity. By utilizing data from one of the leading sneaker resale platforms, StockX, 99957 unique sales of 50 different sneakers were analyzed to create visual representations of sneaker trends. It was determined that consumers in Oregon bought the most shoes per capita while Delaware residents purchased shoes at the highest profit percentage. Through the calculation of most profit per day, it was discovered that the most profitable shoe in both states was the Adidas Yeezy Boost 350 v2 “Static Reflective”. A linear regression model was then developed to project future prices of the shoe in these two states.