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Business, Marketing



Product Analysis of Athletic Shoes for ZIP 94545 Analysis of the most common segments of the zip 94545 – critical insights Population by age 21-34 is the highest. Household composition of ‘ Other’ with no children is the top placeholder, while ‘ Other’ with children is the minimum. Household Composition is led by 2-Person, while 1-Person and 4-Person households are on the last leg of the threshold. From income point-of-view, below-7% households come in the bracket of \$25-35k. It can be derived from the data that more than 30% of them earn in the higher range of \$100-150k. Under the Population by Race and Ethnicity category, Not Hispanic/Latin people are relatively more than Hispanic/ Latin People.

Out of the most common segments for the selected zip code, segment 04 Young Digerati belongs to wealthy young family mix. Demand for athletic shoes should increase in near future, as people belong to urban wealthy elite segment. Their median HH Income of \$91, 183 is way higher than the zip codes’ median income \$69, 100. It reveals their affordability to purchase a variety of athletic shoes. Being family mix, demand for athletic shoes should increase.

Relatively speaking about segment 29 American Dreams, their median HH income is lower than 04 Young Digerati, but they are homeowners, which boosts their capacity to create an inventory of athletic shoes. Comparing 16 Bohemian Mix, upper-mid-middle-age family mix, with 04 Young Digerati, it is worth noting that they are renters, therefore, may not afford as luxurious life-style as 04 Young Digerati.