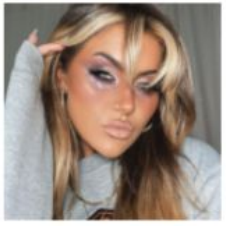
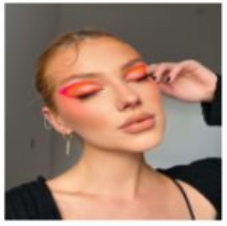











# K = 6

## Hands

Beginning at k=6, there was a single group dedicated to hands. As shown there is some overlap, with shoes appearing as well. As the k value increased, there were multiple clusters of hands, separated by more detail.

For example, in k=20, ‘hands with cups’ were picked up. However, since there were only about 4 pictures of this, the rest of the output was inaccurate. In this case, having them all in one group is more useful for analysis.


I've spent so long in loungewear that jeans are literally sandpaper to me now

Why is lingerie spelled like that? Lawnjaray makes more sense

I love fall. Am I wearing a bra? Who knows. Am I wearing what I wore to bed? Maybe.

Andrew Schiavone
@aschiavone

I think the funniest thing of 2020 is when I thought quarantine would last 2 weeks

ASOS
@ASOS

Mentally I'm still in 2019

I've now been in more lockdowns than relationships

claire parker
@SorryDontClaire

Just FYI if I say I "read an article about" I mean a 16 year old girl just told me on tiktok

Jasmine
@glitterwrld

Finding your signature perfume scent is an underrated experience in womanhood.

I reckon we put the Christmas tree up now and call it a fuckin year boys

ASOS
@ASOS

Tell us you love ASOS without actually telling us you love ASOS

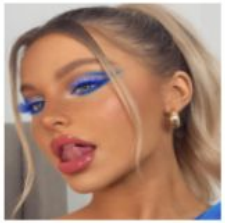
ASOS
@ASOS

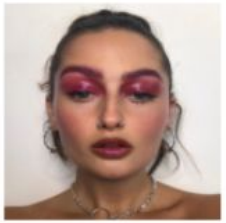
Cleaning your room and doing an elaborate skincare routine make the perfect Sunday

# K = 8

## Text Posts/ Twitter Screenshot

Up until k=8, this group was not yet identified and clustered. It is helpful that this type of image was recognised by mobilenet as it is different from the usual product post.

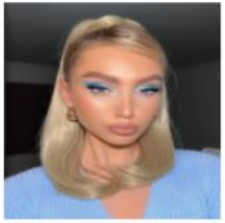













# K = 13

## Selfies/ Close-up

Although selfies were recognised in lower k values, they were still separated between groups. However, beginning at k=13, the group was more accurate and concentrated.







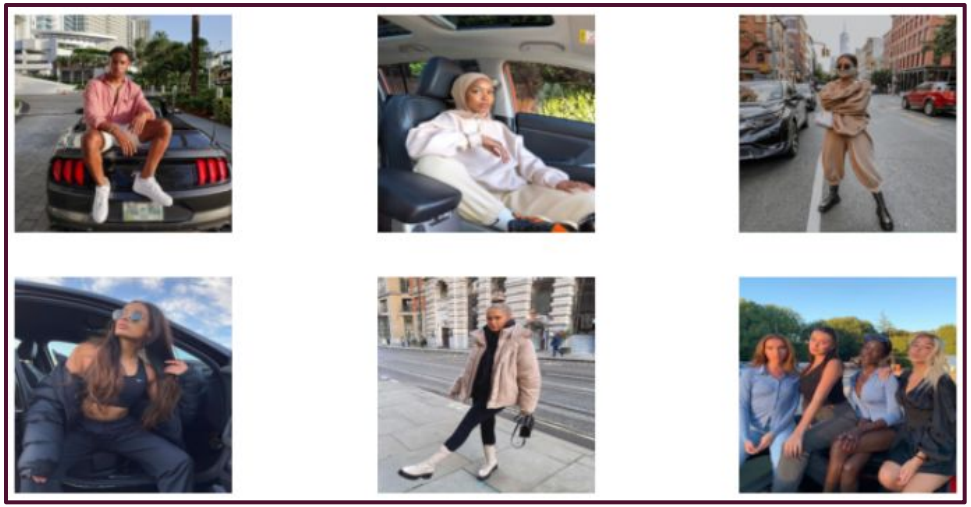


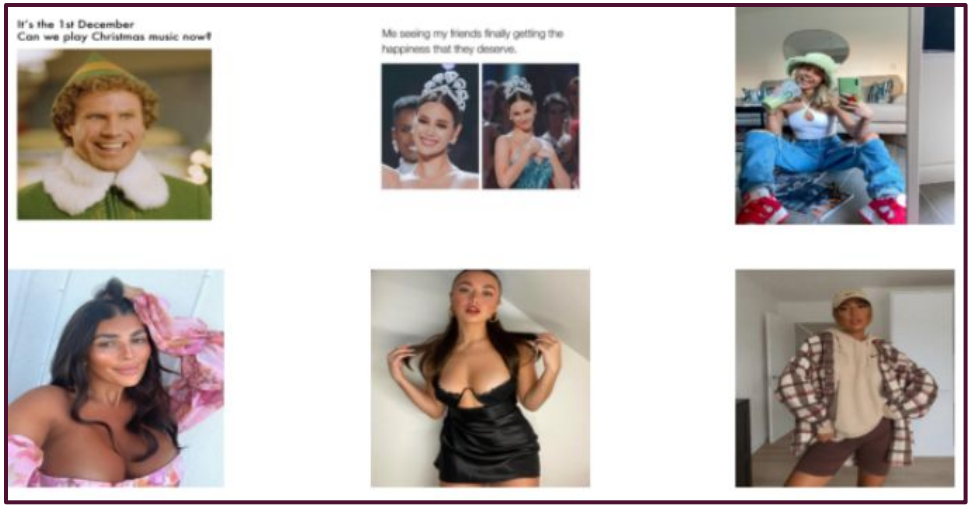



# K = 16

## Muted Background/ Walking Pose

In lower k values, most groups contained people but there was no clear visual as to how they were grouped. However, at k=13 there appears to be a cluster with a more obvious colour palette.






# K = 25

## Car/ Hats

This shows data from 2 different clusters. As k increased, the model tends to pick up more detail. However, as these objects are more obscure, outputs further from the center are inaccurate.

In the first, there appear to be cars in the first 4 images. In the second, we can see hats. As seen, it cannot tell the difference between memes and actual product posts.








# K = 30

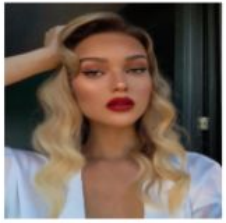
## Clothing/ Angle

In some cases, the divide seems to be more on the camera angle. For example, there has been groups of face close ups vs groups of outfit photos from afar. The output here shows a middle ground. The outfits also seem cohesive, mainly consisting of sweaters/comfort clothing.

Another possible point of grouping could also be the phone in frame taking the picture.









# K = 30

## Curly Hair/ Pockets

While there are disadvantages in too many clusters, it can also help reveal subtle groups. In here, the bottom row is almost identical in pose.

It also picked up on multiple faces in one image. (Picture 1&6). Given that, it is also questioned if picture 3 was a mistake or if the frames in the background was also picked up as ‘multiple faces’.