

E-commerce

MOST WANTED

How do you create the
perfect product?

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STRUCTURE

The perfect product

LEVERAGING 3RD PARTY PRODUCT REVIEWS TO
CREATE MOST POPULAR PRODUCTS



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WHAT IS THE
PROJECT
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A QUICK
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MEET THE
PERFECT
PRODUCT FOR
YOUR E-
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NEXT STEPS

BEAUTY E-COMMERCE



The goal of this project was to create a new best-selling beauty product for one of the leading e-commerce companies in the beauty market. To find out which attributes drive popularity in a beauty product, I scraped and analyzed attributes and ratings of 50.000 products.

I extracted the data from the online shop of a company that sells beauty and personal care products, with its core markets being Germany and France. During last Christmas season they yielded total sales of 1.2 billion € (a 74% year over year growth). This market is exploding right now and there is plenty of room for the development of new products.

REVIEW TIME

REVIEW TIME

REVIEW TIME

RATINGS 1-5



Beauty Products



Reviews give us insights about what products are more or less popular among customers. With knowledge about the attributes of those products we can identify patterns and use them to create popular products.

Stay tuned!

ATTRIBUTES

ITEM NUMBER, BRAND, PRODUCT, SIZE, PRICE,
CATEGORY, TYPE, SCOPE, AGE, URL, RATING, NUMBER
OF RATING

CHARACTERISTICS: REGENERATING,
NOURISHING, MOISTURIZING, CLEANSING,
PROTECTIVE, ANTI-AGING, FIRMING, CALMING,
FIRMING, LONG-LASTING, REVITALIZING, ANTI-
POLLUTION, REPAIRING

EFFECTS: GLOSS-IMPARTING, SHAPING,
LENGTHENING, SMOOTHING, COLOR-RETAINING,
LIGHTENING, THICKENING,

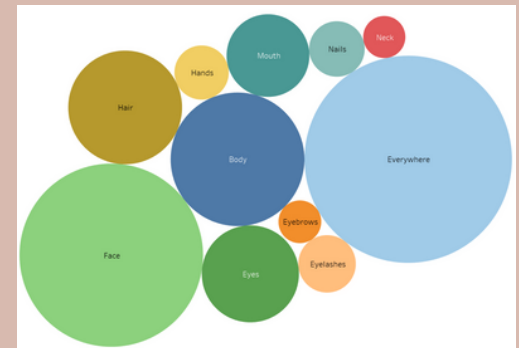
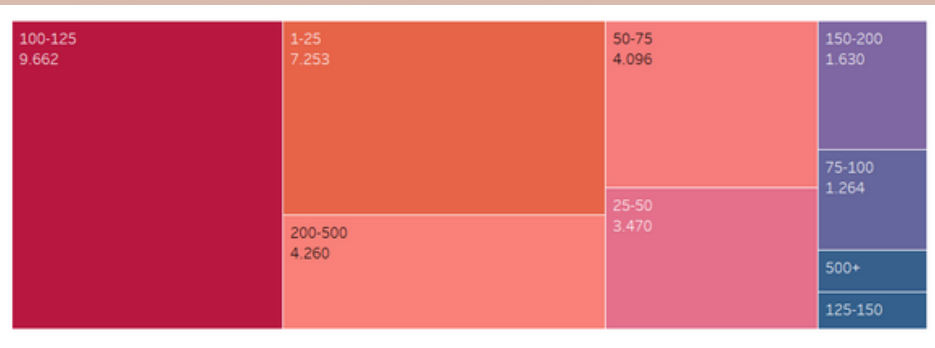
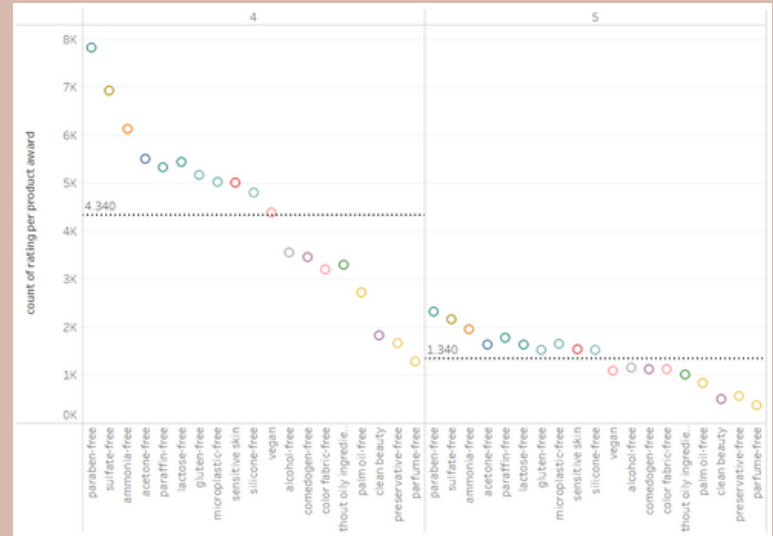
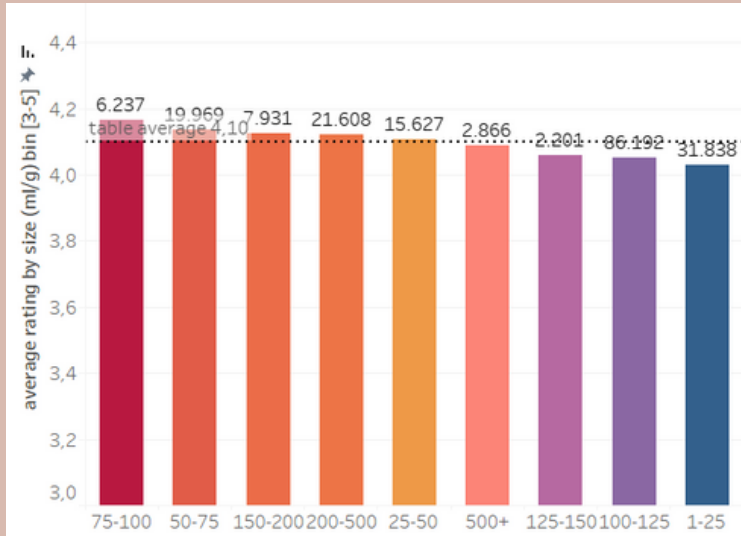
PARABEN-FREE, SULFATE-FREE, AMMONIA-FREE,
ACETONE-FREE, LACTOSE-FREE, GLUTEN-FREE,
PARAFFIN-FREE, SUITABLE FOR SENSITIVE SKIN,
MICROPLASTIC-FREE, SILICONE-FREE, VEGAN,
COMEDOGEN-FREE, PALM OIL-FREE, DYE-FREE, CLEAN
BEAUTY, WITHOUT OILY INGREDIENTS, ALCOHOL-FREE,
PERFUME-FREE, PRESERVATIVE-FREE



PRODUCT AWARDS
PRODUCT AWARDS

BEHIND THE SCENES

SO, WHICH ATTRIBUTES MAKE A PRODUCT POPULAR?



**category:
body**

**moisturizing
& nourishing**

**type:
bath
additional**

70 - 80 €

THE PERFECT PRODUCT:

Ckahnori

A LUXURY BATH OIL

**scope:
hands**

**free from
paraben, paraffin,
lactose, micro-
plastic, gluten**

**smoothing
& gloss-
imparting**

75 - 100 g



HOW TO ADD FURTHER VALUE TO MY PROJECT

NEXT STEPS

1

Continue fine tuning the model which is used to predict ratings based on product attributes

2

Explore reviews and ratings from other sources to gain additional vantage points

3

Add an algorithm for image processing to learn about the influence of appearance on the rating

4

Make the service compatible to others shops

5

Build a user-friendly, web based interface, that allows other companies to use the observations to improve their sales

Thank you
& happy rating!



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