

PROPOSAL: RECOMMENDING BACKPACKING GEAR

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THE PROBLEM

- 30-50% of people attempting a Thru-hike have never done an overnight backpacking trip before
- \$0-4000 on gear – REI says \$4000...
- Most common age group: 18-29 (no money), followed by 50-59 (money)
- Special situations
 - Women
 - Couples
 - Dogs
 - Kids
 - Big and Tall

INPUT

■ Variables

- Sex
- Couple/single
- Over/under 6ft
- Over/under 200lbs
- Dog/no dog
- Kid/no kid
- Under/over 1 week on trail
- Minimum temperature
- Max temperature
- Price Range

DATA

- **LighterPack**
- **MileStepper**
- **GearGrams**

METHOD

- **Scrapping and Sorting Data**
 - Sex: “women” , “diva cup” , “tampons” , ect.
 - Couple/single: “double” , “2 person”
 - Over/under 6ft: “extra long”
 - Over/under 200lbs: “extra large”
 - Dog/no dog: “dog”
 - Kid/no kid: “child” , “kid”
 - Minimum temperature: sleeping bag degree rating
 - Max temperature: sleeping bag degree rating
 - Price Range: pricing listed
- **Evaluate gear lists**
 - How old is account and how recent the list was updated?
 - How many items
 - Cross Validation

OUTPUT

■ Recommendations:

- Big three: backpack, sleeping bag/pad, shelter
- Other: water treatment, cooking, FAK
- Too personal to recommend: toiletries, clothing
- Recommend to everyone: cord, trowel

■ Improvements:

- 1st, 2nd or 3rd recommendations that they can read a excerpt and select.
- Or “Would you buy it?” button

QUESTIONS OR RECOMMENDATIONS

