For this report I will be answering the questions submitted by Generation Luxe to address their objectives for improving business for the next fashion season. To ensure that all the questions are answered clearly and without any error I have included the objective text for each set of the questions and left the questions in the order they were submitted. Also to limit the size of this report I have included throughout the questions when I thought results or processes would copy each other.

**Objective I:** We need to know which of the candidate brands will be the most popular in the coming season and which of them will have the highest likelihood of remaining popular, so we can decide on the brands to add to our collection next season.

**Which brands are the most popular?** To determine the most popular brands I would want to correlate the greatest number of positive reviews across multiple sources with the greatest number of sales for each brand. I then could determine the top brands for this list by summing the totals of the correlations to find the top five that we wanted. While finding the sales numbers and creating a chart that tracks the brands’ sales would be straightforward enough to create the factoring of the positive reviews would present a bit of a challenge as different review sources uses different methods for displaying what their customers think of items from various brands. From reviewing a few clothing centric sites (Macys.com, Amazon.com, and Dillards.com) I found that a number of them use a five star rating system and allow customers to write their own reviews. And while the star rating system may be helpful in other cases -here we are going to focus on using the text to create a scoring system for the different brands by tabulating select text from the customers’ comments. I have included here a short selection of the positive, neutral, and negative words we will be searching for in order to better determine the overall sentiment customers have about the various clothing brands (see Example 1).

|  |  |
| --- | --- |
| Positive | Best, most, great, top, fits perfectly,.. |
| Neutral | Decent, bargain, okay, mediocre,.. |
| Negative | Horrible, trash, hate, return,.. |

Example 1

We will then take the total of the positive sentiment scores and plot them with the brands’ sales totals (see Example 2).

|  |  |  |
| --- | --- | --- |
| Brand | Pos. Sent. Count | Sales Totals |
| A | 20,194 | $4,320,000 |
| B | 1,005 | $276,000 |
| C | 14,034 | $1,743,200 |
| D | 23,000 | $3,542,110 |
| E | 11,145 | $1,120,000 |
| F | 12,398 | $1,230,000 |
| G | 9,027 | $894,000 |
| H | 23,447 | $3,644,300 |

Example 2

Using the plotted values we can then create a graph displaying the values for the eight different brands (see Example 3).

Example 3

Based on these numbers we can find the top five popular brands to be A, C, D, F, and H.

**Follow up Question?** To better understand what the people at Generation Luxe consider to be high fashion I would like to ask them what brands they think are popular among their customers. This would help me understand their perspective on the fashion industry and give me some direction on what brands to recommend.

**Which brands are our customers more likely to buy based on their attitudes toward the economy?** My approach would be to track consumer buying habits during the last thirty years while comparing it to the U.S. consumer confidence index (CCI), which expresses consumers’ optimism with the current state of the economy. The challenge here would be to collect accurate CCI data that I think can be collected from the Nielsen Company (Nielsen.com). Once that hurdle is crossed it will be simple enough to create a graph from the data and analyze the trends that are shown to us.

**Follow up Question?** N/A

**Which brands are trending upward in popularity?** The solution to this question would copy a lot of the process for the first question, “Which brands are the most popular?”, of tabulating positive, neutral, and negative sentiments online for various fashion brands with the adjustment of measuring out these trends over the past 5-10 years. I say 5-10 years because without seeing the data it is hard to say how far back we would have to go historically to get a noticeable trend to form, which I can see being a bit of a challenge to see answering this question.

**Follow up Question?** N/A

**Which brands are trending downward in popularity?** Very much similar to the solution for answering the question, “Which brands are trending upward in popularity?”, we would be tracking positive, neutral, and negative tabulated sentiment values as they trend downward over a 5-10 year period. Again I would have to say the challenge for this would be determining an appropriate timescale – whether it is 5-10 years or maybe even longer for data analysis.

**Follow up Question?** N/A

**Which brands have an inconsistent trend in popularity?** Similar to finding the downward and upward popularity trend analysis the task of finding inconsistent trends will use the same process of charting the positive, neutral, and negative sentiments of consumers while also factoring in the change in upward and negative trending of the data over time. Graphing the results will be very important for assessing the inconsistent brands as it will help demonstrate what the data will try to tell us about the erratic nature of the brands.

**Follow up Question?** N/A

**Which of these brands look best on our customers?** The solution to this question will rely heavily on customer review text as the source for the data we will need to tabulate sentiment scores. A major difference I see compared to previous solutions, such as the one for “Which brands are the most popular?”, is that the word usage we will be tracking will need to be specific to the topic at hand. So discussion about the fit of the clothes, the color choices used by different brands and customers reactions to them, and so on will play heavily in creating detailed and reliable results that we will chart for evaluation. The challenge as I see it is that there is a possibility that we will not get enough results for such a specific topic. To counteract this issue we could use a broad sample of data across a number of sources to have the best chance at getting good coverage of examples, but I think that finding a solution to this question will be the most problematic of all the ones on this list.

**Follow up Question?** N/A

**Which brands are the most popular among fashion critics?** The challenge to answering this question is having a deep understanding of the culture of fashion critics. From looking at the work of critics like Alexander Fury and Cathy Horyn online I see the use of a lot of dramatic language to describe their views on brands as compared to normal consumers in their reviews on websites like Amazon.com or Macy.com. I think in part this is done to convey the energy and creativity the writers see when attending fashion shows, but also to draw the reader’s eyes to the page with their use of colorful language. So unlike previous sentiment analysis that used a scale with positive, neutral, and negative word usage we will need to create a new set to produce substantial results that does not include neutral results because the critics have demonstrated a of use of such terms (see Example 4).

|  |  |
| --- | --- |
| Positive | Bold, love, direct, graceful, classic,.. |
| Negative | Drab, conservative, old, tired, repeat,.. |

Example 4

**Follow up Question?** N/A

**Objective II:** For each of the product categories we carry, we need to know which items will be the highest sellers, so we can order the right inventory of each brand for each product category.

**For each product category (dresses, skirts, tops and pants) which brands carry the most popular items?** To find the brands that carry the most popular items we would need to make a tabulated sentiment score, tracking the different dresses, shirts, tops, and pants that we find through product analysis to be most popular. For example if we found that for women’s fashion that a Couture top was most popular we would tabulate that item in our grand total list of fashion. The challenge I see with answering this question is that for each item of clothing there will need to be extensive charting of items that fit that category. So while not impossible to answer I think this question will require more work than others.

**Follow up Question?** N/A

**Objective III:** We need to know which retailer may give us additional insight on what color combinations to consider carrying.

**Which retailer will be carrying the most exciting color combinations next season?** What we could do is chart the use of different color combinations across multiple high fashion retailers. The challenge here would be determining what combinations are the most exciting for the next season. Per fashion trend tracking sites, such as TheTrendSpotter, current popular color combinations are:

* Green and yellow
* Pale blue and pink
* Red and blue
* Cobalt blue and turquoise
* Orange and blue
* Tan and Maroon
* Orange and black
* Pink and Grey
* Purple and coral
* Purple and white

An important thing to note is that the color combinations are not item specific, so tops may be one of the two colors and the bottoms the other without any consequence.

**Follow up Question?** What color combinations do the clients think are exciting? Do they view color combinations as limited to two colors? This information will be useful to better understand what the client views are on popular color combinations with relation to fashion.

**Objective IV:** We need to know what characteristics customers value most about each brand, so that we can design advertising and displays to emphasize those characteristics.

**What qualities do customers like about each brand?** Unlike measuring the popularity of different brands the charting of what customers like will require a more tailored topic set. After reviewing several reviews of a fashionable top on Amazon at the four and five star review level I have come up with an example set of word usage we will note for analysis:

* Fit – Hem, cozy, accurate,..
* Color – Accurate, fun, vibrant, quality,..
* Material – quality, respectable,..

While there is some overlap between terms used in the different categories I think what will develop from performing these term searches across multiple brands is that they will each develop their own categories to help make them distinct from each other in what customers like about them.

**Follow up Question?** N/A

**What qualities do customers dislike about each brand?** Similar to the process I took for finding what customers like about each brand. The task of finding what customers dislike will require us to make tabulated sentiment scores based on negative traits:

* Fit – Loose, baggy, too small,..
* Color – Faded, limited, misleading,..
* Material – Thin, poor quality,..

Again similar to the qualities liked about each brand the terms will no doubt change for the disliked attributes based on what brand is being analyzed.

**Follow up Question?** N/A

**Objective V:** We need to know if celebrities have influence on the popularity of a brand so we can consider special promotions linked to red-carpet events.

**Which of the brands are popular because they are well liked by celebrities?** In order to correlate the relationship between celebrity mentions and endorsements of brands we will need to track their activity on social media platforms (e.g. Twitter, Instagram, Facebook, YouTube) for brand awareness. The other half of the correlation work will be easier as it will be similar to what will be done in previous tasks by recording when purchases are made of various branded fashion items. It will then be necessary to match up when customers bought the items at retail stores to approximately when the celebrities mentioned them on social media.

**Follow up Question?** Who does the client view as celebrities that have a matching taste in fashion to their business? With the word celebrity used so widely in society for people that range in popularity from being active in professional sports, politics, cinema, and social media we need more direction on who fits the mold of a Generation Luxe celebrity.