Fasion Company BI

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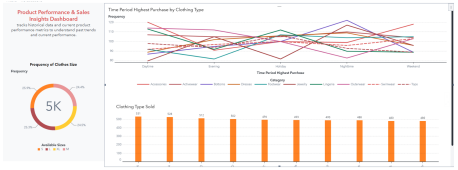
Style Mode Analytics Homepage - Data Visualization



Product Performance & Sales Insights

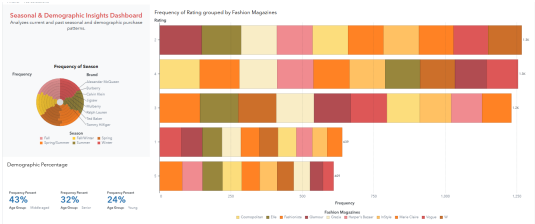
This dashboard enables the business to analyze sales data and product performance over time, helping to identify which clothing types are the most popular and what purchasing trends look like

Brand & Style Analysis

It provides guidance on which brands resonate with various demographics, helping to optimize collaborations with influencers and decide which brands to feature more prominently.

Customer Feedback & Satisfaction

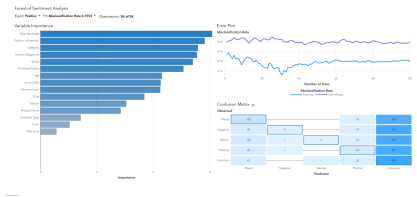
With these insights, the company can improve customer satisfaction, tailor products to better meet customer needs, and enhance overall brand perception. Additionally, by analyzing trends in feedback over time, the company can predict future satisfaction trends and prepare proactive measures.

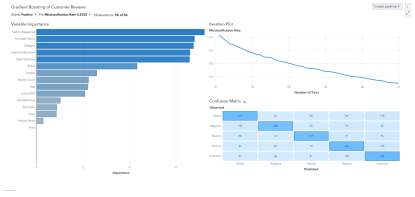


Seasonal & Demographic Insights Dashboard

helps the company plan product assortments, promotions, and marketing efforts aligned with customer preferences across different seasons and demographic groups.

Style Mode Analytics Homepage - Data Modelling





Forest of Predicting Customer Reviews

The model is trained to predict sentiment categories (Positive, Negative, Neutral, etc.) based on customer reviews and various features of fashion products.

Gradient Boosting of Predicting Customer Reviews

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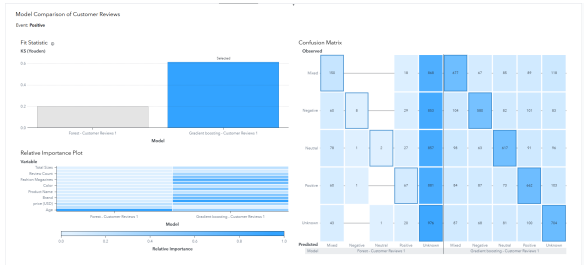


ML Models Comparison

the Gradient Boosting model appears to outperform the Random Forest model based on the fit statistic and variable importance, suggesting it may provide more accurate predictions for classifying customer reviews.

Choosen ML Models Demo

prediction results using a Gradient Boosting machine learning model to classify customer reviews. In this case, the predicted sentiment is "Positive."

Product Performance & Sales Insights Dashboard

tracks historical data and

Frequency of Clothes Size

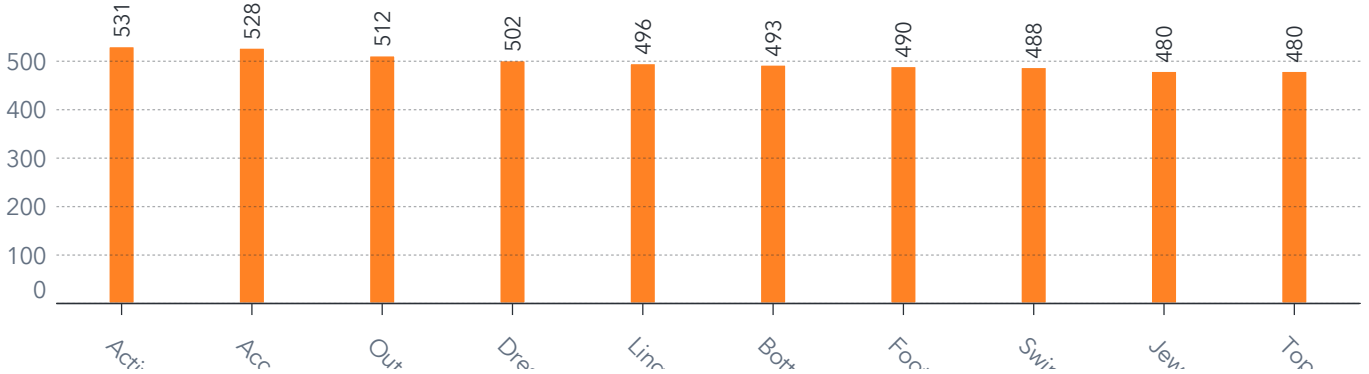
Frequency

Available Sizes

S L XL M

Time Period Highest Purchase by Clothing Type

Clothing Type Sold

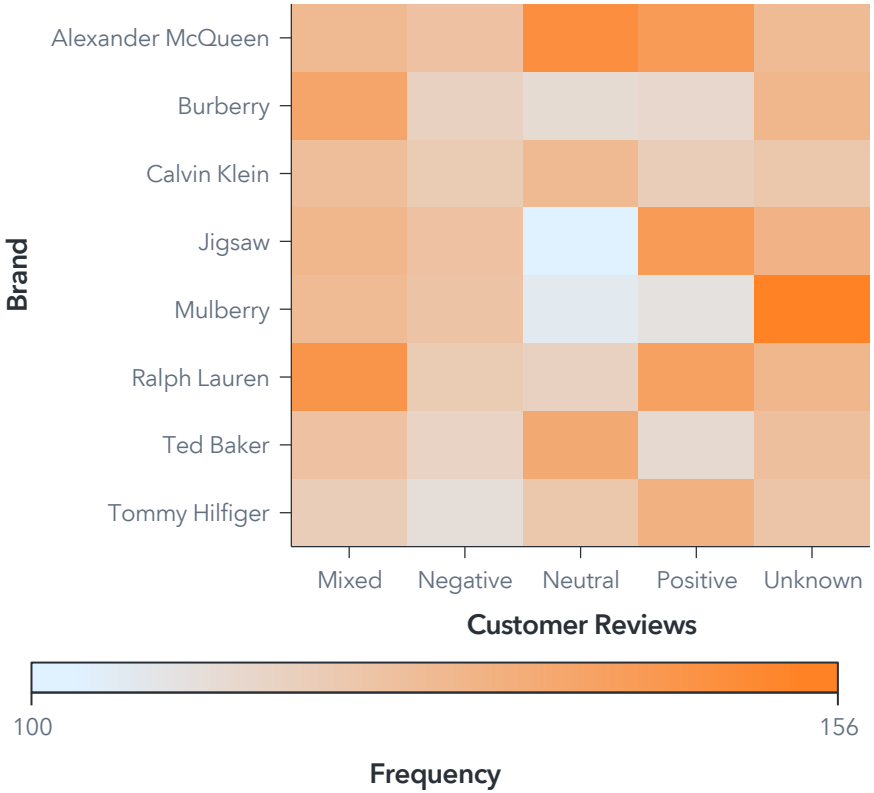


Customer Feedback & Satisfaction Dashboard

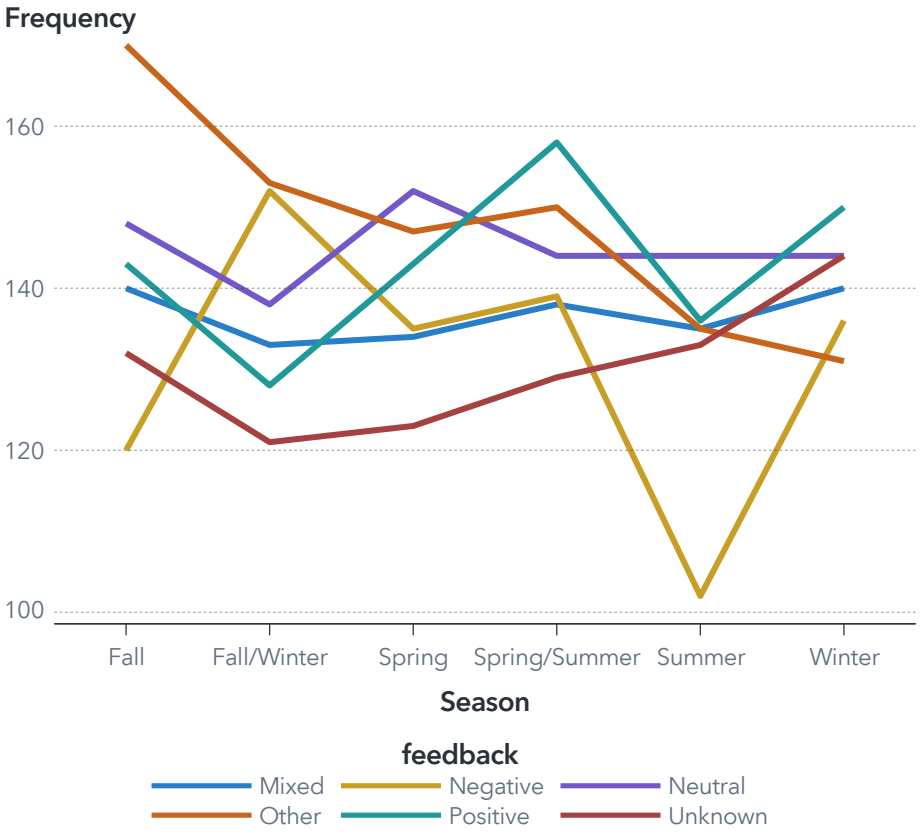
Analyze customer reviews to understand product perception and consumer satisfaction levels

Frequency
1K
Customer Reviews: Unknown

Customer Reviews Sentiment Distribution



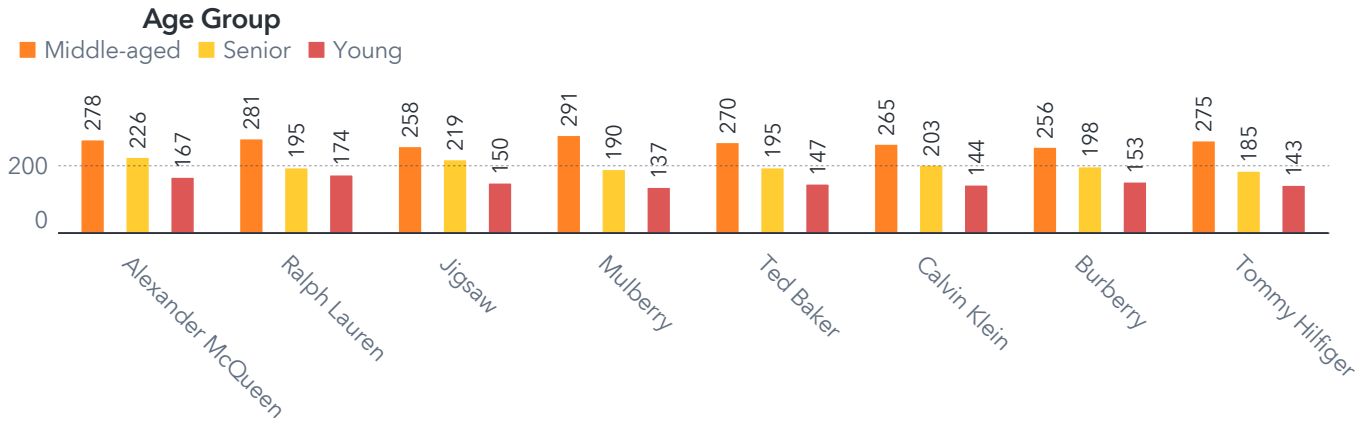
Frequency of Season grouped by feedback



Brand & Style Analysis Dashboard

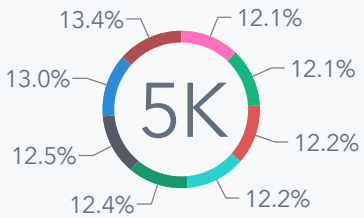
Evaluate brand performance and style preferences, providing insights into which brands and styles resonate the

Clothing Brand per Age Sold



Frequency of Brand

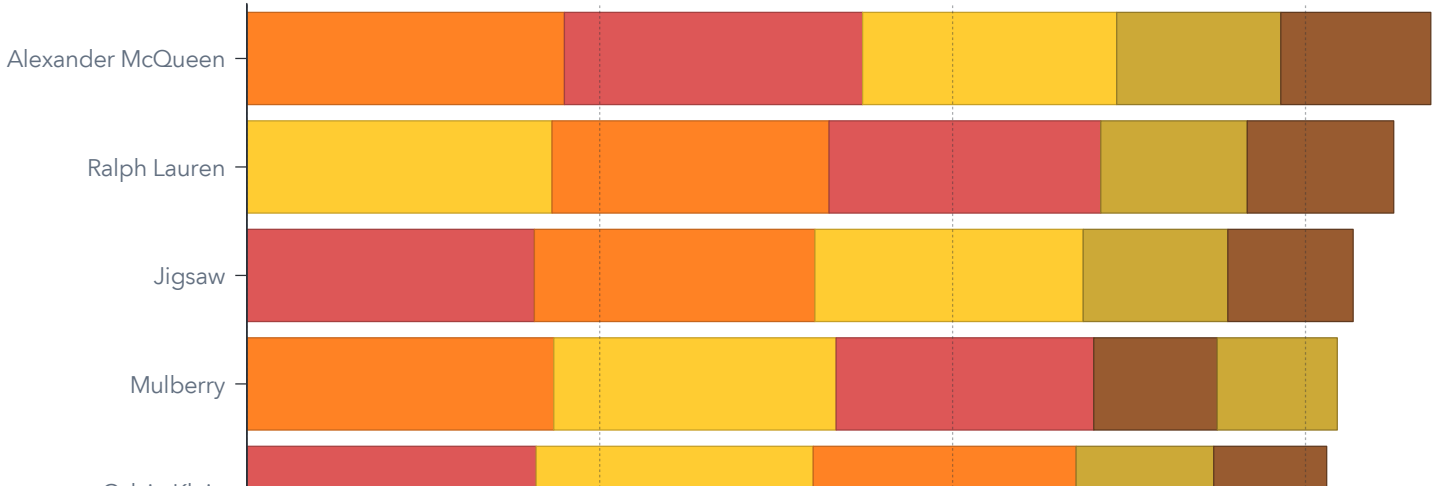
Frequency



Brand

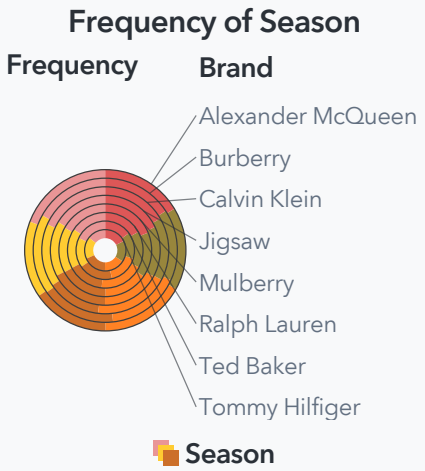
Frequency of Brand grouped by Rating

Brand



Seasonal & Demographic Insights Dashboard

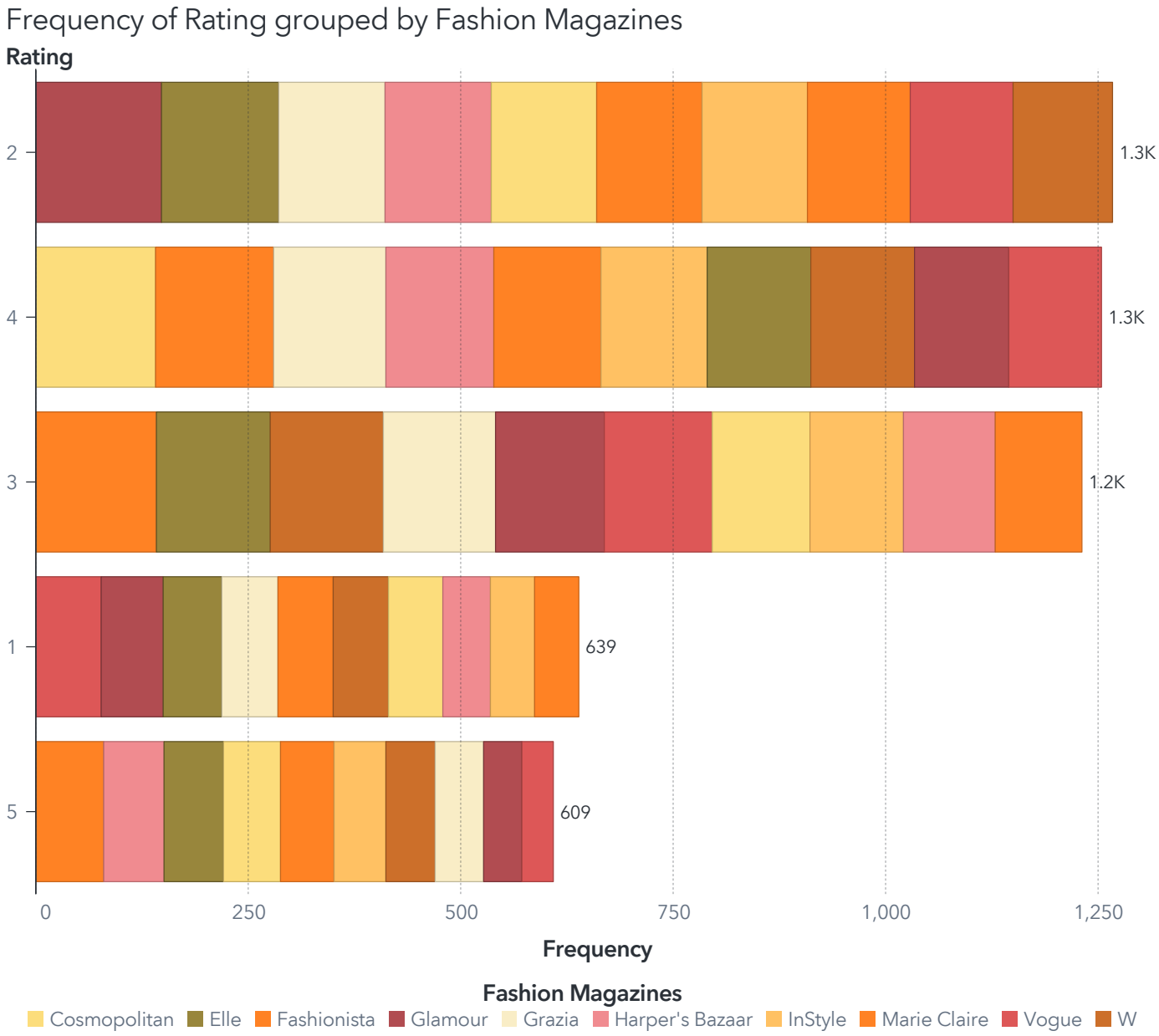
Analyzes current and past seasonal



Demographic Percentage

Frequency Percent
43%
Age Group: Middle-aged

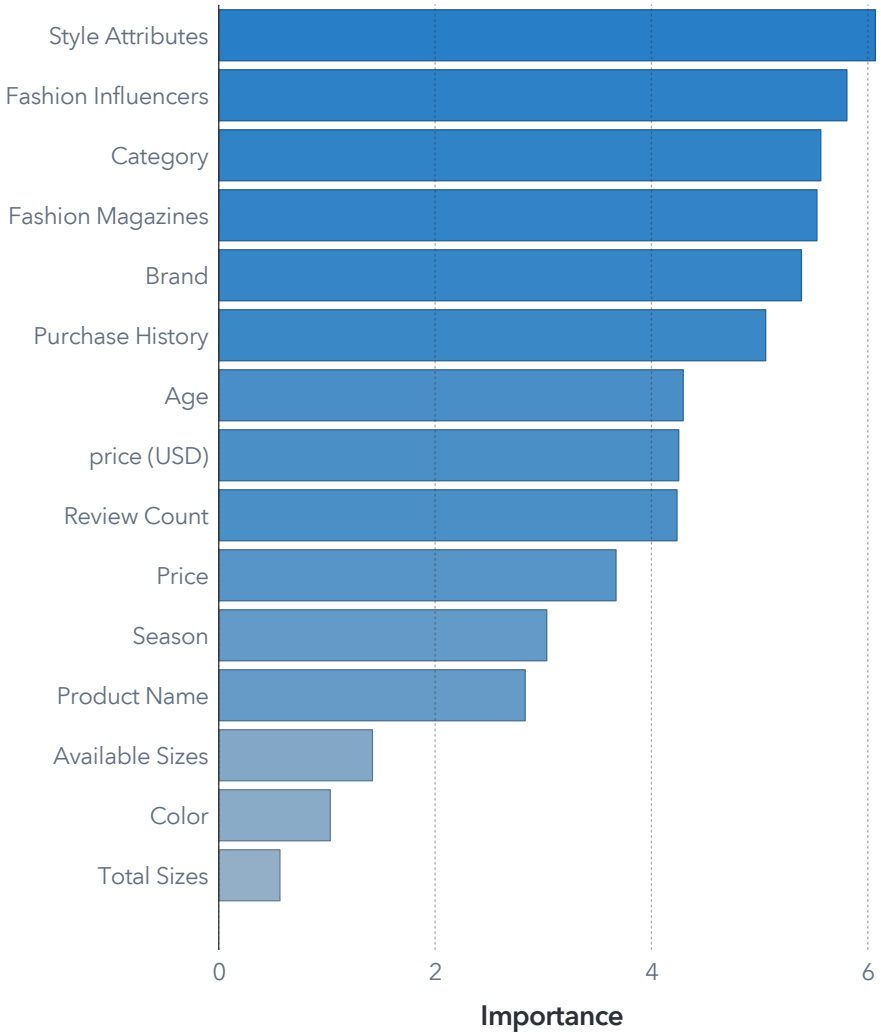
Frequency Percent
32%
Age Group: Senior



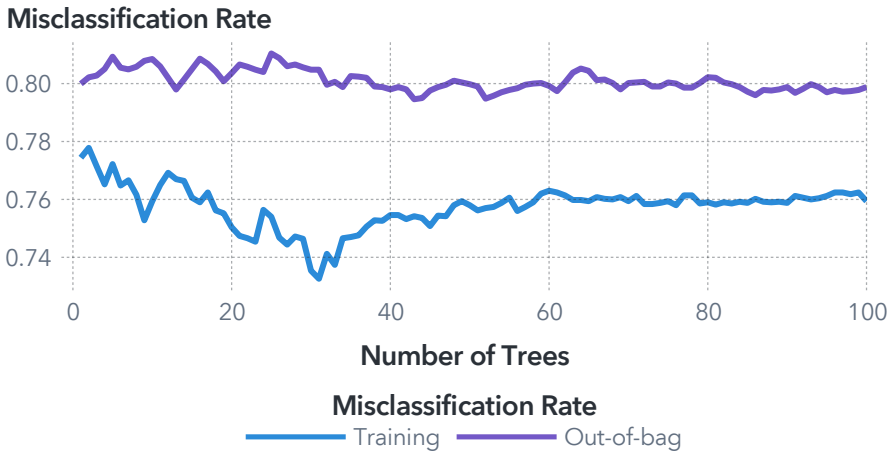
Forest of Predicting Sentiment Analysis

Event: **Positive** Fit: **Misclassification Rate 0.7592** Observations: **5K of 5K**

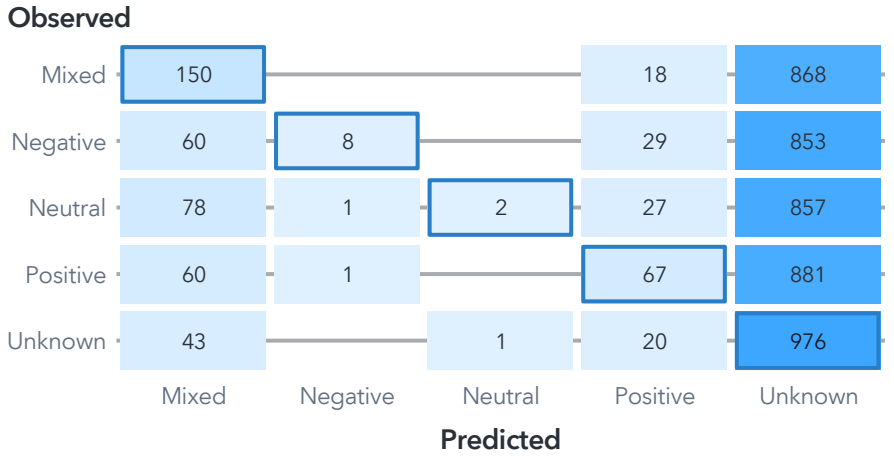
Variable Importance



Error Plot



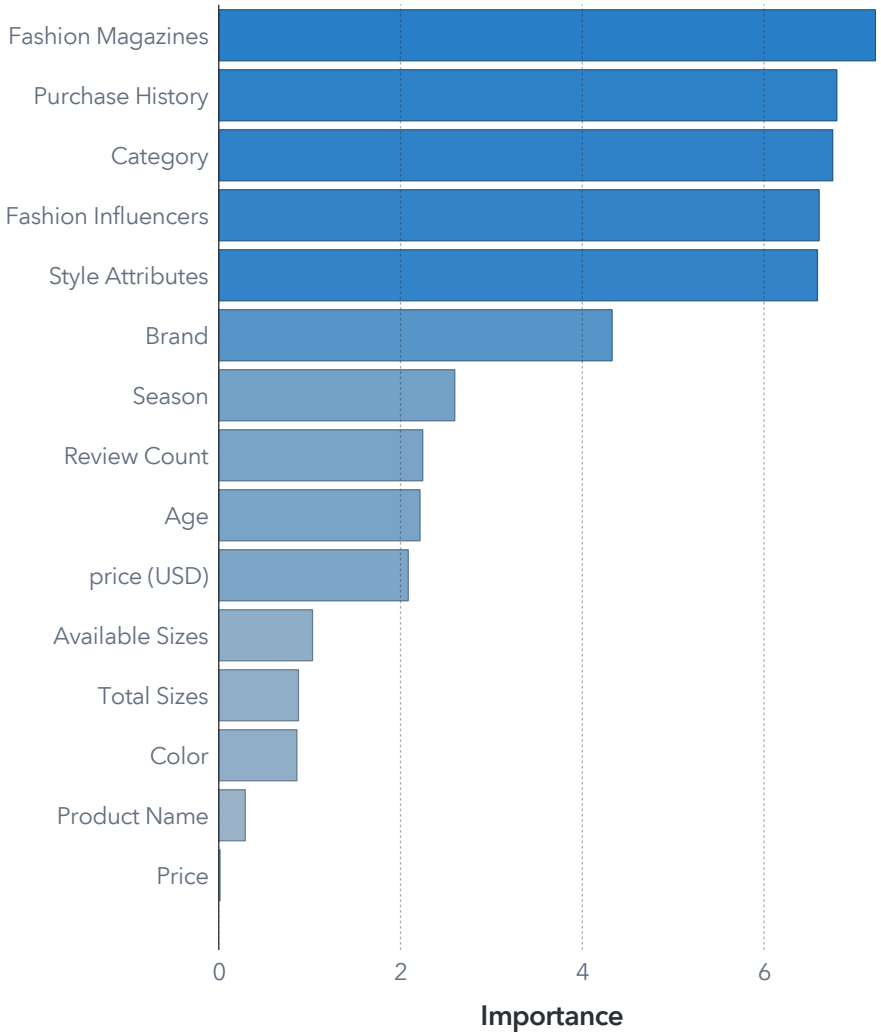
Confusion Matrix



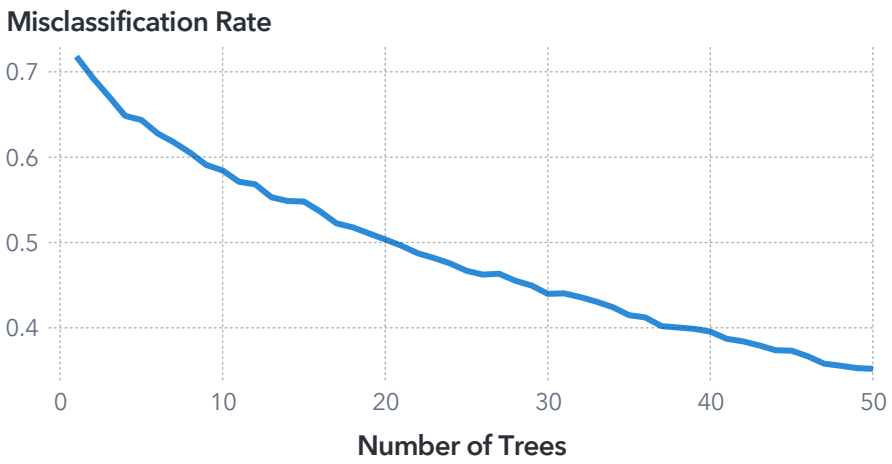
Gradient Boosting of Predicting Customer Reviews

Event: **Positive** Fit: **Misclassification Rate 0.3520** Observations: **5K of 5K**

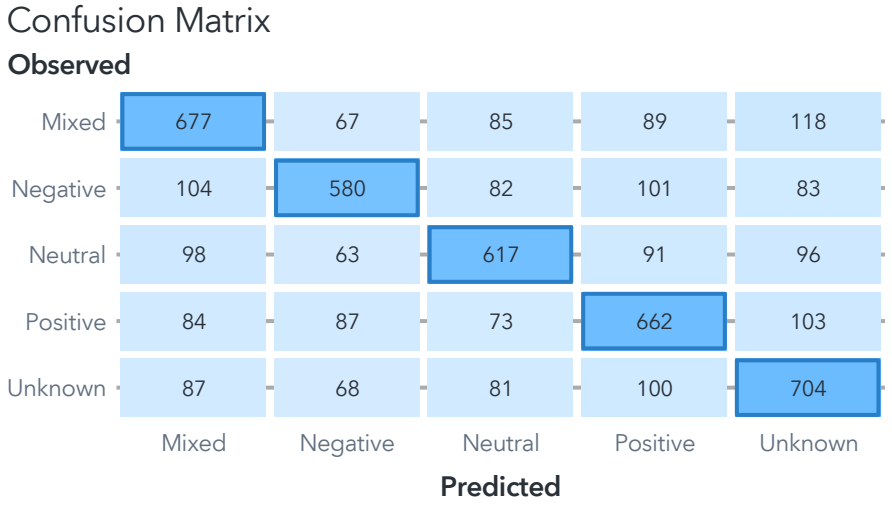
Variable Importance



Iteration Plot



Confusion Matrix

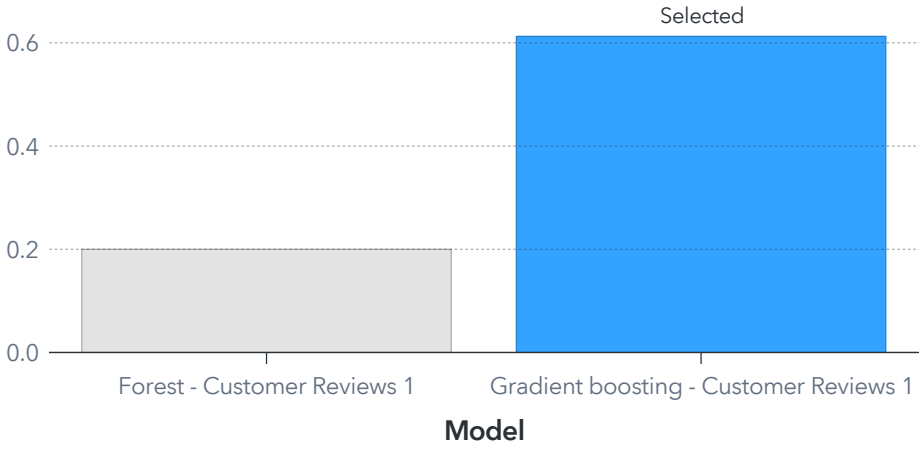


Model Comparison of Customer Reviews

Event: **Positive**

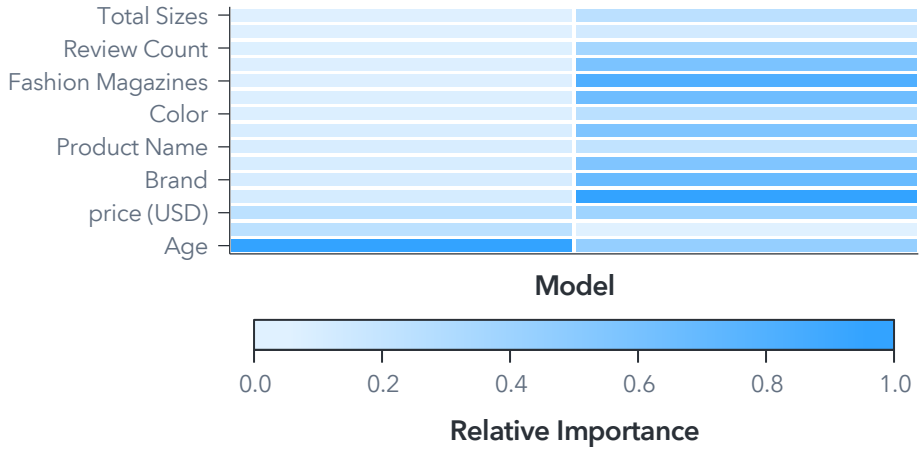
Fit Statistic

KS (Youden)

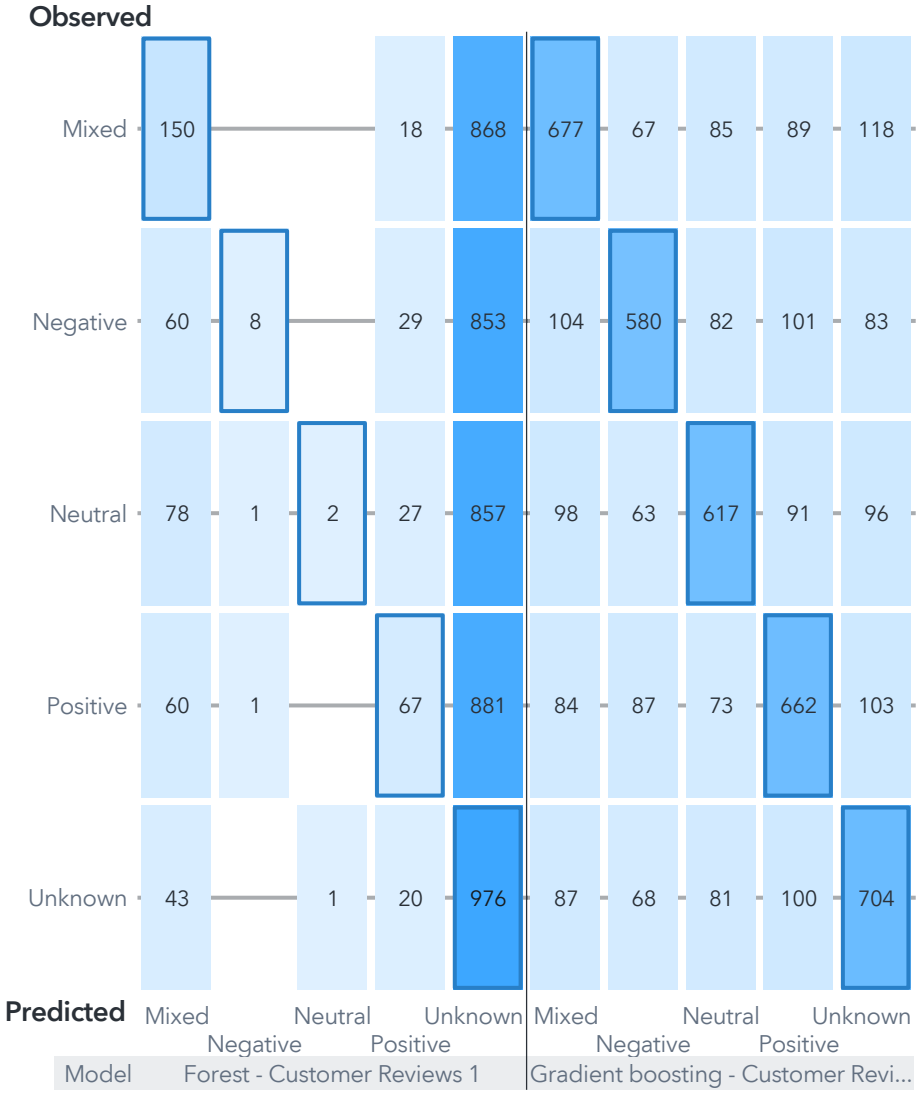


Relative Importance Plot

Variable



Confusion Matrix



What values for the most important factors should be used to predict?

Style Attributes

Bohemian

Fashion Magazines

Elle

Fashion Influencers

Kendall Jenner

Category

Activewear

Brand

Alexander McQueen

Season

Spring/Summer

What is the prediction for Customer Reviews?

Positive

The predicted Customer Reviews, Positive, is the 3 most common Customer Reviews value in observed cases. Most observed cases (20.80%) are Unknown, while 20.18% are Positive. The prediction is based on an automatically selected Gradient Boosting model.