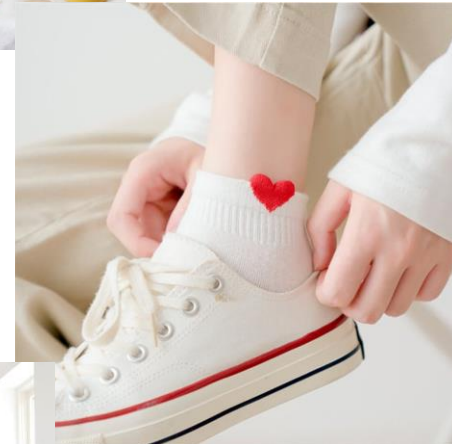
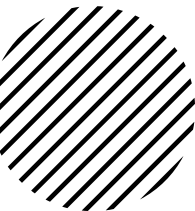
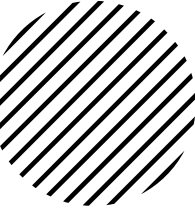
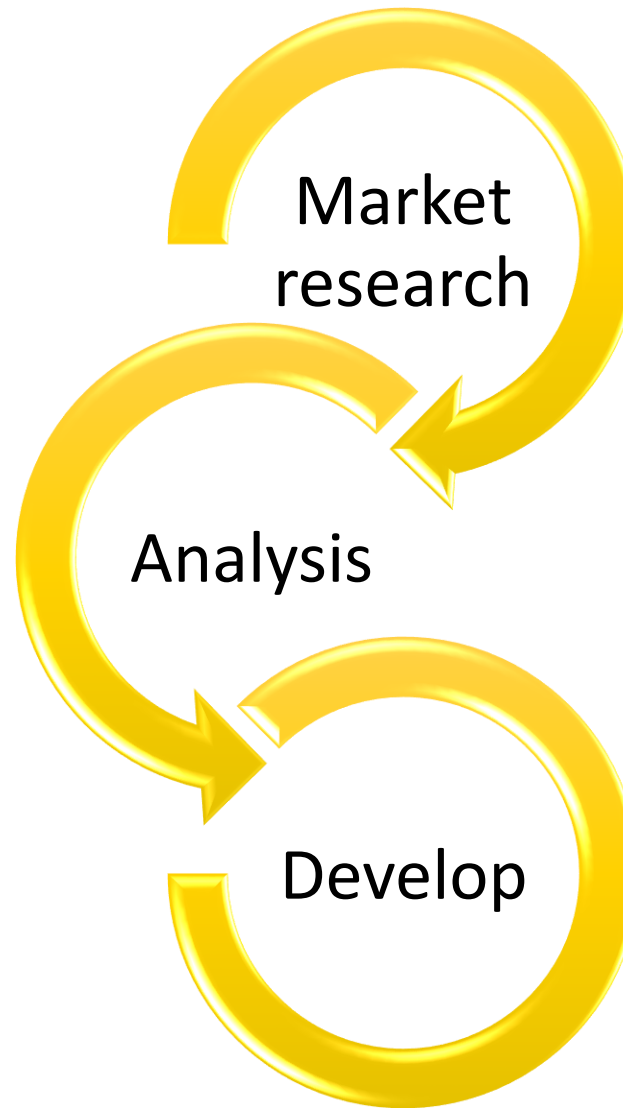


Concept & Demo

Houda EL BACHRI



Planning the process



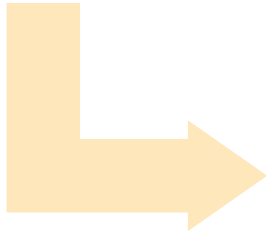
Market research

How can we know which brands are most in demand or which brands we should add?



**Adds a
contribution
space**

- Comments the product or brand
- Likes rated from 1 to 5

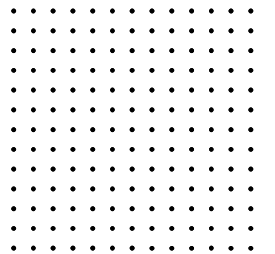


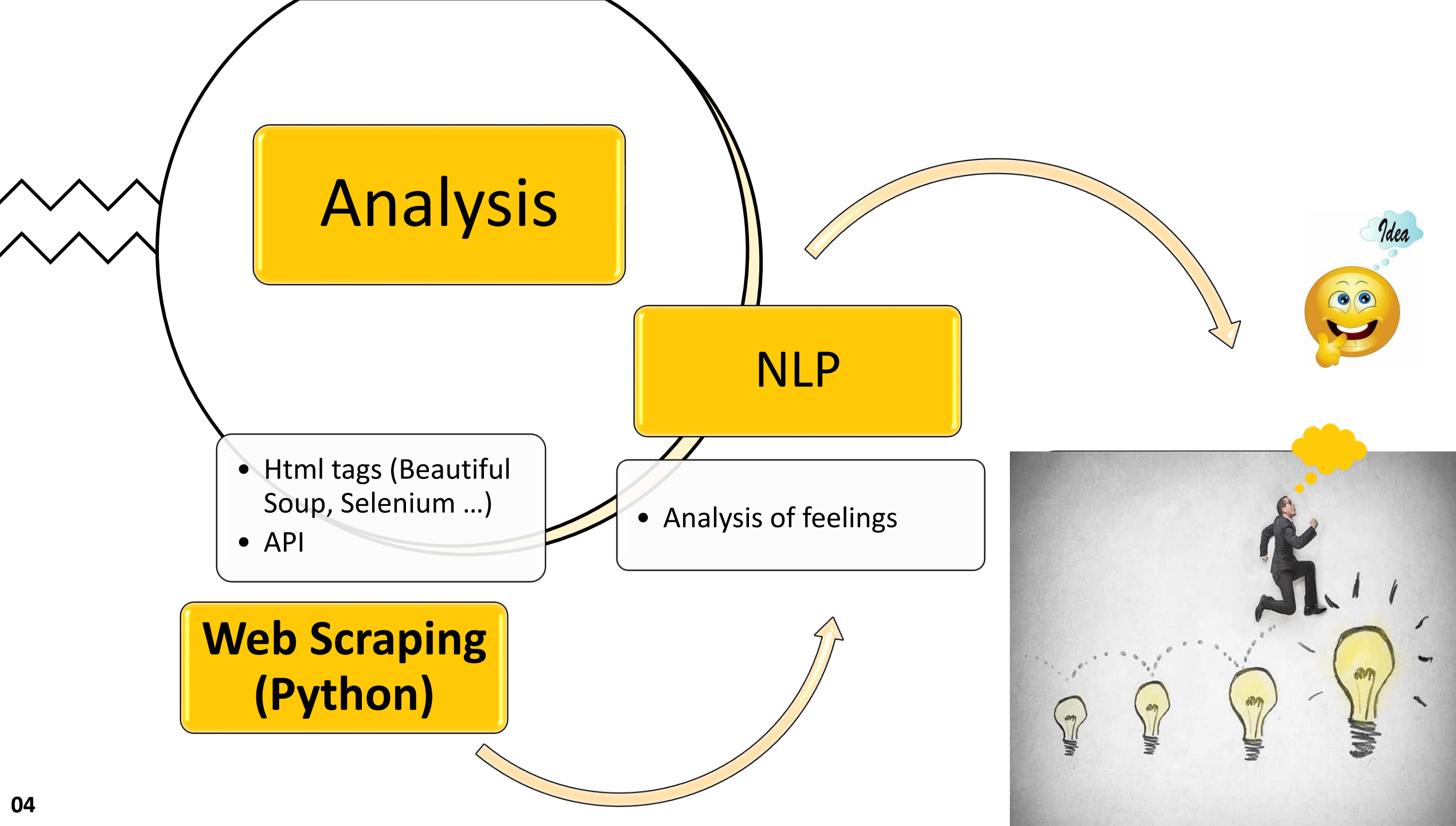
**A chat room
with virtual
assistants**

- listening to the customer
- know their needs



**Scraping all
this
information
for analysis**





Develop

Model to predict (ML/DL)

Dashboard

```
[ ] #initialisation du modèle
classifier=Sequential()
#Ajouter de la couche d'entrée et cachée

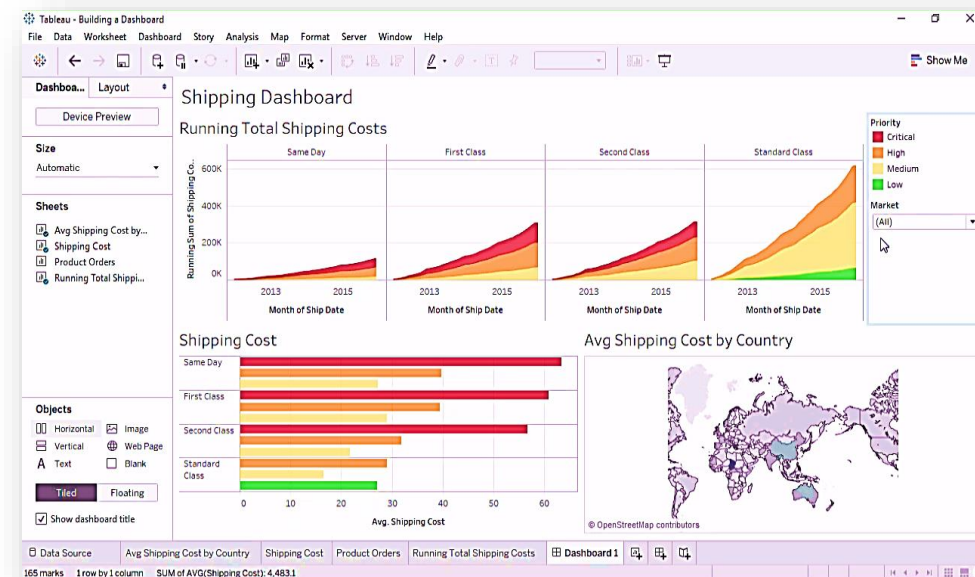
classifier.add(Dense(units=25,activation="relu", kernel_initializer="uniform",input_dim=51))
classifier.add(Dropout(rate=0.1))

#Ajouter des couches cachées
classifier.add(Dense(units=25,activation="relu",kernel_initializer="uniform"))
classifier.add(Dropout(rate=0.1))

classifier.add(Dense(units=25,activation="relu",kernel_initializer="uniform"))
classifier.add(Dropout(rate=0.1))

classifier.add(Dense(units=25,activation="relu",kernel_initializer="uniform"))
classifier.add(Dropout(rate=0.1))

#Ajouter de la couche de sortie
classifier.add(Dense(units=1, activation="sigmoid",kernel_initializer="uniform"))
```



Conclusion



All these tasks and process help us to know the needs of our customers and of course to increase our profits, this is really what should we do if we want to know the brands to add to our company.



Let's apply this to a use case



I. Scraping [Faire.com](https://www.faire.com) for brand names, countries, and 1-2 categories by using the API

We access to the web site of all brands

<https://www.faire.com/all-brands>

We will scrape the tokens of the brands after that we can scrape the other characters and we should also use the headers

The screenshot shows a web browser at <https://www.faire.com/all-brands>. The page title is "Toutes les marques" and it displays a grid of brand names. The browser's developer tools are open, showing the Network tab. A list of requests is visible, and the "list-brands" request is selected. The headers for this request are expanded, showing a list of brand names and their corresponding tokens. A context menu is open over the "list-brands" request, showing options like "Copy link address", "Copy response", "Copy stacktrace", etc.

otPcCenter.json
list-brands
event
event

Open in new tab
Clear browser cache
Clear browser cookies
Copy
Block request URL
Block request domain
Replay XHR
Sort By
Header Options
Save all as HAR with content

Copy link address
Copy response
Copy stacktrace
Copy as PowerShell
Copy as fetch
Copy as Node.js fetch
Copy as cURL (cmd)
Copy as cURL (bash)
Copy all as PowerShell
Copy all as fetch
Copy all as Node.js fetch
Copy all as cURL (cmd)
Copy all as cURL (bash)
Copy all as HAR

9 / 52 requests | 393 kB / 530 kB transferred | 1.2

faire.com/all-brands

Achetez en ligne des produits de plus de 20 000 marques indépendantes.

FAIRE

Toutes les marques

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z #
A
A Better Dental
A Caiun Life

event
12e743c7-ebdb-4c47-b445-d37bcd22ba62.json
event
fr.json
otFlat.json
otPcCenter.json
list-brands
event
event

Headers

▼ {brands: [{name: "Craft a Brew", token: "b_dd0d5049"}, {name: "Soberdough", token: "b_e2c1b582"}, {name: "Let Them Eat Candles", token: "b_5fa5a298"}, {name: "Hella Bitter", token: "b_672cf373"}, {name: "Maria Shireen", token: "b_e6c825c5"}, {name: "Pop-Out Jewelry", token: "b_455a131a"}, {name: "Aminimal", token: "b_c1297cb7"}, {name: "Inspired Generations", token: "b_ed12ef33"}, {name: "Precious Metal Prints", token: "b_c3e8aa5b"}, {name: "Polarity", token: "b_58bf5ed9"}, {name: "Vintage Stamp Jewels", token: "b_552b756f"}, {name: "By Lilla", token: "b_45cb5fc6"}, {name: "Honestly Margo", token: "b_31415b4c"}, {name: "The Hate Stains Co.", token: "b_23cf0c3c"}, {name: "Magisso", token: "b_4bf4b270"}, {name: "The Coin Laundry", token: "b_3196c69c"}, {name: "Fish Aye Trading", token: "b_2bbf5296"}, {name: "CapaBunga", token: "b_32c221ed"}, {name: "Bear Paw Products", token: "b_4668b1fc"}, {name: "Get It Right", token: "b_3b28c1d3"}, {name: "Made", token: "b_a760471a"}, {name: "Bubi Brands", token: "b_980a8fd5"}, {name: "Formaticum", token: "b_2c7bb85"}, {name: "GRILLIGHT", token: "b_cad5d33a"}]}

9 / 52 requests | 393 kB / 530 kB transferred | 1.2

+ Code + Texte

Connecter Modification

```
[ ] import requests
import json
import pandas
from pandas import json_normalize
import pandas as pd
import time
```

```
▶ All_Brands = pd.DataFrame([])
url = "https://www.faire.com/api/brand/list-brands"
r = requests.get(url, headers=headers)
data = json.loads(r.text)
All_Brands = All_Brands.append(pandas.json_normalize(data['brands']),ignore_index=True)
```

```
▶ print('*****')
print('we have ',len(All_Brands),'brands')
print('*****')
All_Brands.head()
```

```
↳ *****
we have 25267 brands
*****
```

	name	token
0	Craft a Brew	b_dd0d5049
1	Soberdough	b_e2c1b582
2	Click and Grow	b_61bab788
3	Let Them Eat Candles	b_5fa5a298
4	Hella Bitter	b_672cf373

we got the tokens and store them in All_Brands to index them in the url that will scrape us all the information of each brand

faire.com/brand/b_dd0d5049?sortingHint=true

Achetez en ligne des produits de plus de 20 000 marques indépendantes.

FAIRE

Acheter des articles Craft a Brew pour votre boutique

Découvrez des milliers de marques indépendantes sur la marketplace Faire.

S'inscrire

Network

Filter

Hide data URLs All XHR JS CSS Img Media Font Doc WS Manifest Other Has blocked cookies Blocked Requests

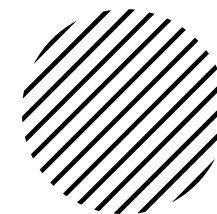
Name

event 12e743c7-ebdb-4c47-b445-d37bcd22ba62.json frjson otFlat.json otPcCenter.json event event event event assign?setting=OFFER_FIRST_ORDER_FREE_SHIP... b_dd0d5049 maker-products b_dd0d5049 top-category event event event event assign?setting=HIDE_LOGGED_OUT_ORDER_MIN...

Headers

Response

```
{brand: {token: "b_dd0d5049", token_alias: "craftabrew", is_internal: false, active: true,...}, active_season_years: [], banners: [], brand: {token: "b_dd0d5049", token_alias: "craftabrew", is_internal: false, active: true,...}, accepted_terms: true, accepts_returns: false, active: true, active_brand_promos: [], active_products_count: 37, allows_scheduled_orders: true, available_terms: [], badges: [], banner_image: {token: "i_b2rio5qr4", width: 5450, height: 3633, sequence: 0,...}, based_in: "USA", based_in_city: "Orlando", based_in_state: "FL", brand_reviews_summary: {average_rating: 4.9, number_of_reviews: 46, review_percentage_by_rat...}, business_identifiers: [], categories: [], certifications: [], created_at: 1483897993000, creation_year: 2010, currency: "USD", deranked_categories: [], description: "Chez Craft a Brew, nous avons pour mission...", eco_friendly: true, elevate_commission_bps: 0, enable_pre_packs: false}
```



We will recover the link of the token «b_dd0d5049» as we did earlier and we will use it in the code

Scraping Faire.com Test.ipynb

Fichier Modifier Affichage Insérer Exécution Outils Aide Dernier enregistrement effectué à 6 août

Commentaire Partager

Connecter Modification

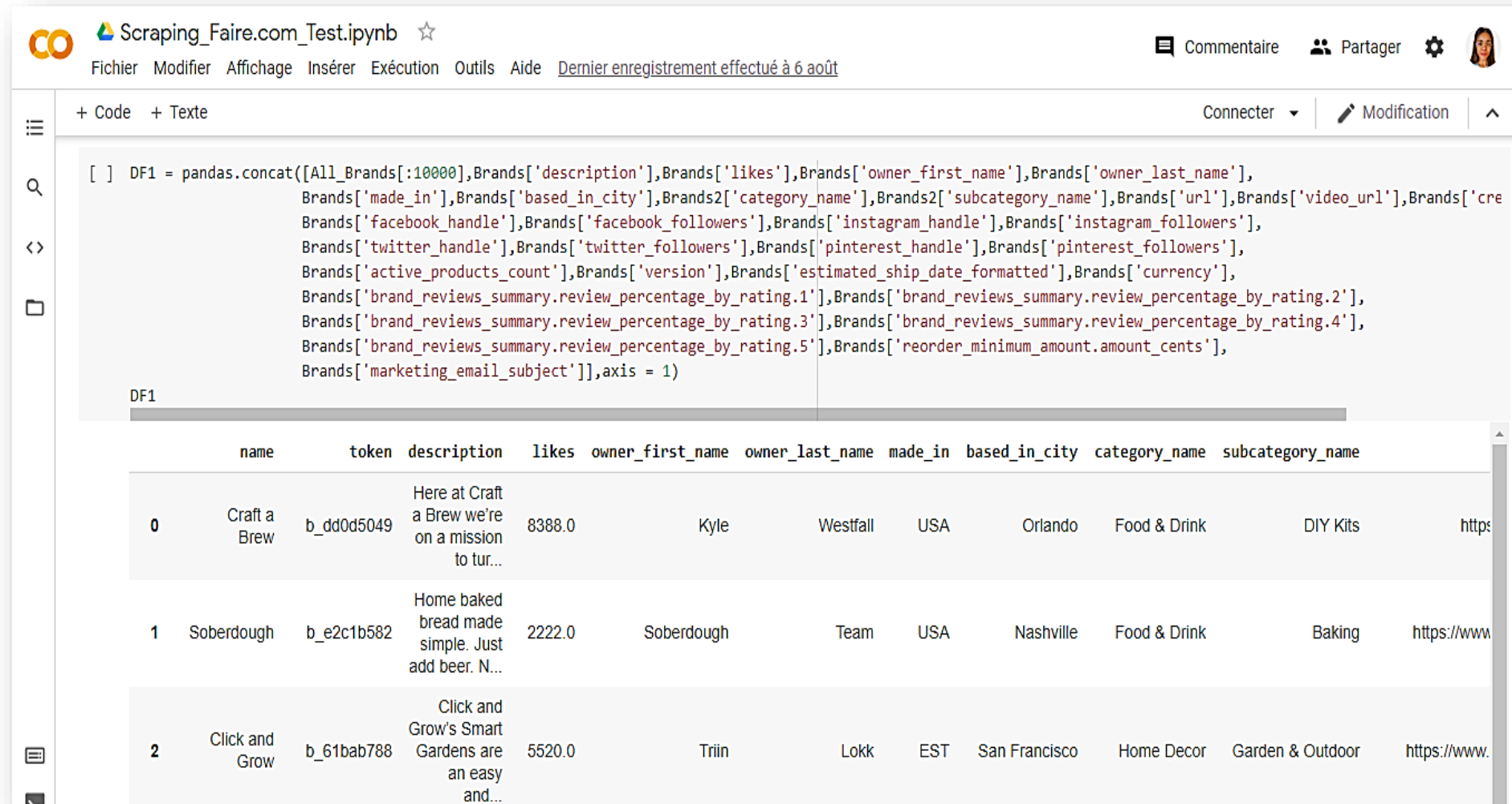
```
Brands = pd.DataFrame([])
Brands2 = pd.DataFrame([])
for j in range(0,10000):
    url1 = 'https://www.faire.com/api/brand-view/'+str(All_Brands.token[j])
    r = requests.get(url1, headers=headers)
    data1 = json.loads(r.text)
    Brands = Brands.append(pandas.json_normalize(data1['brand']),ignore_index=True)

    url2 = 'https://www.faire.com/api/brand/'+str(All_Brands.token[j])+'/top-category'
    r2 = requests.get(url2, headers=headers)
    data2 = json.loads(r2.text)
    Brands2 = Brands2.append(pandas.json_normalize(data2),ignore_index=True)
    time.sleep(0.05)
```

```
[ ] DF = pandas.concat([Brands['name'], Brands['made_in'],Brands['based_in_city'],Brands2['category_name'],Brands2['subcategory_name']],axis = 1)
DF
```

	name	made_in	based_in_city	category_name	subcategory_name
0	Craft a Brew	USA	Orlando	Food & Drink	DIY Kits
1	Soberdough	USA	Nashville	Food & Drink	Baking
2	Click and Grow	EST	San Francisco	Home Decor	Garden & Outdoor
3	Let Them Eat Candles	USA	Chicago	Food & Drink	Confections
4	Hella Bitter	USA	New York	Food & Drink	Beverages

II. Enrich Faire.com brand with other Informations



The screenshot shows a Jupyter Notebook interface with a file named 'Scraping_Faire.com_Test.ipynb'. The code cell contains a pandas.concat operation that merges a list of brands with various attributes. Below the code, the first three rows of the resulting DataFrame are displayed.

```
[ ] DF1 = pandas.concat([All_Brands[:10000],Brands['description'],Brands['likes'],Brands['owner_first_name'],Brands['owner_last_name'],
Brands['made_in'],Brands['based_in_city'],Brands2['category_name'],Brands2['subcategory_name'],Brands['url'],Brands['video_url'],Brands['cre
Brands['facebook_handle'],Brands['facebook_followers'],Brands['instagram_handle'],Brands['instagram_followers'],
Brands['twitter_handle'],Brands['twitter_followers'],Brands['pinterest_handle'],Brands['pinterest_followers'],
Brands['active_products_count'],Brands['version'],Brands['estimated_ship_date_formatted'],Brands['currency'],
Brands['brand_reviews_summary.review_percentage_by_rating.1'],Brands['brand_reviews_summary.review_percentage_by_rating.2'],
Brands['brand_reviews_summary.review_percentage_by_rating.3'],Brands['brand_reviews_summary.review_percentage_by_rating.4'],
Brands['brand_reviews_summary.review_percentage_by_rating.5'],Brands['reorder_minimum_amount.amount_cents'],
Brands['marketing_email_subject']],axis = 1)
```

DF1

	name	token	description	likes	owner_first_name	owner_last_name	made_in	based_in_city	category_name	subcategory_name	url
0	Craft a Brew	b_dd0d5049	Here at Craft a Brew we're on a mission to tur...	8388.0	Kyle	Westfall	USA	Orlando	Food & Drink	DIY Kits	https://www.
1	Soberdough	b_e2c1b582	Home baked bread made simple. Just add beer. N...	2222.0	Soberdough	Team	USA	Nashville	Food & Drink	Baking	https://www.
2	Click and Grow	b_61bab788	Click and Grow's Smart Gardens are an easy and...	5520.0	Triin	Lokk	EST	San Francisco	Home Decor	Garden & Outdoor	https://www.

Dashboard

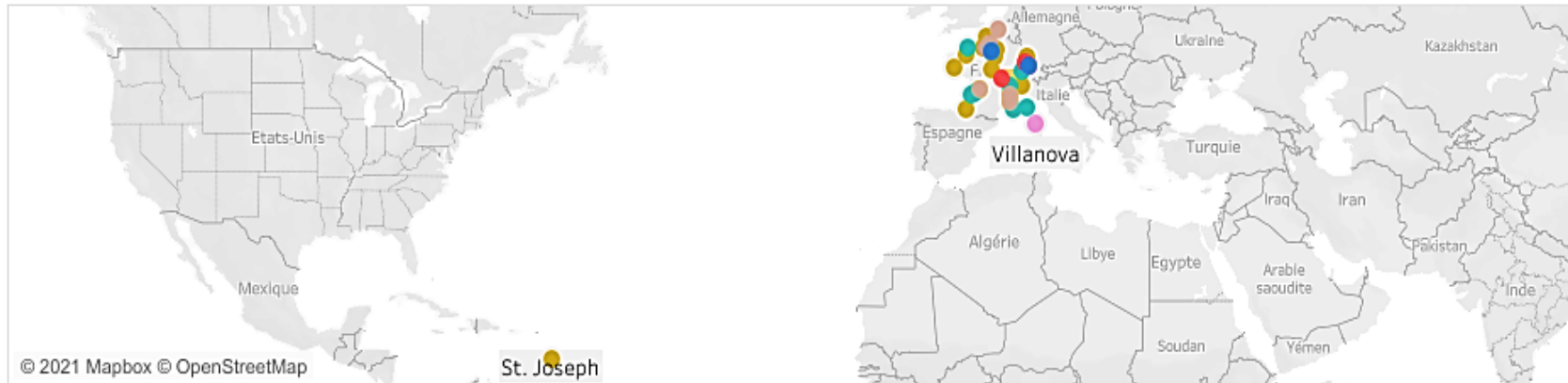
using the final data set and the Tableau visualization tool



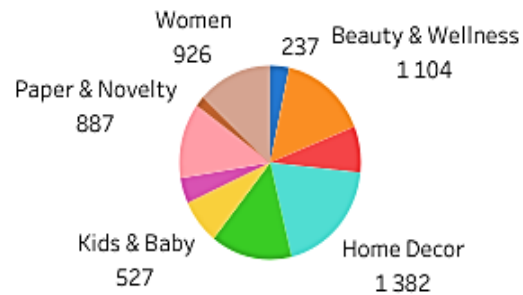
Statistics

Active Products Count	1 220 621
Total de Faire_Brands	10 000
Version	52 359 320

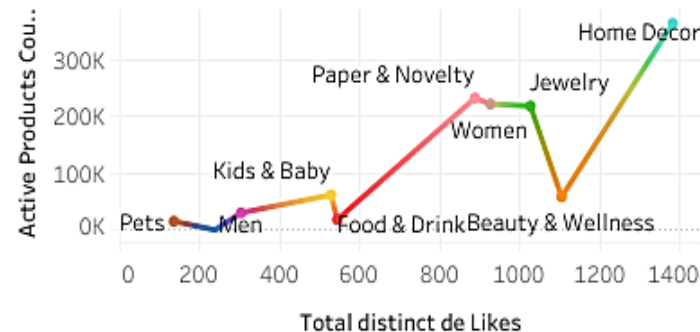
Brands based around the world



Category



Product categories active according to likes



Product sub-categories active according to likes





Thank You!

Houda EL BACHRI