Project 3 Report

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1 Research Question

For our research question, we wanted to determine the prevalence and influence of top name brands and prices in modern fashion trends. In order to do so, we extracted data from the apparel section of eBay and the subreddits r/findfashion and r/fashionreps, which we then organized and stored in our database. From there, we utilized Flask and Dash to create a front-end visualization of our data. In this demo, we incorporated two main customizable parameters. Firstly, we compared different clothing categories and analyzed their average prices on eBay compared to the labor statistic number associated with each type. Furthermore, we utilized our personal experience and knowledge of fashion trends to analyze the abundance of different clothing brands discussed in our analyzed subreddits. Through the discrete and individualized nature of these parameters, we analyzed our data using bar graphs to determine any direct trends between our data sets. As a result, we are able to gather a myriad of findings, which can be interpolated with respect to our main topic of research.

2 Findings and Analysis

In our demonstration, we formulated various graphs related to our datasets. From our findings, various interpretations can be made directly relating to our research question. To begin, in regards to eBay prices, various categories lack substantial daily activity, such as headwear and accessories, indicating a lack of popularity in these categories. As for the main popular categories, eBay prices prove to be significantly lower than the average prices recorded in the US Labor Statistics. For example, the price differentials can be seen in the comparison of shoe and dress prices, respectively, as seen below:
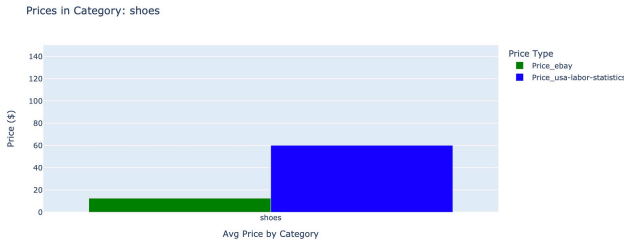

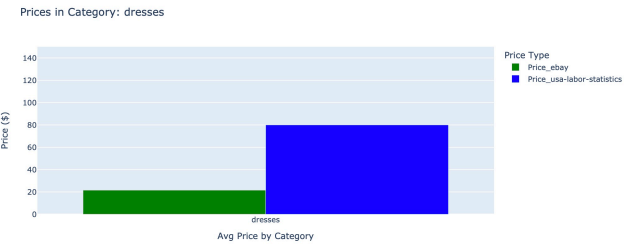**Figure 1.** Average Shoe Prices

Figure 2. Average Dress Prices

From these findings, we can infer that people shopping online are inclined to purchase cheaper items online, prioritizing large sales over expensive quality. As a result, this is indicative of a pattern towards more thrifty and cost-effective spending regarding fashion sales, proving price to be an important factor in fashion trends. As for the prevalence of
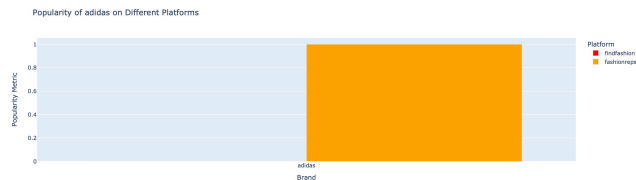
Figure 3. Prevalence of Adidas in Subreddits

big-name brands within fashion trends, our selected brands demonstrated a similar proportion of activity in our studied subreddits. However, this noticeably pales to the proportion of activity relating to miscellaneous, non-leading brands. This comparison can be seen below:
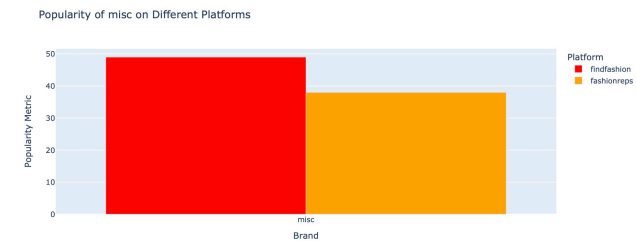

Figure 4. Prevalence of Miscellaneous Brands in Subreddits

From this data, we can infer that people do not value the distinction of having main name brands compared to past trends. As a result, this implies a trend towards individualized styles and distinguishing oneself away from the norm, as opposed to conforming to popular clothing brands. This notably relates to one of our main inspirations for our research topic, that being our interest in searching for distinct and niche fashion online.

Through these findings, we can effectively answer our main research question in this experiment. On one hand, price proves to be a predominant factor in influencing purchase choices. On the contrary, big-name brands lack the same level of impact, proving to be forgone by more unorthodox and thrifty options. Through this, we can effectively make a claim about the current trends in fashion, one aimed more toward frugal and distinguishing purchases.