

# Beyond the Product

A data-driven approach at  
Packaging



Health  
& Personal

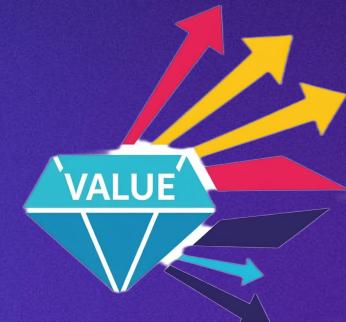
# Exploratory Data Analysis

32,337  
packaging  
issues



# Data Wrangling & Cleaning

# DP M C S D





co



# Challenges

# Project Management

**Tuesday Tasks** ...

- Data Selection
- Data Preprocessing
- Feature Engineering
- Sentiment Engineering

+ Add a card

**Wednesday Tasks** ...

- Model Review / Classification
- Clustering Model
- Summarization
- Top 500
- Top 500 Worst
- Top 500 Packaging
- Balanced\_final csv

+ Add a card

**Thursday Tasks** ...

- Wed unfinished tasks
- Deployment 1
- Deployment 2
- Report writing
- PPT preparation
- README

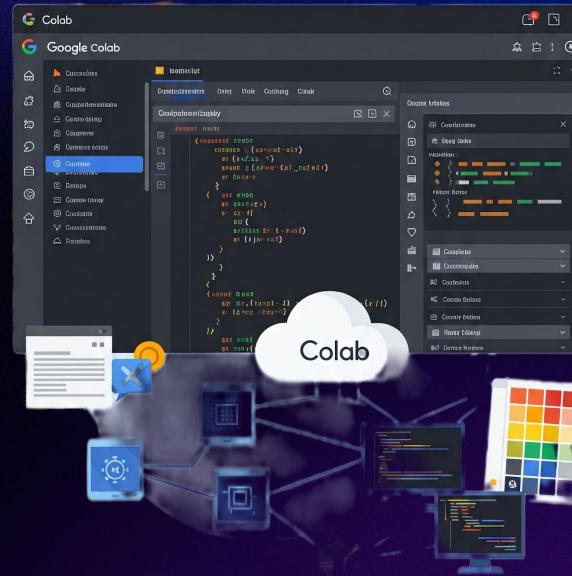
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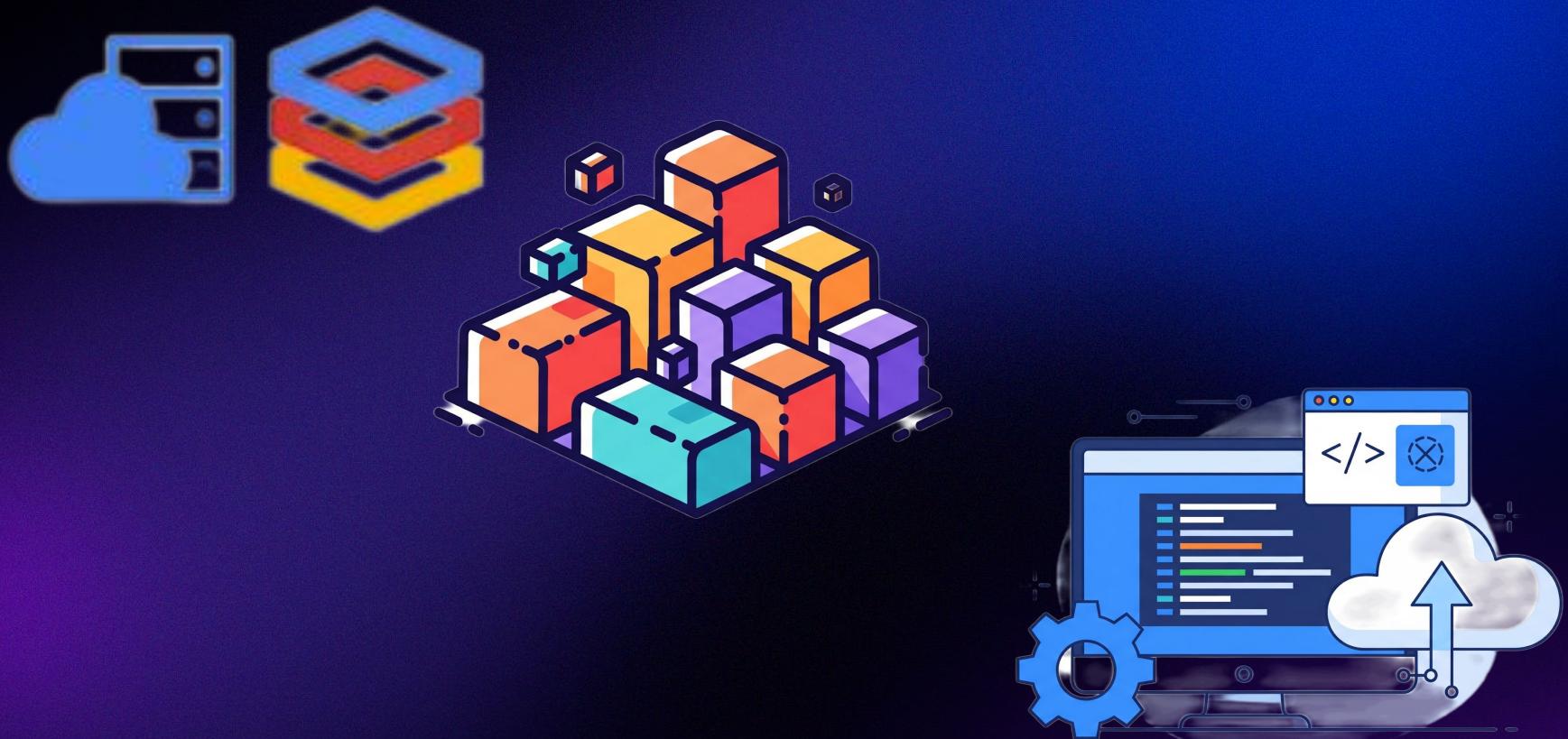
**Friday Tasks** ...

- Unfinished tasks
- py files
- github repo

+ Add a card

# Major Obstacle





# The Fix

494,121

96%

3, 3, 3

Conclusions & Insights

Beyond the Product



### Packaging Review Dashboard

Enter a New Packaging Review

Type your packaging review here:

Submit Review

#### Visualizations

Select a visualization:  
[cluster\\_visual\\_20200926\\_0122\\_interactive.html](#)

Interactive Cluster Visualization

A scatter plot titled 'Interactive Cluster Visualization' showing four distinct clusters of data points. The x-axis ranges from -100 to 100, and the y-axis ranges from -100 to 100. A legend on the right side indicates five categories: color, with values -1 (dark blue), 0 (light blue), 1 (green), 2 (orange), and 4 (yellow).

Report Contents:

cluster_id	Bottles & Jars	Boxes & Cartons	Tubes & Sticks
0	66,124	19,399	14,476



Thank you!