

Skincare Recommender

Final Bootcamp Project



Skincare market trends



- \$141 billion globally
- 5% annual growth
- Diverse

Who is the recommender for?

- Most people that consume skincare are not experts
- With a growing market that keeps diversifying its offer there is an excess of information for the regular consumer.
- It is hard to filter content when you don't have deep knowledge of the products.



Data

Where did it come from?

Web Scraping

Cult Beauty online skincare and makeup retailer.

Ships internationally and has a wide range of products and brands

They include features for all their products as well as ratings for most.

Product Features



- Price
- Rating
- Brand





WORKING WITH THE DATA

- **Cleaning**
- **Tranforming data**
- **Clustering with k-Means**
- **Function for recommender**
- **Use functions and data to make an app with Streamlit**

The background features several abstract geometric shapes in shades of orange and red. In the top-left corner, there is a large orange shape with a smaller dark orange circle attached to its inner curve. In the bottom-right corner, there are two overlapping circles, one in a darker red and the other in a medium orange. A large, light orange circle is positioned behind the text, partially obscured by it.

Let's test the app

Future improvements



- More data
- Improve the input process so that it recognises close matches
- Add ingredients to fea

Thank you for your time!

