



INTRO

APPROACH

AESTHETICS

USING AI

FRONT END

DEPLOYMENT

BACKEND

*A data driven tool for product descriptions*

# Sale Sense

*Solutions that bring engagement and increase conversion for your listings*

01

INTRO

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02

OUR APPROACH

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03

AESTHETICS

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04

USING AI

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05

FRONTEND

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06

DEPLOYMENT

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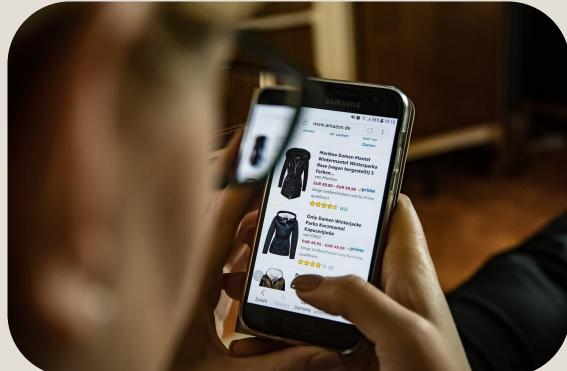
07

NEXT STEPS

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# OUR APPROACH

The average person does not have the power of a whole marketing firm to advertise their second handed clothes the best way, we wanted to empower them...

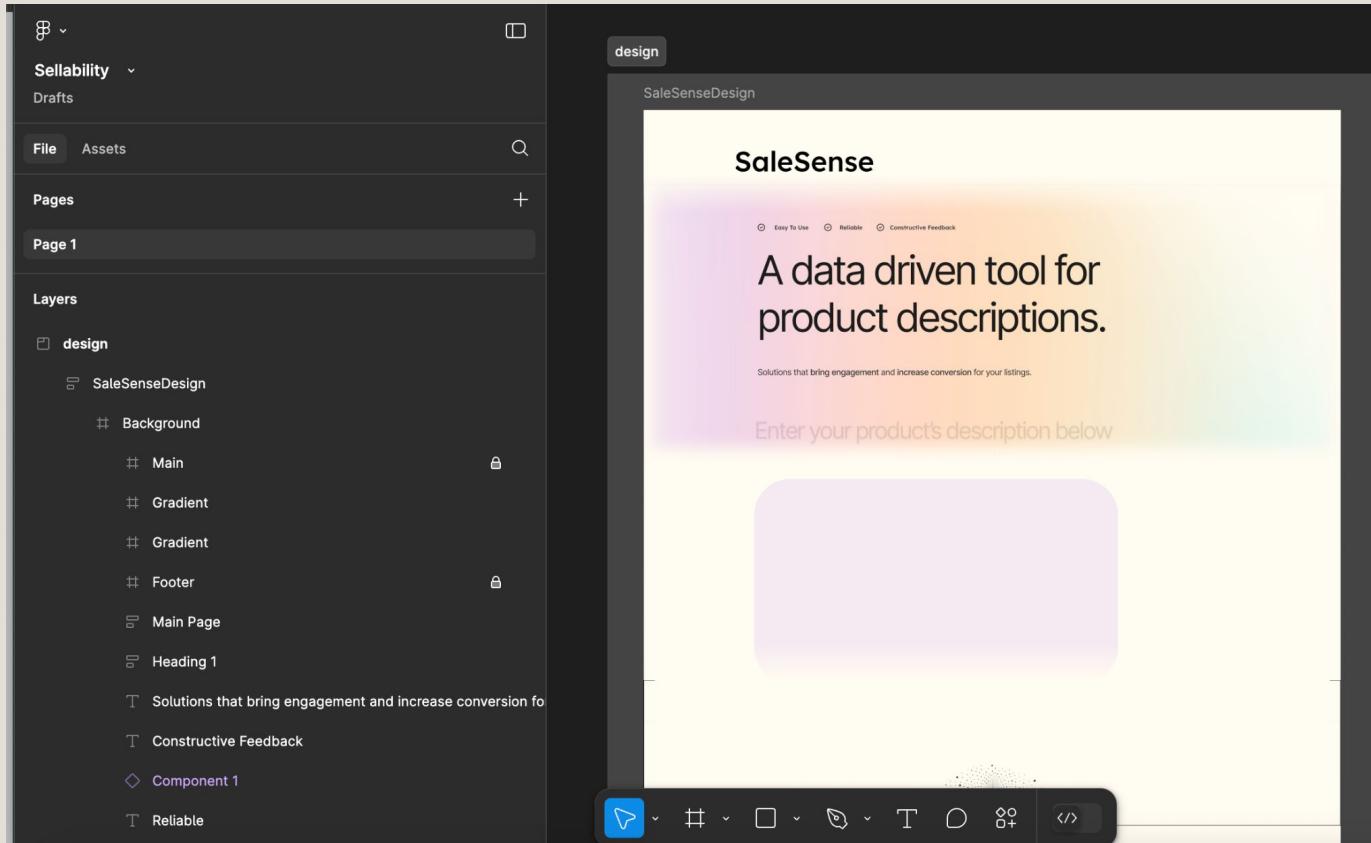


We wanted to create a **data driven application that would formulate the best way to word clothing descriptions** for when you decide to sell

# PROJECT TIMELINE

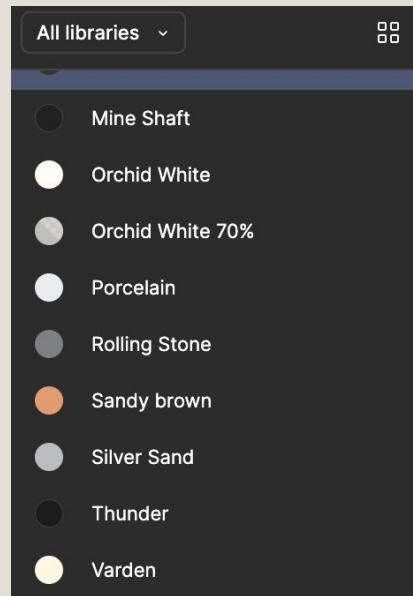
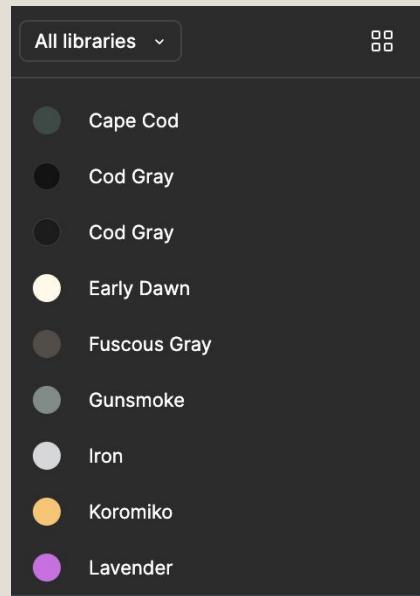


# THE DESIGN PROCESS

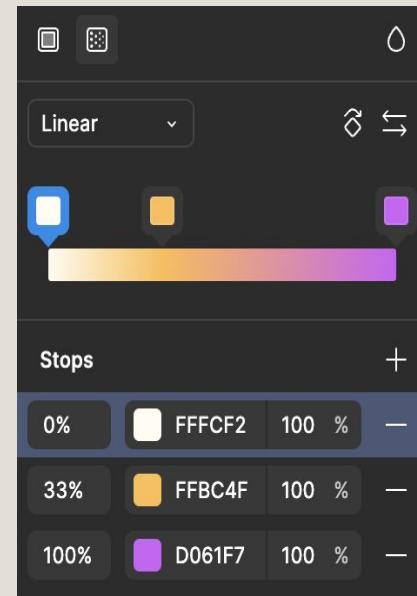


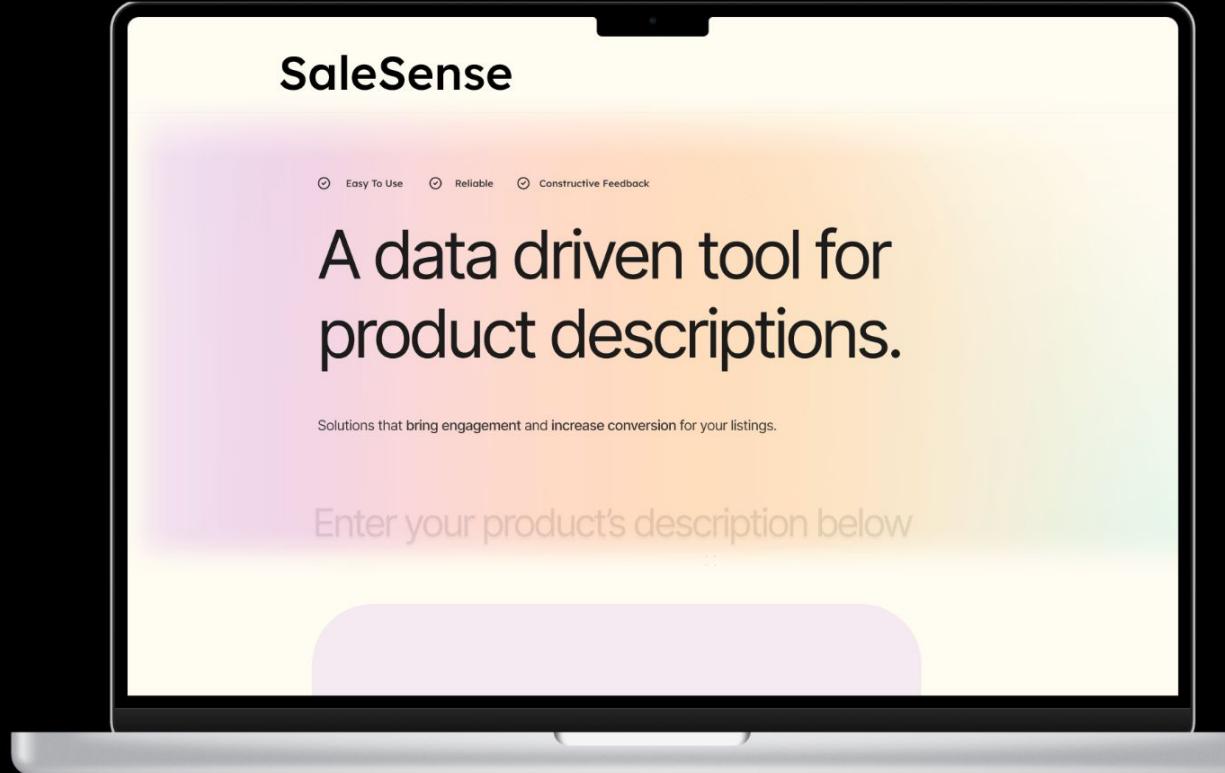
- ❖ *Put yourself in the user's shoes, what do they need?*
  - Simple & Easy to use
  - Straight to the point
  - Concise Instructions/ Description
  - Minimal Clutter

# COLOR PALETTE



*Color Gradient*





Easy To Use    Reliable    Constructive Feedback

# A data driven tool for product descriptions.

Solutions that bring engagement and increase conversion for your listings.

Enter Your Product's description below

Type here...

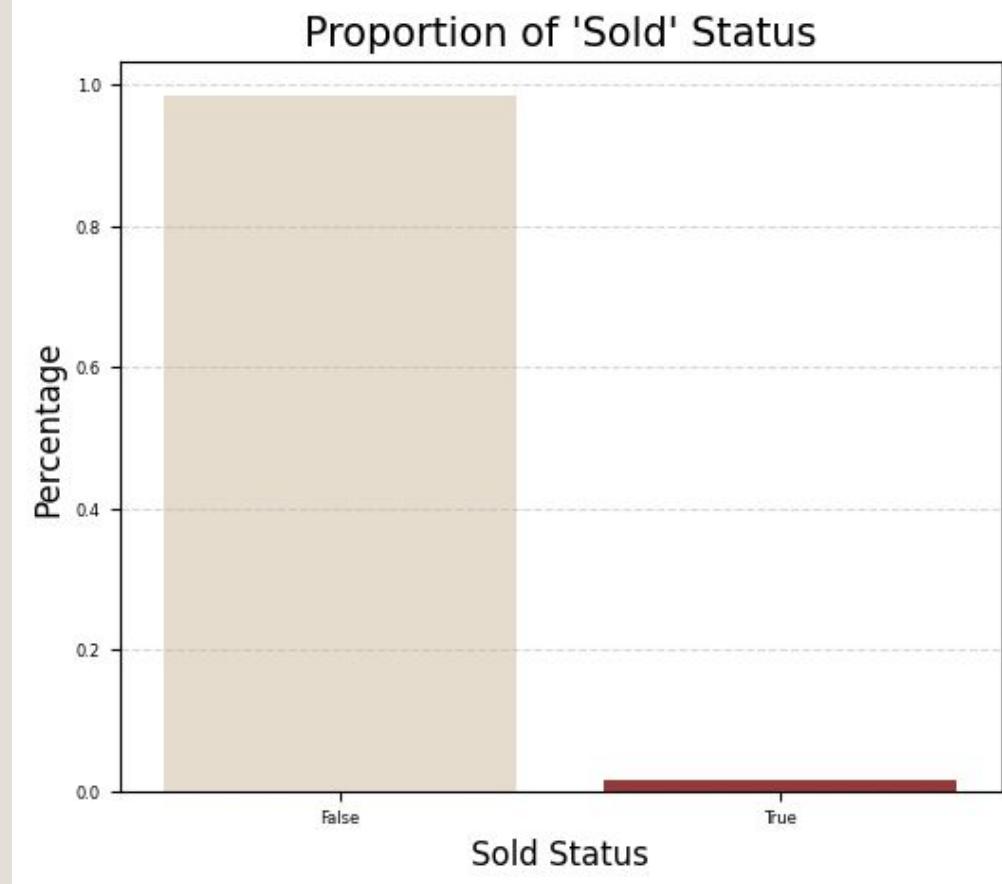
Generate Feedback

**False** (Products that have not been sold) - **886, 771 | 98.5%**

**True** (Products that have been sold) - **13, 736 | 1.5%**

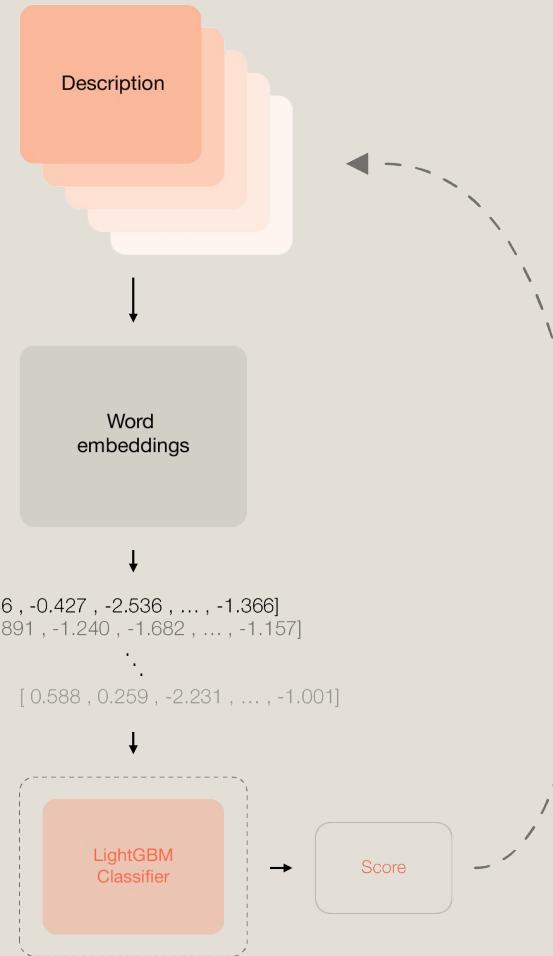
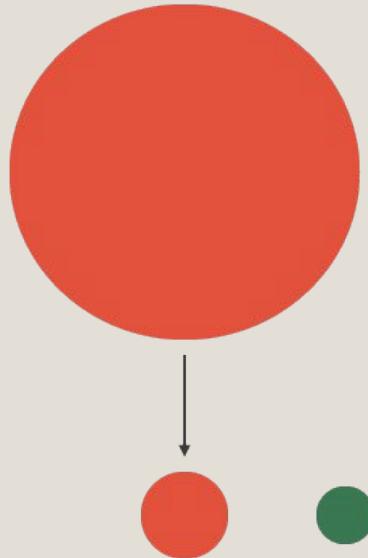
Fine-tune **BertClassifier** using all the data to have a binary prediction.

**Did not work** 😅



Downsample **False**  
examples to be 1.3x the size  
of the **True** examples.

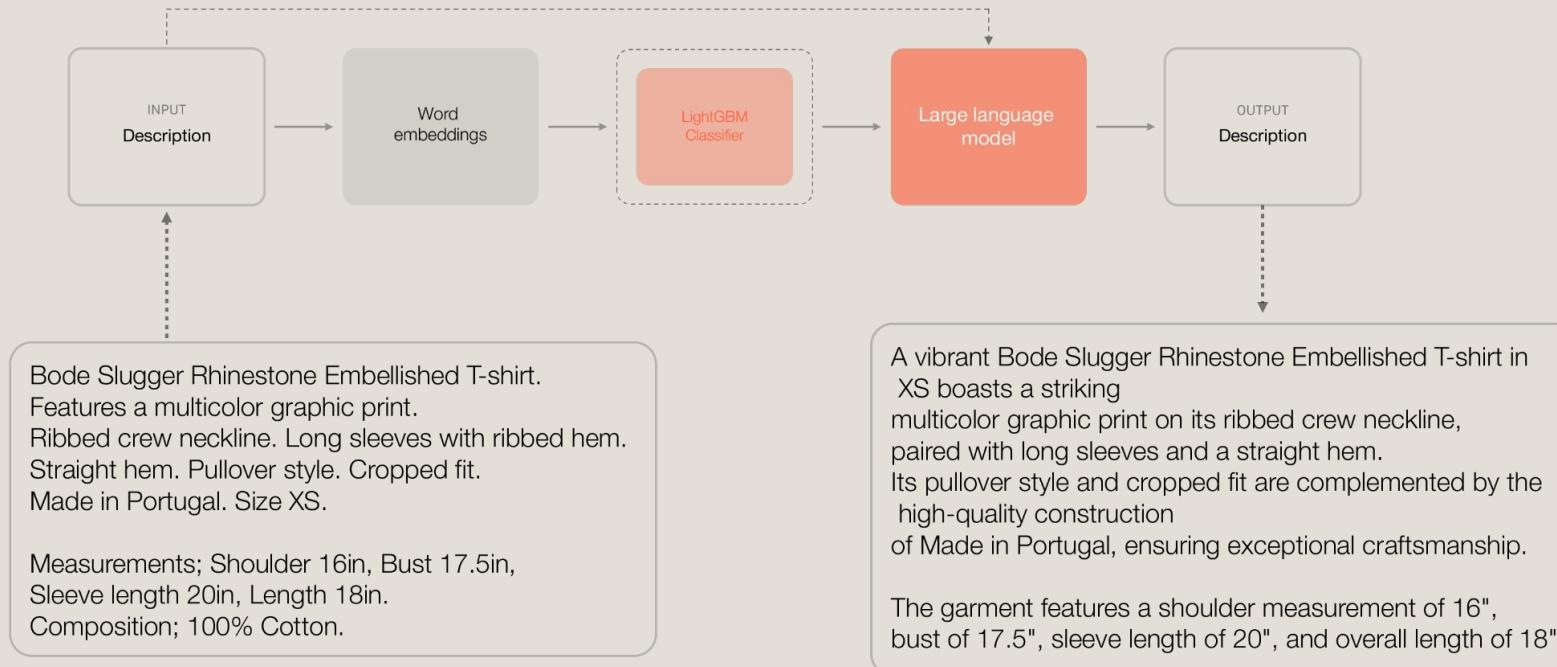
**True** examples - 13, 736  
**False** examples - 17, 856  
**Total** - 31, 592 examples



# Large Language model (LLM): Distill **LLama 3.2** 3B

Original Idea of using **Reinforcement Learning from Human Feedback (RLHF)**

Instead we use **feedback loops**



# FRONTEND/DEPLOYING

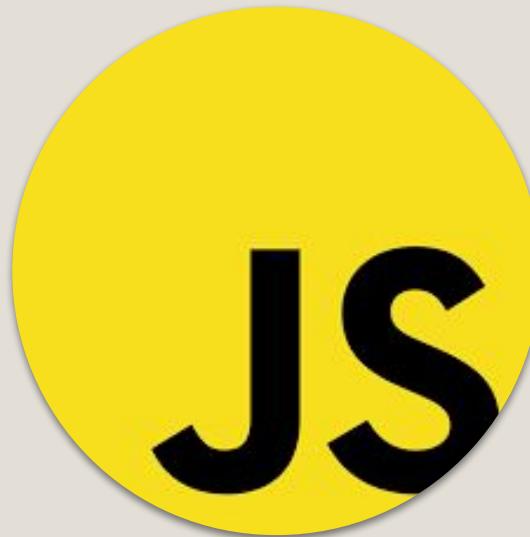
## 1 TailWind CSS

All the CSS and custom designing was done according to the Figma file with Tailwind CSS which is a library of custom css functions which makes it easier to customize on the go



## 2 JavaScript

Java Script was used it to create different components like buttons and the navbar



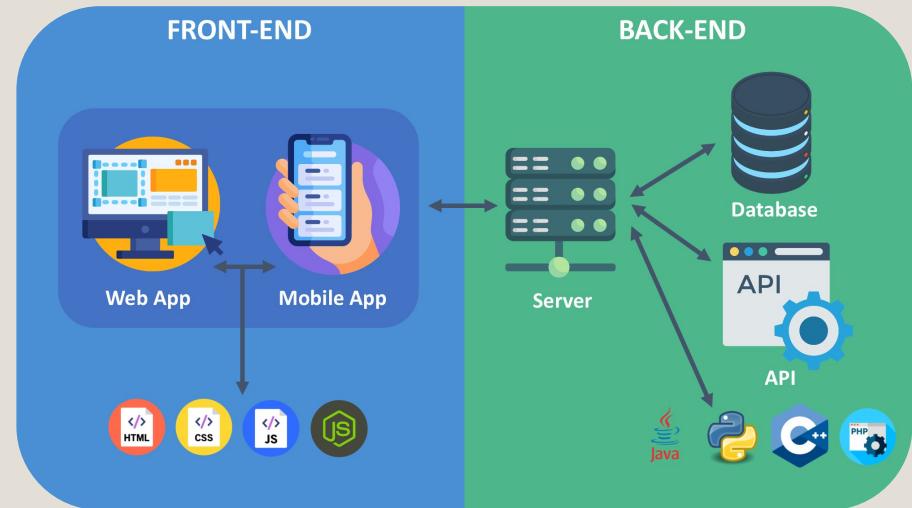
## 3 Vercel

I used Vercel which is a free hosting service to put my static front end design online. It has integration with github meaning updating your website is as easy as pushing to your repo.



# CONNECTING FRONT-END TO OUR BACK-END

- ❖ Our major issue was designing the model and the front end completely individually then trying to figure out a way to combine them together
- ❖ We realized that there are many ways to do what we want without spending a lot of money so we shifted gears



# Streamlit

- ❖ We decided to use streamlit instead which is a **free hosting service similar to vercel** except it is much more data oriented
- ❖ Cons
  - **Limited RAM** usage forcing us to reduce the size and complexity of our model
  - **Limited UI** design options



# Streamlit

A data driven tool for clothing resale descriptions.

# SaleSense: Optimizing Clothing Resale

Easy to Use ✓ | Reliable ✓ | Constructive Feedback ✓

Solutions that bring engagement and increase conversions for your listings.

Elevate your resale business with Salesense, the intelligent tool that leverages data  to craft compelling, accurate descriptions for your clothing  listings. Harness the power of analytics  to make every product stand out and drive more sales 😊.

*Enter your original description:*

Authentic vintage Chanel made out of luxurious black lambskin. Featuring gold CC closure. Size W: 25cm H: 17cm Size D: 2cm. Shoulder height: 94cm. Inside lining has been fully replaced. Comes with ribbon.

[Improve Description](#)



# Thank You

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