**Team: Jazz Men**

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**Problem Statement**

**Background**

The fashion industry is one of the largest industries that drives today’s economy. It’s a multi-billion dollar industry that grows by the minute. Fashion is incorporated into our day to day lives everywhere, whether it’s wearing designer brand names or wearing hand-me-downs from our second cousins.

**Motivation**

The motivation for this project particularly came from the fact that there are endless possibilities that come with working in the fashion industry. Styles and trends come and go faster than we can keep up with them. This creates a constant stream of data that can be used to determine patterns in the industry and gives us an insight on how society is currently feeling. We deal with the fashion industry quite often through either shopping for our own clothes or being exposed to what everyone else is wearing. Fashion is constantly around us through the clothes that people wear outside of their homes, the pictures of celebrities online and pictures of your friends on Facebook - the list can go on forever. Our experiences as day-to-day consumers and exposure to the fashion industry allows us to provide our input when working on this project.

**Challenges**

The challenges for this project would be finding the necessary information we would need in order to see this project through. Information on these topics may not be readily available to the public (e.g. sales numbers, number of items sold, etc.) We have to work with the information that is freely available to us, such as which type of clothing items are sold by which clothing companies, how many colours are offered in a certain style of clothing at which company and so forth. Using the information available to use, we can come to conclusions that may not be backed up by factual information (statistics that cannot be obtained). Since the analytics of a company is not available to the public, we’ll have to make due with what is available and come to our own conclusions through our discoveries.

**Detailed Objectives**

Our objective for this project is to help world by creating an easier way to display trends in fashion for those without fashion sense. We want to crawl through the web and gather information to analyse and find patterns.

**Constraints**

The constraints we face include the amount of industry specific data that is available to us. We have to work with what we’re given and from there we can try to make trends and analyse data.