

INFO 7374 : Algorithmic Digital Marketing

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Claa:

https://codelabs-preview.appspot.com/?file_id=1x1ETfT4p-EwpQE2nnR1KFzxGC5k_x3BAtnqhj9aSyA#0

Google doc:

https://docs.google.com/document/d/1x1ETfT4p-EwpQE2nnR1KFzxGC5k_x3BAtnqhj9aSyA

STITCH FIX - Personal Styling for Everybody

Summary	In this assignment, you are given a company to evaluate and understand how programmatic services are integrated into applications.
URL	https://www.stitchfix.com/
Category	Web

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What is the product?



STITCH FIX

Stitch Fix is a personal styling service that sends individually picked clothing and accessories items for a one-time styling fee. Customers fill out a survey online about their style preferences. A stylist at the company picks five items to send to the customer.

Product line includes :



Tops



Blazers



**Jackets &
Coats**



Pants



Jeans



Shorts



Dresses



Skirts



Bags



Scarves



Earrings



Necklaces



Bracelets



Shoes

We'll Find Style For Your Life

With clothing hand selected by our expert stylists for your unique size & style, you'll always look and feel your best. No subscription required.



WOMEN'S CLOTHING

Discover style fit for your life

Stitch Fix learns your unique style, finding perfect-fitting pieces in your price range from 1,000+ brands in sizes 0-24W (XS-3X).

Take your style quiz

[Plus >](#) [Petite >](#) [Maternity >](#)

How are they selling it?

The way Stitch Fix sells the products is as follows :

- They give you a very detailed questionnaire that is based on your
 - a. Price Range
 - b. Size
 - c. Style
- They charge you a \$20 styling fee which gets credited towards the pieces you keep
- They let you try on clothing pieces at home before you buy.
- Customers can keep their favorites and send the rest.

- They offer free shipping, returns and exchanges. A prepaid return exchange envelope is included

How is it priced?

Personalized Pricing:

It lets each customer choose a price that matches their personal buying threshold.

How much do you typically spend on items from these categories?

Tops	--
Bottoms	--
Jackets & Coats	--
Dresses	--
Shoes	--
Accessories	--
Jewelry	--

Bundling:

Despite the fact that the items are sold for discounted prices, it can increase profits because it promotes the purchase of more than one item.

Personalized pricing

Get hand-selected clothes in a price range defined by you. Adjust ranges anytime in your profile.

Buy only what you want

Keep just the pieces you decide to buy. Get 25% off your entire order when you keep all items in your Fix.

No subscription required

Receive Fixes on demand, or on a schedule that works best for you. You can change or cancel anytime.

Promotional Pricing:

It is a sales strategy in which brands temporarily reduce the price of the service or product to attract prospects and customers. In this case, when you invite someone to sign up with your referral link, the customer gets \$25 when their first ship arrives

The "buy all" discount

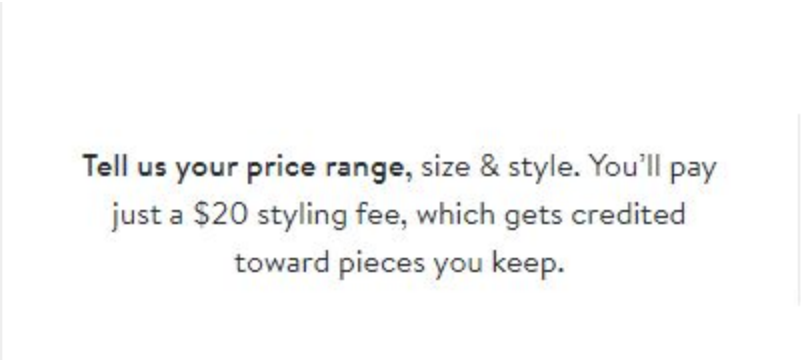
Obsessed with every single item you received? Buy all & enjoy 25% off at checkout!

\$25 When you invite your friends

Simply invite guy & girl friends to sign up with your referral link, then get \$25 when their first Fix ships!

What promotions are they using?

Stitch fix uses a variety of promotions in order to deliver good style for the customer. When the user tries to set his or her own style by offering the price range and style which he/she would like to wear, \$20 would be charged for it. However, this fee would be credited towards the bill whenever the customer actually buys the product.



Tell us your price range, size & style. You'll pay just a \$20 styling fee, which gets credited toward pieces you keep.

Another promotion Stitch Fix uses is a referral promotion. If a customer sends a referral link to a person, he/she would receive \$25 off on the next order. This is usually done in order to encourage new customers to try out customized styling offered by the company.

Apart from them, there are gift cards which customers can give to other people, this will again encourage them to visit the website, learn more about Stitch Fix and probably they might earn a new customer and the chain continues.

What algorithmic marketing services are they using?

Advertising

Stitch fix spent \$100 on Advertising in digital and national TV. They invest in premium ad units and advertised on over 250 different Media Properties in the last year across multiple Media formats

1. TV Advertisements
2. Integrated Content Marketing
3. Google Ad words
4. Sponsored Ads
5. Social Media Advertising
6. Guest blogging - https://in.pinterest.com/Myfavehello/_created/
7. Business Blog - <https://www.stitchfix.com/women/blog/>
8. Influencer Marketing
9. Social media activity - <https://www.instagram.com/stitchfix/?hl=en>

Social media, Youtube - <https://www.youtube.com/watch?v=2kwDM2uG9rl>

The screenshot shows a Google search interface. The search bar contains the text "styling clothes online". Below the search bar, there are tabs for "All", "Shopping", "Images", "News", "Videos", and "More". The search results show "About 88,300,000 results (0.66 seconds)". The top result is an advertisement for Stitch Fix, with the text "Ad · www.stitchfix.com/". The main headline of the ad is "Stitch Fix® - Official Site - Your Style. Delivered." Below this, there is a description: "Discover New Styles & Only Pay For **Clothes** You Keep. Free Shipping & Returns! Priced For Your Budget. No Subscription Required. On Your Schedule. Discover New Brands." At the bottom of the ad, there are two columns of text. The left column is titled "Stitch Fix® Women" and contains the text "Curated Fashion for Your Style & Budget Delivered to Your Door." The right column is titled "Stitch Fix Pricing" and contains the text "Great Looks At The Prices You Set. Shipping & Returns Are Free & Easy!"

styling clothes online

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🔍 All Shopping Images News Videos More Settings Tools

About 88,300,000 results (0.66 seconds)

Ad · www.stitchfix.com/ ▾

Stitch Fix® - Official Site - Your Style. Delivered.

Discover New Styles & Only Pay For **Clothes** You Keep. Free Shipping & Returns! Priced For Your Budget. No Subscription Required. On Your Schedule. Discover New Brands.

Stitch Fix® Women Curated Fashion for Your Style & Budget Delivered to Your Door.	Stitch Fix Pricing Great Looks At The Prices You Set. Shipping & Returns Are Free & Easy!
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Promotions

Promotional marketing is done with the aim of increasing brand awareness and sales. Stitchfix follows a refer a friend promotion in which if a customer sends a referral link to someone, the customer gets \$25 off on the next order

Pricing

If a customer chooses to buy all the 5 items in their delivery, the customer will get a 25% discount of their entire purchase

What datasets do you think you will need to build these algorithmic services?

The datasets required to build the algorithmic services would be :

1. User's browsing patterns
2. Historical data about the preferred styles and recorded buys
3. Response data towards the styling pattern and user's input towards shopping styles
4. Consolidated data on brands and their styles
5. Datasets revolving around the sizes and fit according to the brand
6. Online purchase behaviour data
7. Sales Transactions data
8. Supply Chain data

Review the jobs/career site and search for Data/ Data science positions, What technologies and programmatic services is the company using?

After reviewing the jobs/career site of Stitch fix (<https://www.stitchfix.com/careers/jobs>), we can conclude that they have a huge Algorithms team at Stitch Fix and the positions they are hiring for are stated below :

Domains & Positions Available

Algorithms Team

Data Scientist - Fix Recommendations, Data Scientist - Inventory Modelling and Forecasting, Data Scientist - Operations, Data Scientist - Shop Recommendations

Apart from the Data Scientist position and its categories, they also have Data Engineer - Product Analytics, Data Platform Engineer - Scientific Working Environment, Algorithms Platform Engineer

Under their Algorithms Team, they have people working on four sub categories of Algorithms which are as follows :

- Client Algorithms
- Styling Algorithms
- Merch Algorithms
- Data Platform

Engineering Team

Lead Engineer - Demand Platform, Lead Software Engineer - Direct Buy, Lead Software Engineer - Messaging Infrastructure, Mobile Engineering Manager

The Engineering team is further split into four teams :

- Personal Styling
- Warehouse
- Merchandising
- Client Experience

Technologies & Programmatic Services

Programmatic Services

Recommendation Systems, Collaborative Filtering, Trained Neural Networks, Natural Language Processing, NP-Traveling Salesman, Markov Chain Model, Genetic Algorithm

Technology

Tech Stack - Python, R, Presto, Airflow, Git, Circle CI, Python and Go in AWS Environment, SQL, Spark, S3, A/B Testing, Ruby(Rails), JavaScript(React JS), RabbitMQ, Postgres, Redis, Kafka, Swift, Go, Amazon EC2 Container, Docker Container, React, Redux.js, Victory, D3 Web Applications, Custom React, Shiny dashboards

Utilities : Google Analytics, Mailgun, Mandrill, Optimizely, Amazon Cloudfront

Tools - New Relic, Bug Snag, G Suite, Zendesk

How is the company tracking visitors?

The company is essentially tracking visitors using Google Analytics. Google Analytics can provide information on the number of visitors for any website. The Network report generated by Google Analytics provides insights about the different service providers and users accessing the website.

The company also tracks the visitors from the region they belong to, we can see the website supports visitors coming from both the United States and United Kingdom.

STITCH FIX

