Understanding the Customer

FARFETCH

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Data Science

June 20, 2019

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github.com/acdick/farfetch_understanding_the_customer

Online Luxury Retail: The Farfetch Platform and Marketplace



The Mission of the Data Science Team

Who They Are

Understanding the Customer

What They Want

How to Get Their Attention

Who They Are: A Data Science Approach

16,105 (9,667 Unique) Customer Reviews			Consumer Journey
Р	ieces Bought	Rating	Touch-Driven Recommender Engine
ı	Product URL Reviewed By		Live Stockout Inventory Checkpoint
Recommender Engine Inputs			
Original Price Sales Discount		Designer	Non-Repeating Rolling Recommendations
Г	Gender	Category	Dynamic Feedback NoSQL Database
13,518 Unique Product Details			

A Touch-Driven Recommender Engine

The Most-Rated Individual Products 3x Recommendations

The "Best Nine"
Most-Rated Subcategories
9x Recommendations

Singular Value
Decomposition
Nx Recommendations

Unpersonalized

Consumer Journey

Personalized

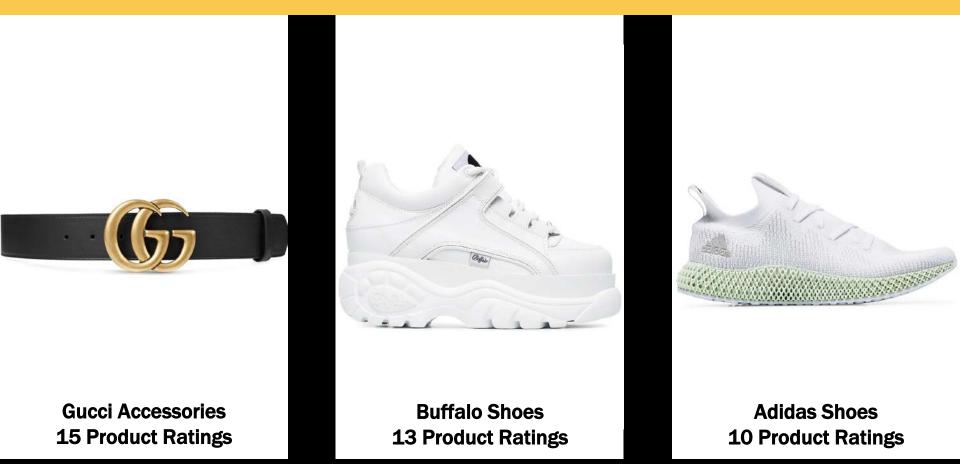
The "Best One"

Most-Rated Subcategory

3x Recommendations

Content-Based Similarity
Pearson Correlation
3x Recommendations

The Most-Rated Individual Products



The "Best One" Most-Rated Subcategory







Adidas Shoes 8 Product Ratings

Adidas Shoes
5 Product Ratings

Adidas Shoes
5 Product Ratings

The "Best Nine" Most-Rated Subcategories

Adidas Bags

3 Subcategory Ratings



Dolce & Gabbana Bags

> 50 Subcategory Ratings



Gucci Bags

78 Subcategory Ratings



Adidas Clothing

83 Subcategory Ratings



Dolce & Gabbana Clothing

> 205 Subcategory Ratings



Gucci Clothing

52 Subcategory Ratings



Adidas Shoes

375 Subcategory Ratings



Dolce & Gabbana Shoes

> 131 Subcategory Ratings

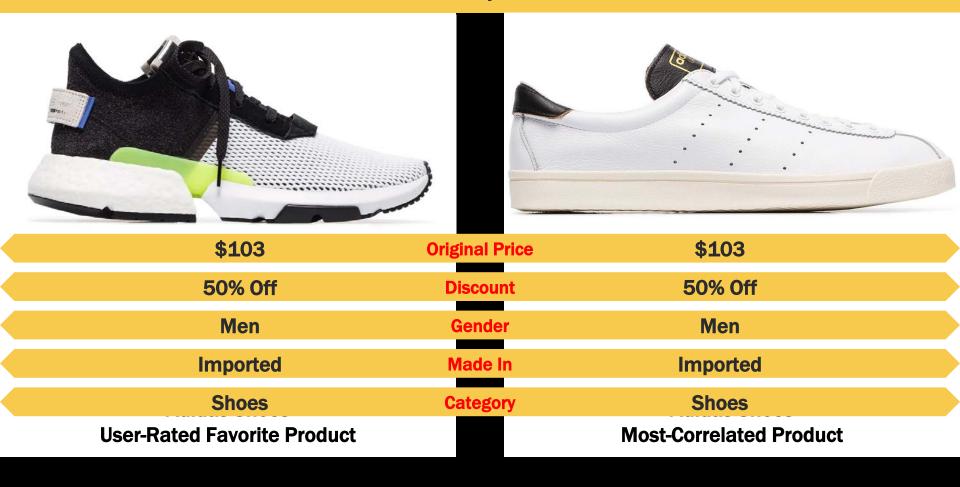


Gucci Shoes

153 Subcategory Ratings



Content-Based Similarity: Pearson Correlation



User-to-User Collaborative Filtering: Singular Value Decomposition



The Long Tail
User-Product Utility Matrix

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The Project Data Stack

Business Understanding

Brand Management Consumer Journeys

Data
Mining & Cleaning

Requests BeautifulSoup

Data Warehousing

JSON NoSQL / MongoDB

Data Exploration Feature Engineering

Python / Numpy Pandas

Predictive Modeling

Surprise / SVD GridSearchCV

Data Visualization

Matplotlib / Seaborn Selenium Webdriver