GiftHit

Ana Domingues Alves

github.com/anadomingues/Capstone-project-Gifthit

GiftHit - Motivation

When we buy a present ...
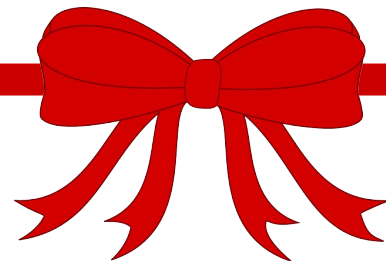
Common mistake:
- Buying something that we like ...

To do:

- Learn about the person interests
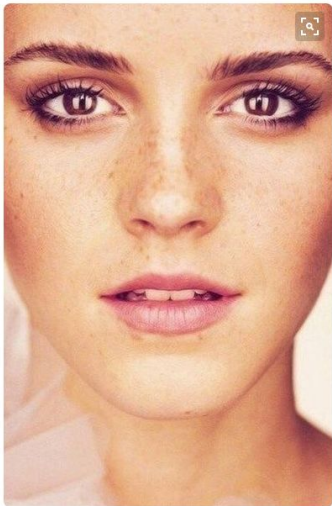- Better chances of getting the perfect gift

The chance to say: "I picked this gift only for you."

GiftHit - Recommender

Pins:

Saved from
resalonandmedspa.com

Catherine Harris saved to {Beauty}
The Dos and Don'ts of Natural Makeup • Re Salon and Med
Spa #makeup #natural #beauty

17w

Visit

Comments ▾

Amazon Product:

Clothing, Shoes & Jewelry › Women › Handbags & Wallets › Cross-Body Bags

Tom Clovers

Tom Clovers Summer New Women's Men's Classy Look cool
Simple style Casual Canvas Crossbody Messenger Shouder
Handbag Tote Weekender Fashion Bag

231 customer reviews | 33 answered questions

Price: $38.99 & **FREE Shipping** on orders over $49. FREE Returns. Details

Color: Grey Upgrade

In Stock.
Want it Thursday, Dec. 1? Order within **23 hrs 1 min** and choose **One-Day Shipping** at checkout.
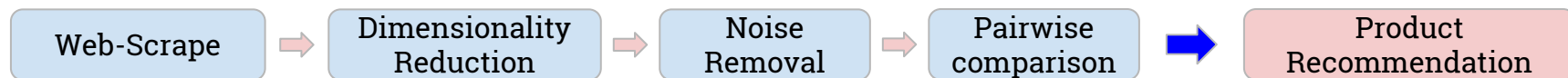Details
Sold by Tom Clovers and Fulfilled by Amazon. Gift-wrap available.

- The design has been improved. Through the zip at the back, we can also get the contents,which much more directly and conveniently .
- Overall dimension: Approx. 13"L x 15.4/12.2"H *3.6" W,0.645kg, laptop,iPad fitting, easy to carry A4 size books etc,Integrated cross body shoulder strap,Backside zipper pocket.
- Genuine Leather,Brass buttons hardware,Eco-friendly garment washed durable canvas,for your iPad, tablet, or eReader.Simple design, well sewn craftsmanship.
- This stylish sling bag offers storage for your tablet and other essentials for a day of traveling or a trek through the urban jungle.Back wall zip pocket for easy access. Roomy fully lined fabric compartment
- Sling this bag across the body for a cool and comfortable look whether you're traveling around the block or around the world. With cool style and canvas materials; it brings you more casual feel and happy to carry it all the time

Customers who viewed this item also bought

Gift Hit - Recommender

Web-Scrape	→	Dimensionality Reduction	→	Noise Removal	→	Pairwise comparison	⟹	Product Recommendation

Pinterest

amazon

EDA (Pins and Products descriptions)

LDA (Latent Dirichlet Allocation)

From pins to topics

DBSCAN

Select top 2 closest topics

Comparison between cluster and products descriptions

Top 5 similar

Recommends:

5 Gifts from Amazon Gift Finder
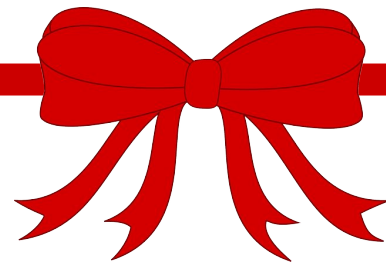
GiftHit - Example

User inputs:
- Maximum gift price : $30
- Pinterest username from whom we want to give a present: catherineann03

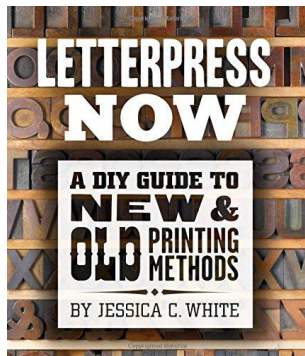| 16 Boards | 3.2k Pins | 1.1k Likes | 72 Followers | 58 Following |

{Style For Miles} 876 Pins — Follow
{Head Over Heels} 198 Pins — Follow
{Jewelry} 112 Pins — Follow
{Purses} 17 Pins — Follow
{Locks I Love} 282 Pins — Follow
{Beauty} 253 Pins — Follow
{Summa Lovin'} 118 Pins — Follow
{Adorbs} 350 Pins — Follow
{DIY} 302 Pins — Follow
{Pack Your Bags} 318 Pins — Follow
{People} 146 Pins — Follow
{Art} 101 Pins — Follow

Gift Hit - Example

Recommendation:

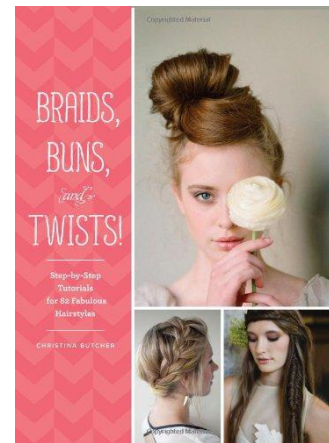$19.79 $19.90 $23.48 $8.99 $14.64

GiftHit - Future work

- Integrate the code into a Web Application;

- Implement user-user similarity in the model;

- Add more users to the database in order to improve the model;

- Add more products to the database in order to improve the recommendations.
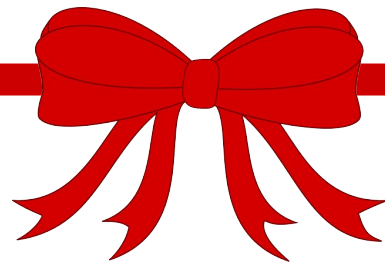
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Thank you!

github.com/anadomingues

GiftHit - Backup slides

GiftHit - Goal

Recommender System

Based on user profile **Pinterest**

Recommends 5 gifts from **amazon**