

PROFILE MY CUSTOMER

ONE GO SOLUTION TO PROFILE THE USERS OF SECOND HAND
ECOMMERCE PLATFORMS (VINTED APP CASE STUDY)

The Vinted logo is displayed in a white, cursive script font, centered on a dark teal background.

Asier Rodriguez

CONTEXT

The "circular economy" represents a \$4.5 trillion business opportunity. *Source: World resources institute*

The global secondhand fashion market is worth \$130 billion, and its growth shows no signs of stopping. *Source: Business Of Fashion*

Resale sector is growing 21 times as fast as the retail sector and will soon become a \$51 billion market. *Source: ThredUp*

WHAT IS PROFILE MY CUSTOMER?

B2B app, *Vinted* Case Study

Profiles the typical user of second hand platforms

Predicts:

- Frequency of listing products of the user

- Buyer's profile

- Likelihood to be a potential user of a specific platform

Dynamic product, keeps growing and learning

TECHNICAL APPROACH

Initial survey (sample of 126 people from 23 different countries)

Data cleaning and encoding of all categorical answers

Naive bayes classifier (prediction 50-60% accuracy):

- Frequency on selling

- Frequency on buying

- Being a potential user of a specific platform

NEXT STEPS

Growing and continuous learning of the algorithm

Webscrapping second hand platforms and checking the accuracy with the algorithm

Implementation on Vinted app

THANK YOU FOR YOUR TIME!