



# Perfume Match

Biqiong Yu





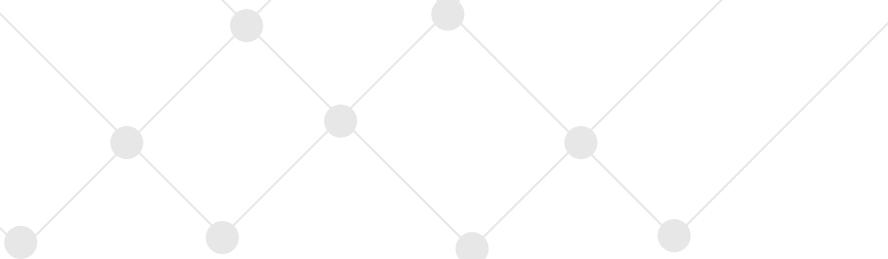
**How to find your  
first perfume?**



# FRAGRANCE FINDER

The perfect fragrance is waiting for you. Discover a scent to gift or to keep.

GET STARTED ▶



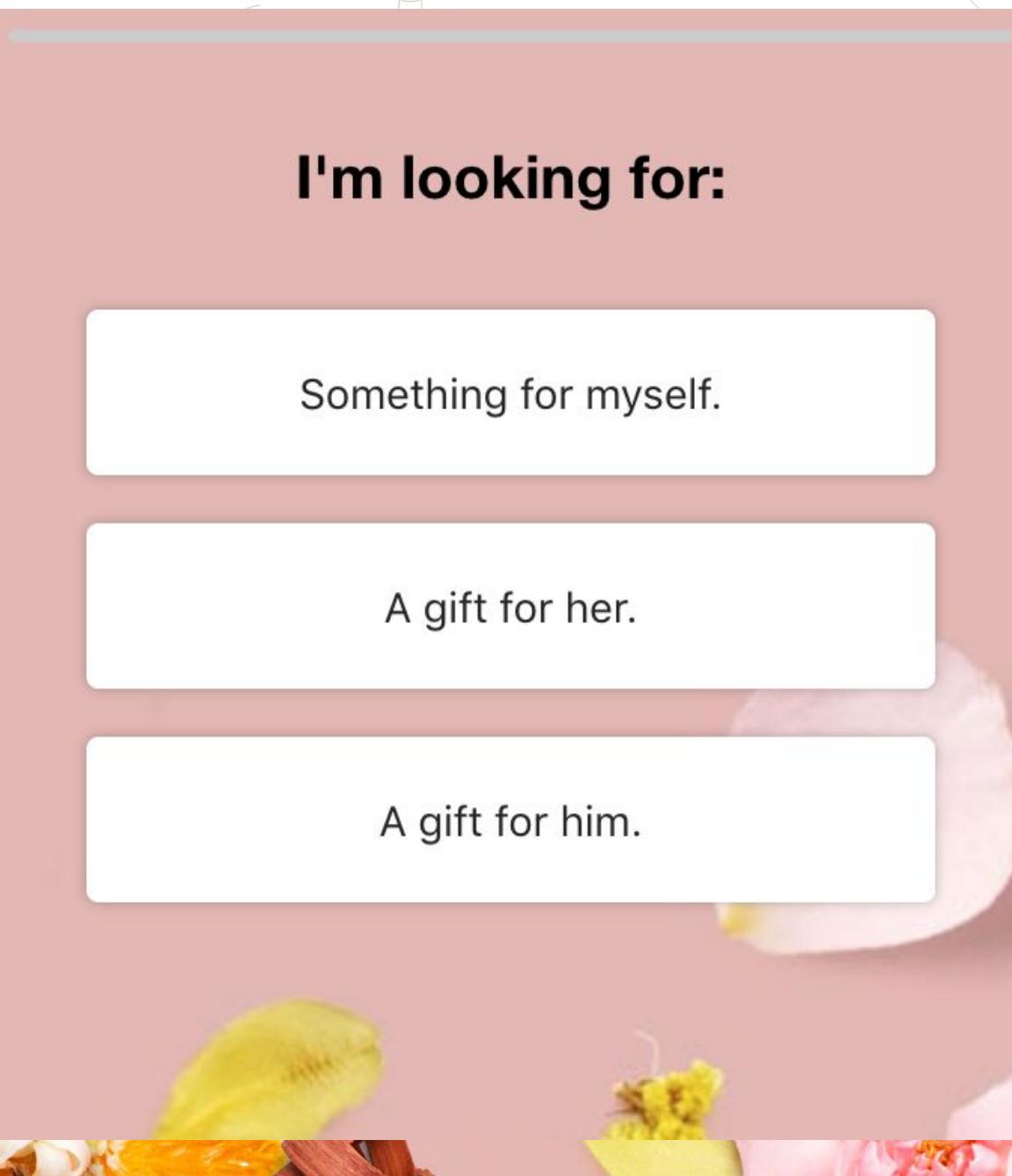
## How to find your first perfume?

I'm looking for:

Something for myself.

A gift for her.

A gift for him.



A decorative background featuring a pink and white floral arrangement at the bottom. Above the flowers, there is a light blue horizontal bar with a small 'H' icon. To the right of the bar, a light gray grid pattern is overlaid on the slide. The main text 'How to find your first perfume?' is positioned on the right side of the slide.

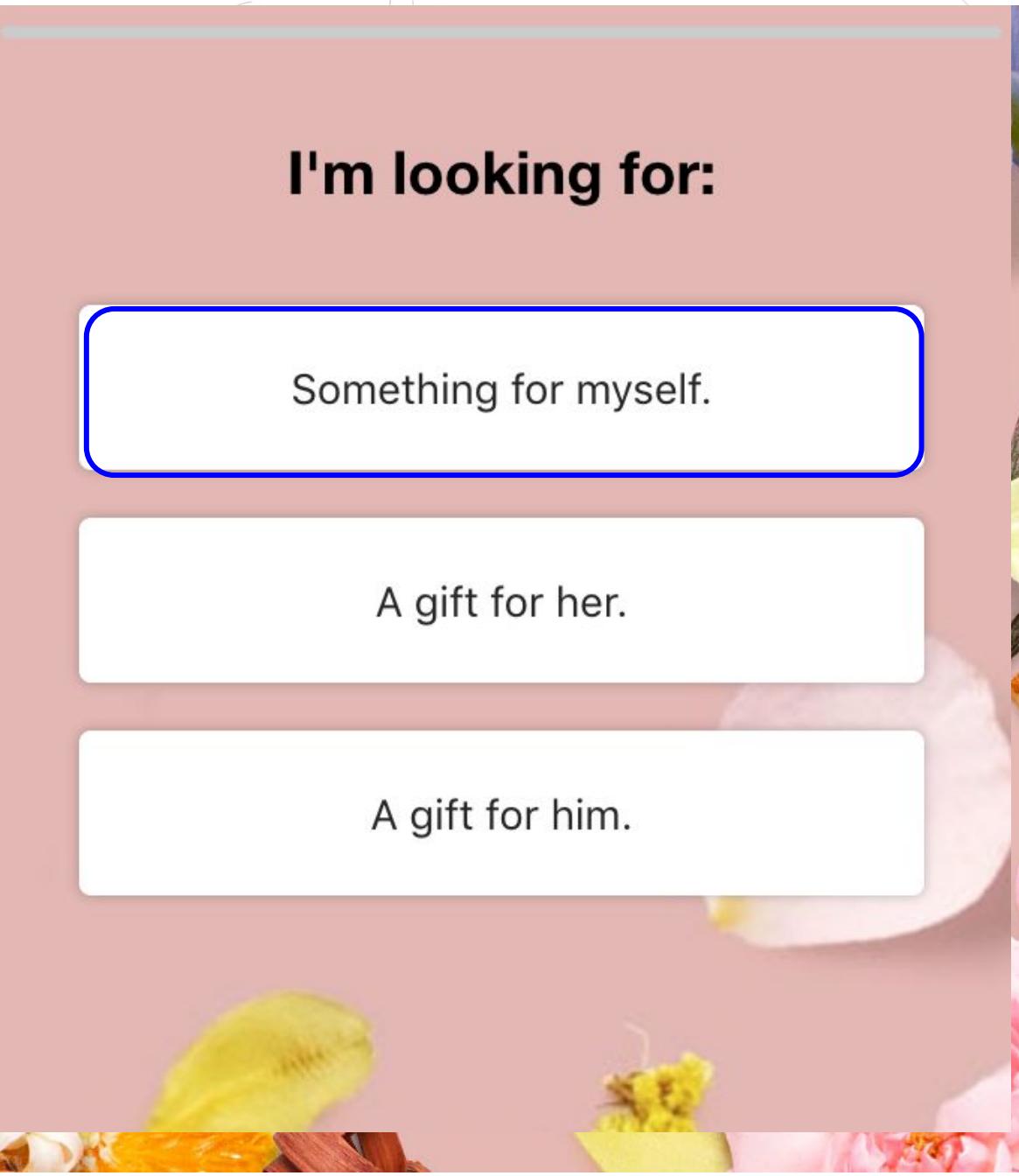
# How to find your first perfume?

I'm looking for:

Something for myself.

A gift for her.

A gift for him.



A decorative background featuring a pink surface with scattered yellow and orange flowers. A faint, light-gray grid pattern is overlaid on the right side of the image.

# How to find your first perfume?

**What appeals most to you?**

A citrus-y ocean breeze

A flower-filled garden

A warm, cozy coffee shop

A lush, mossy forest

**How to find your  
first perfume?**

**What appeals most to you?**

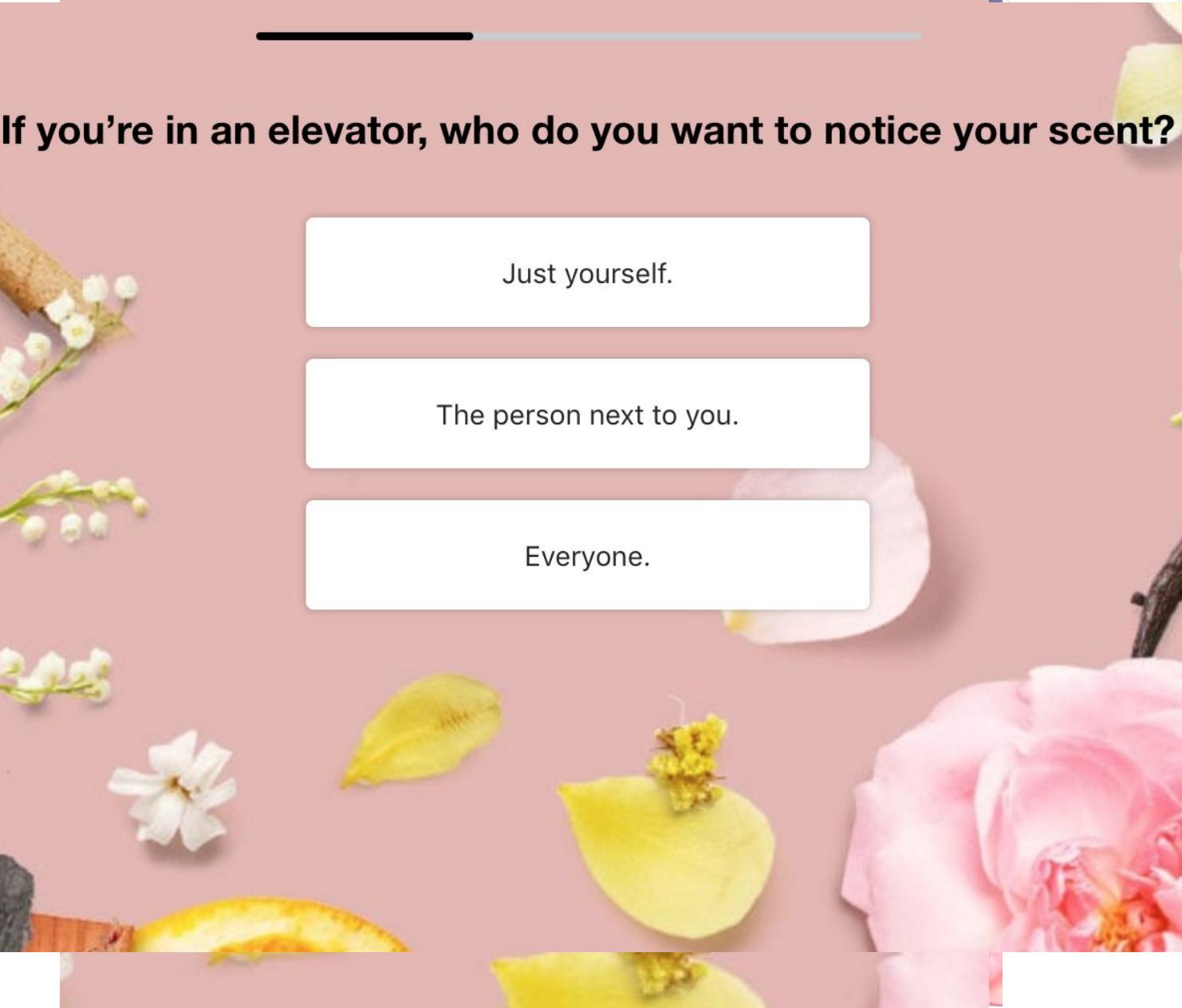
A citrus-y ocean breeze

A flower-filled garden

A warm, cozy coffee shop

A lush, mossy forest

**How to find your  
first perfume?**



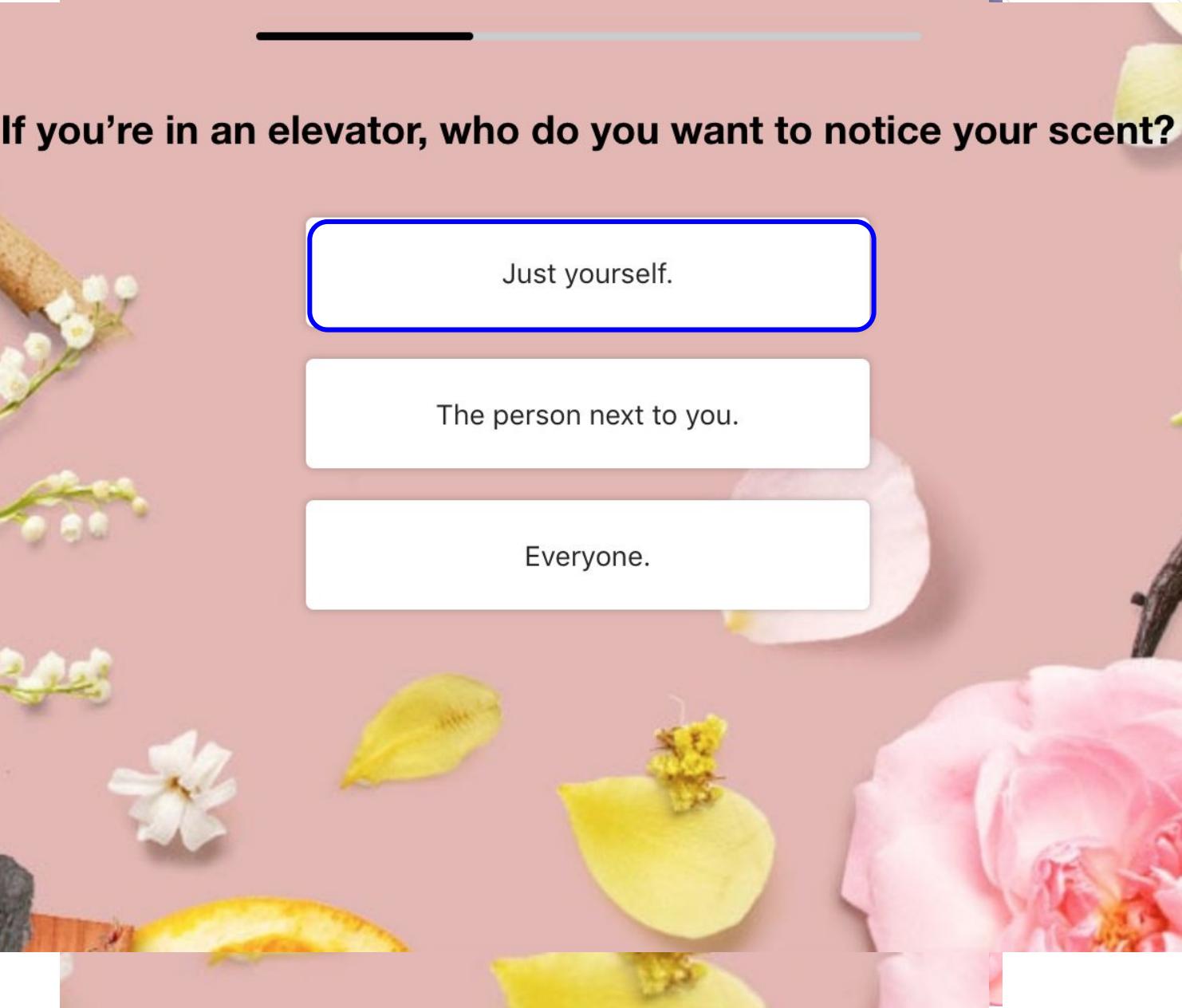
If you're in an elevator, who do you want to notice your scent?

Just yourself.

The person next to you.

Everyone.

How to find your  
first perfume?



If you're in an elevator, who do you want to notice your scent?

Just yourself.

The person next to you.

Everyone.

How to find your  
first perfume?

What type of scent are you looking for?

our scent?

Feminine.

Masculine.

Doesn't matter, as long as it's good.

How to find your  
first perfume?

What type of scent are you looking for?

our scent?

Feminine.

Masculine.

Doesn't matter, as long as it's good.

How to find your  
first perfume?

If y

**When will you wear this?**

At work.

For a date night.

Brunch with friends.

All the time.

our scent?



**How to find your  
first perfume?**

If y

**When will you wear this?**

At work.

For a date night.

Brunch with friends.

All the time.

our scent?



**How to find your  
first perfume?**

**If you're new to perfume, how do you usually shop?**

I look for bestsellers.

I go by the ratings.

I want what's new.

our scent?

**How to find your first perfume?**

If you're new to perfume, it can be overwhelming to figure out where to start. Here are some tips to help you find your first perfume.

**How do you usually shop?**

I look for bestsellers.

I go by the ratings.

I want what's new.

your scent?

**How to find your first perfume?**



**DOLCE&GABBANA**  
Light Blue Eau de Toilette  
**\$102.00**

★★★★★

**ADD TO BASKET**



**VERSACE**  
Bright Crystal  
**\$95.00**

★★★★★

**ADD TO BASKET**



**CHANEL**  
CHANCE EAU FRAÎCHE Eau  
de Toilette  
**\$107.00**

★★★★★

**ADD TO BASKET**



**MAISON MARGIELA**  
'REPLICA' Beach Walk  
**\$126.00**

★★★★★

**ADD TO BASKET**



**TORY BURCH**  
Tory Burch  
**\$98.00**

★★★★★



**ATELIER COLOGNE**  
Orange Sanguine Cologne  
Absolue Pure Perfume  
**\$135.00**

★★★★★



**JULIETTE HAS A GUN**  
Vanilla Vibes  
**\$135.00**

★★★★★



**GUCCI**  
Flora Eau de Parfum  
**\$94.00**

★★★★★

**NEW**

# 1k reviews



**DOLCE&GABBANA**  
Light Blue Eau de Toilette  
**\$102.00**

★★★★★

**ADD TO BASKET**



**VERSACE**  
Bright Crystal  
**\$95.00**

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**TORY BURCH**  
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**JULIETTE HAS A GUN**  
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**GUCCI**  
Flora by Gucci Eau de Parfum  
**\$94.00**

★★★★★

**NEW**



**DOLCE&GABBANA**  
Light Blue Eau de Toilette  
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**VERSACE**  
Bright Crystal  
**\$95.00**



**CHANEL**  
CHANCE EAU FRAÎCHE Eau  
de Toilette  
**\$107.00**



**MAISON MARGIELA**  
'REPLICA' Beach Walk  
**\$126.00**



1k reviews

I'm going to west coast for vacation next month. Any beach perfume recommendations?



**TORY BURCH**  
Tory Burch  
**\$98.00**



**ATELIER COLOGNE**  
Orange Sanguine Cologne  
Absolue Pure Perfume  
**\$135.00**



**JULIETTE HAS A GUN**  
Vanilla Vibes  
**\$135.00**



**GUCCI**  
Flora by Gucci Eau de Parfum  
**\$94.00**





# User Reviews and Descriptions

**Web scraped Sephora.com get total of 260 perfume products and 80k reviews.**

# MARC JACOBS FRAGRANCES

Daisy

SIZE 1.7 oz/ 50 mL • ITEM 1029941

★★★★★ 1K reviews | ❤️ 70K loves



★★★★★

## DAY OF COMPLIMENTS THIS TIME WITH SOLID PERFUME

We're vacationing at a beach resort. Yesterday, I applied my Marc Jacob's Daisy Rollerball right before we went to breakfast. What happened next is amazing... I got over 30 compliments on Daisy in only a few hours. (My experience with the Rollerball was reviewed separately in the appropriate place). Today I tested out the Solid Perfume which I also brought on vacation. Although I didn't count the [...read more](#)

Data

13 Mar 2010

NOT HELPFUL (1)

HELPFUL (67)

Details

Ingredients

About the Brand

Shipping & Returns

### Fragrance Family:

Floral

### Scent Type:

Fruity Florals

### Key Notes:

Strawberry, Violet Leaves, Jasmine

Labels for validation

### About:

Charmingly simple with a signature quality, Daisy Marc Jacobs transports you to a place that's optimistic, beautiful, and pure. The top of the fragrance is infused with succulent wild berries and soft white violets. At the heart, velvety jasmine warms to a dreamy dry-down of sensual sandalwood, for a romantic, lingering finish.

Irresistibly feminine, Daisy Marc Jacobs is the captivating creation of master perfumer Alberto Morillas.

### What else you need to know:

Whimsical white daisies abloom on its cap give the iconic Daisy bottle a retro-cool twist—as charming and unique as the woman who wears the fragrance.

This product is an *Allure* Best of Beauty award winner.

# Perfume Match

Type anything in your mind!

Okay.. now tell me anything you don't like.. leave it blank if none

Go !

SAND + FOG  
Inspired on the California Coast

# Perfume Match

Type anything in your mind!

I love sea

Okay.. now tell me anything you don't like.. leave it blank if none

Go !

SAND + FOG  
Inspired on the California Coast

# Perfume Match

Type anything in your mind!

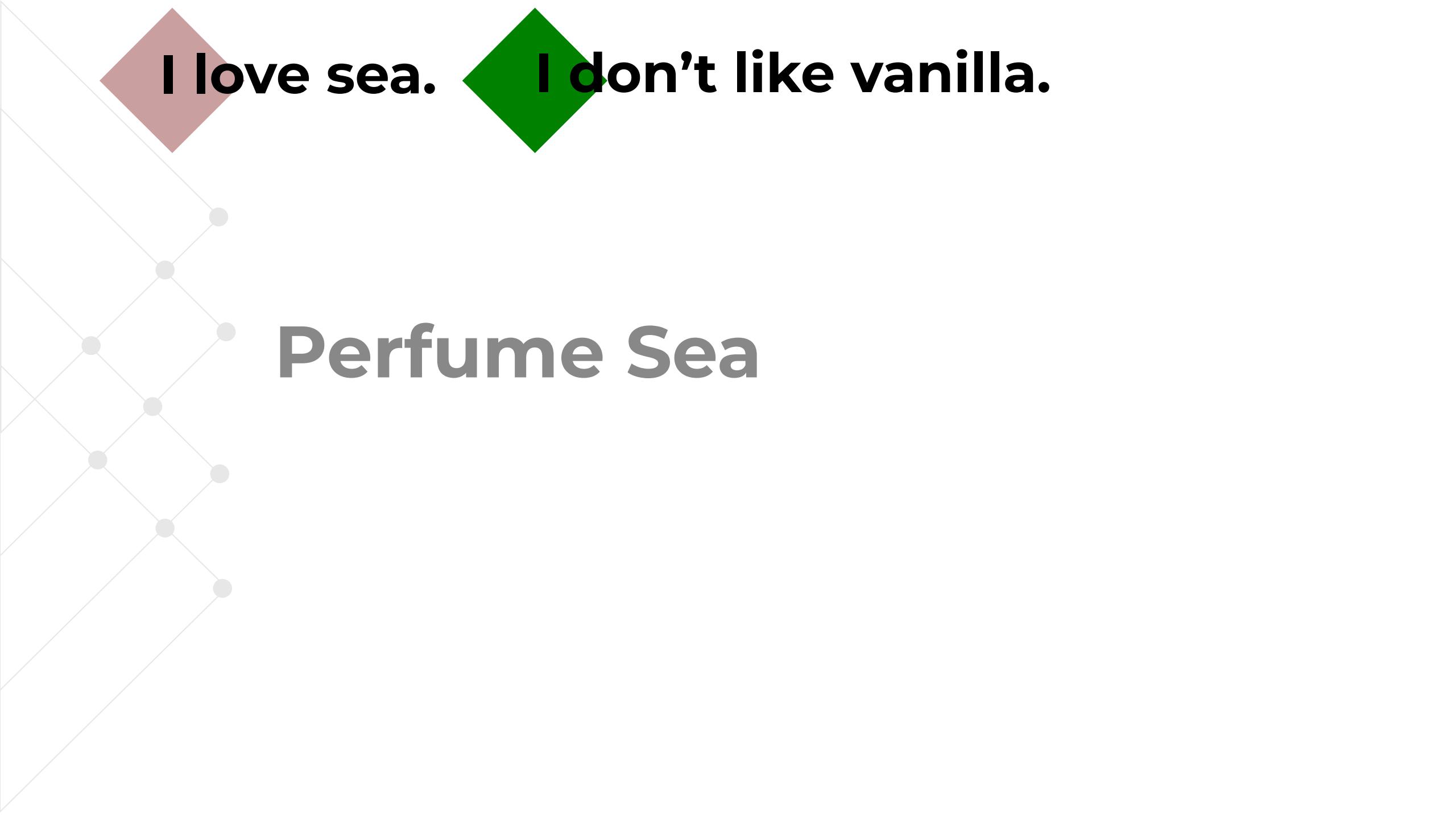
I love sea

Okay.. now tell me anything you don't like.. leave it blank if none

I don't like vanilla

Go !

SAND + FOG  
Inspired on the California Coast



I love sea.

I don't like vanilla.

Perfume Sea

I love sea.

I don't like vanilla.

:) good

:( bad

Perfume Sea<sup>1</sup>

1. Word embedding (TF-IDF, doc2vec)

I love sea.

I don't like vanilla.

:) good

:( bad

Perfume Sea 1, 2

1

1

2

2

1. Word embedding (TF-IDF, doc2vec)
2. Dimension reduction (SVD)



I love sea.

I don't like vanilla.

:) good

:( bad

Perfume Sea <sup>1, 2</sup>

Recommend List

remove

Do NOT Recommend List

Recommendations !



1. Word embedding (TF-IDF, doc2vec)
2. Dimension reduction (SVD)
3. Similarity check (cosine similarity)
4. Set threshold for recommendations

# Validation



Earth & Woody Scent

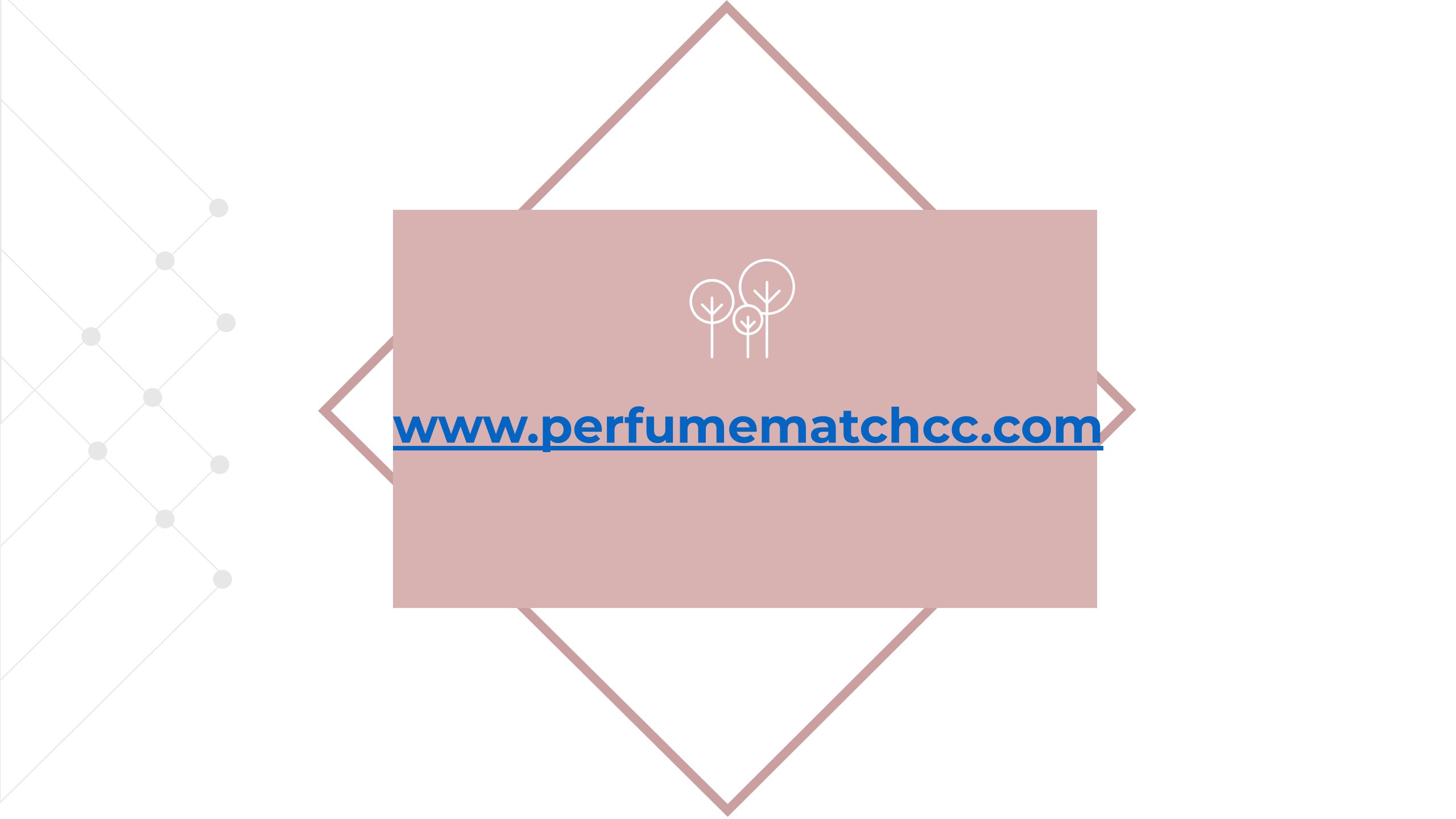


Floral Scent



Warm & Spicy  
Scent

Product similarity matrix  
Clustering: K-means



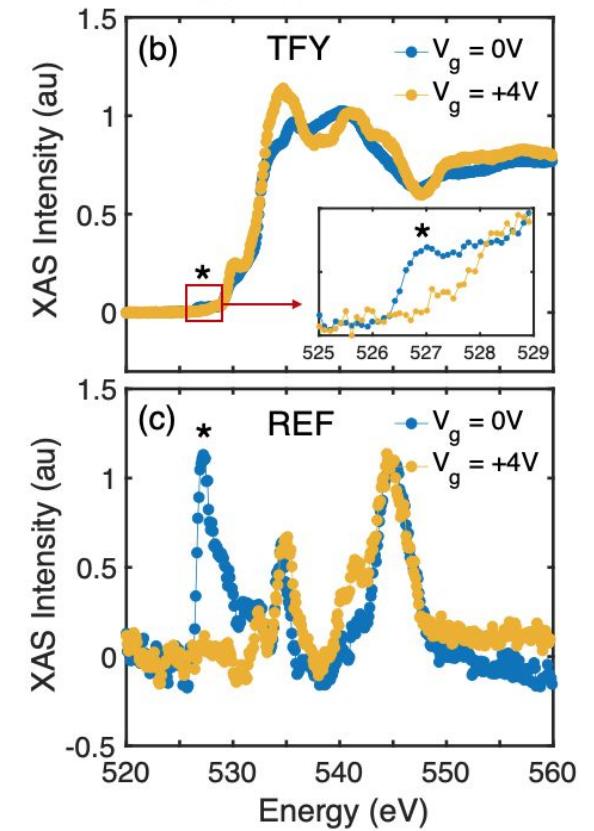
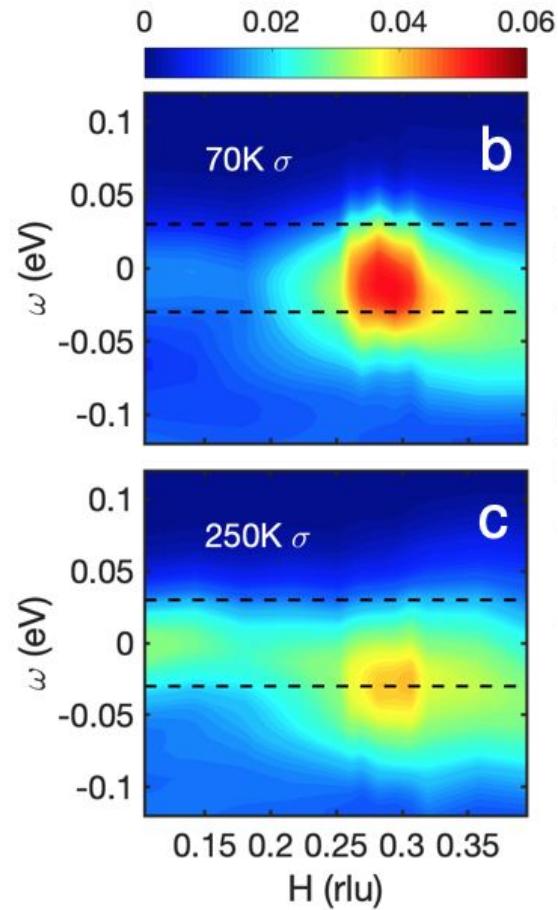
[www.perfumematchcc.com](http://www.perfumematchcc.com)



UNIVERSITY OF MINNESOTA

# Biqiong YU

## Physics, PhD





TF-IDF vector

Singular Value Decomposition  
(SVD)

latent sentiment indexing

doc2vec vector

LSI similarity score

d2v similarity score

70 %

30 %

final similarity score

threshold

Recommendation List

# Perfume Match

Type anything in your mind!

I love sea..

Okay.. now tell me anything you don't like in particular... leave it blank if none

I don't like vanilla..

Go!

SAND + FOG  
Inspired on the California Coast

# Perfume Match

Type anything in your mind!

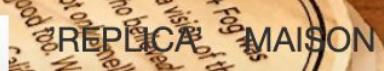
I love sea

Okay.. now tell me anything you don't like in particular... leave it blank if none

I don't like vanilla..

Go!

Here are several perfumes that you may be interested:

Pictures	Name	Brand	Description	Price	Rating
	Vanilla Vibes	Juliette Has a Gun	<p>Inspired by the aesthetic demonstrated by the famous Burning Man festival. Founder and Artistic Director Romano Ricci wanted to capture the beautiful display of human expression, interactive art, and electro music. In this role, Juliette's character captures the human spirit at play, like a futuristic amazon, freely dancing in the dusty desert under a vanilla sky. Close your eyes, let the music melt into your mind, transport across the immensity of the desert. The memory of this very moment: sensual, and electric, leaving a dream-filled trail of wild wonder just like the fragrance.</p> <p><u>About the Bottle:</u> The story of Vanilla Vibes continues with the bottle; gradient shades of pink and blue recall memories of nightfall when the sun dips into the deep blue horizon. Warm colors contrast with the metallic feel of the cap and the holographic logo.</p> <p><u>About the Fragrance:</u> "Wanting to work with vanilla for some time and challenged by not being a huge fan of sweet notes, I needed to find a twist. I chose sea salt, which made the vanilla far from overwhelming-more elegant." -Romano Ricci, Perfumer</p>	\$28.00	5
	Wood Sage & Sea Salt Cologne	Jo Malone London	<p>Escape the everyday along the windswept shore where white waves break and the air is fresh with sea salt and spray. Alive with the mineral scent of the rugged cliffs mingled with the woody earthiness of sage, this fragrance is lively, spirited, and totally joyful.</p> <p><u>What else you need to know:</u> From colognes and candles to bath and body care, each Jo Malone London product comes presented in their signature gift box and ribbon.</p>	\$68.00	5
	Sailing Day	REPLICIA MAISON	<p>Sailing Day is a fresh fragrance that recalls the memory of soft rolling waves</p>	\$28.00	5

# Perfume Match

Type anything in your mind!

I love sea

Okay.. now tell me anything you don't like... leave it blank if none

vanilla

Go!

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	'REPLICA' Sailing Day	MAISON MARGIELA	<p>Sailing Day is a fresh fragrance that recalls the memory of soft rolling waves and the spirit of the sea through aromatic and pure notes of aquatic accord, iris absolute, and red seaweed accord. Explore the infinite deep blue and feel the freshness of the ocean spray through notes of juniper essence and a unique aquatic accord. Dive deep into the sea and feel the refreshing sensation of rose superessence and a sharp adrenalin rush of iris and coriander. Navigating your sails in a new direction, charter through grounding notes of red seaweed essence and salty ambergris accord as you explore the ocean's abyss. Sailing Day is a sophisticated fresh aquatic expression, that refreshes and invigorates your senses. Capturing the brilliance of the sea, this Eau de Toilette fragrance resides within the 'REPLICA' Memories Collection—a family of scents designed to evoke personal memories that each one of us can recall. What else you need to know: The silhouette of each REPLICA bottle is inspired by classic apothecary jars, allowing the collection to be instantly identifiable. Each bottle carries a 100 percent cotton label, which is printed using black ink text and resembles the tags used on the clothing and</p>	\$28.00	5

# Perfume Match

Type anything in your mind!

iphone!

Okay.. now tell me anything you don't like... leave it blank if none

I don't like vanilla..

Go!

# Perfume Match

Type anything in your mind!

I love sea..

Okay.. now tell me anything you don't like... leave it blank if none

I don't like vanilla..

Go!

Oops.....:(

I didn't find anything matches your input.

Please modify your message and try again.

SAND + FOG  
Inspired on the California Coast

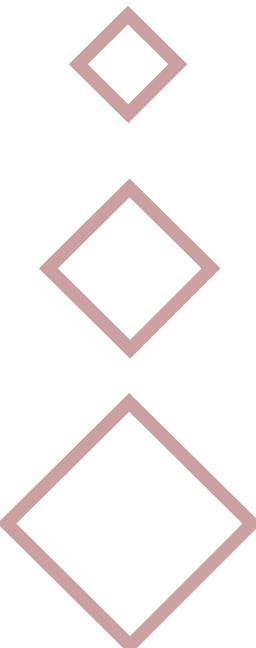
REPLACE  
YOUR IMAGE  
HERE

REPLACE  
YOUR IMAGE  
HERE

# Workspace

*Our Office*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit



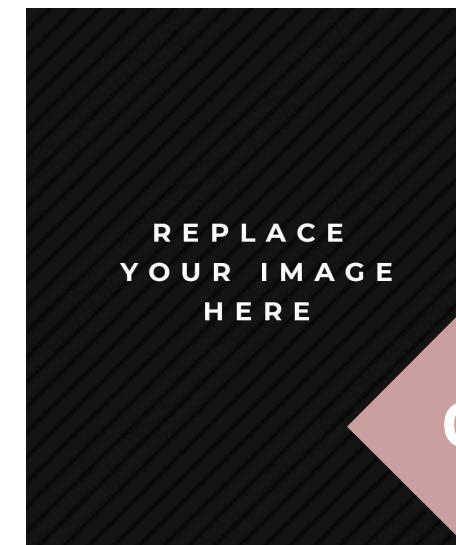
# Product

## Our Company Products



### Business Application

  Lorem ipsum dolor sit amet, consectetur  
  adipiscing elit, sed do eiusmod tempor  
  incididunt ut labore et dolore magna aliqua. Ut  
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### Trade Marketing

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# Product

*Our Company Products*



## Business Application

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## Trade Marketing

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“

GREAT COMPANY ARE  
BUILT

R E P L A C E  
*On Great Product*  
Y O U R I M A G E  
H E R E

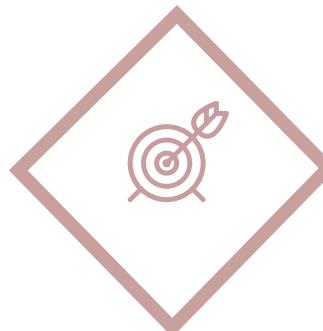
# Services

## Our Company Services



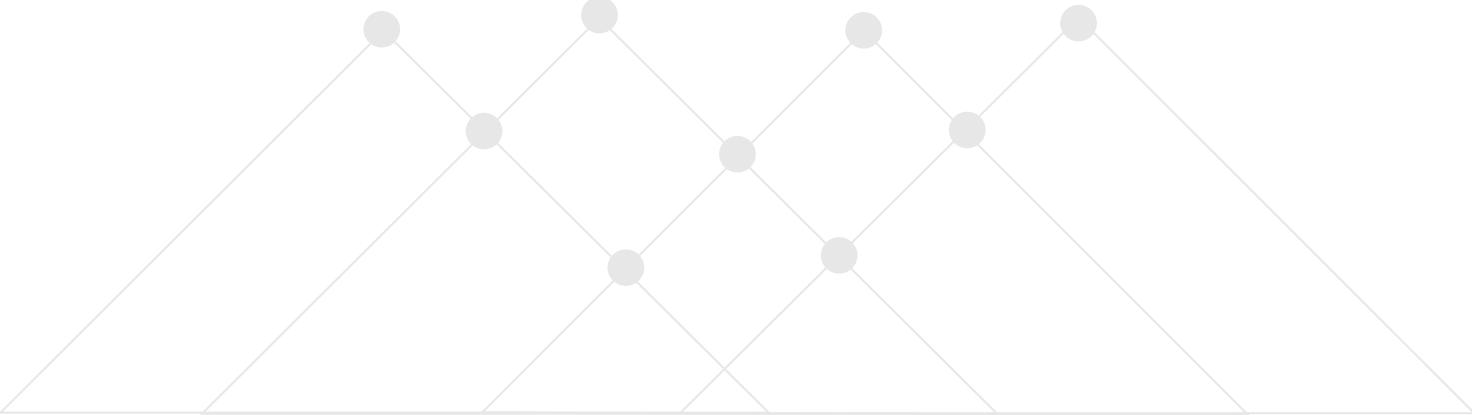
### 01. Branding Specialist

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### 02. Marketing Strategy

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# Services

## Our Company Services



REPLACE  
YOUR IMAGE  
HERE



### 03. Digital Application

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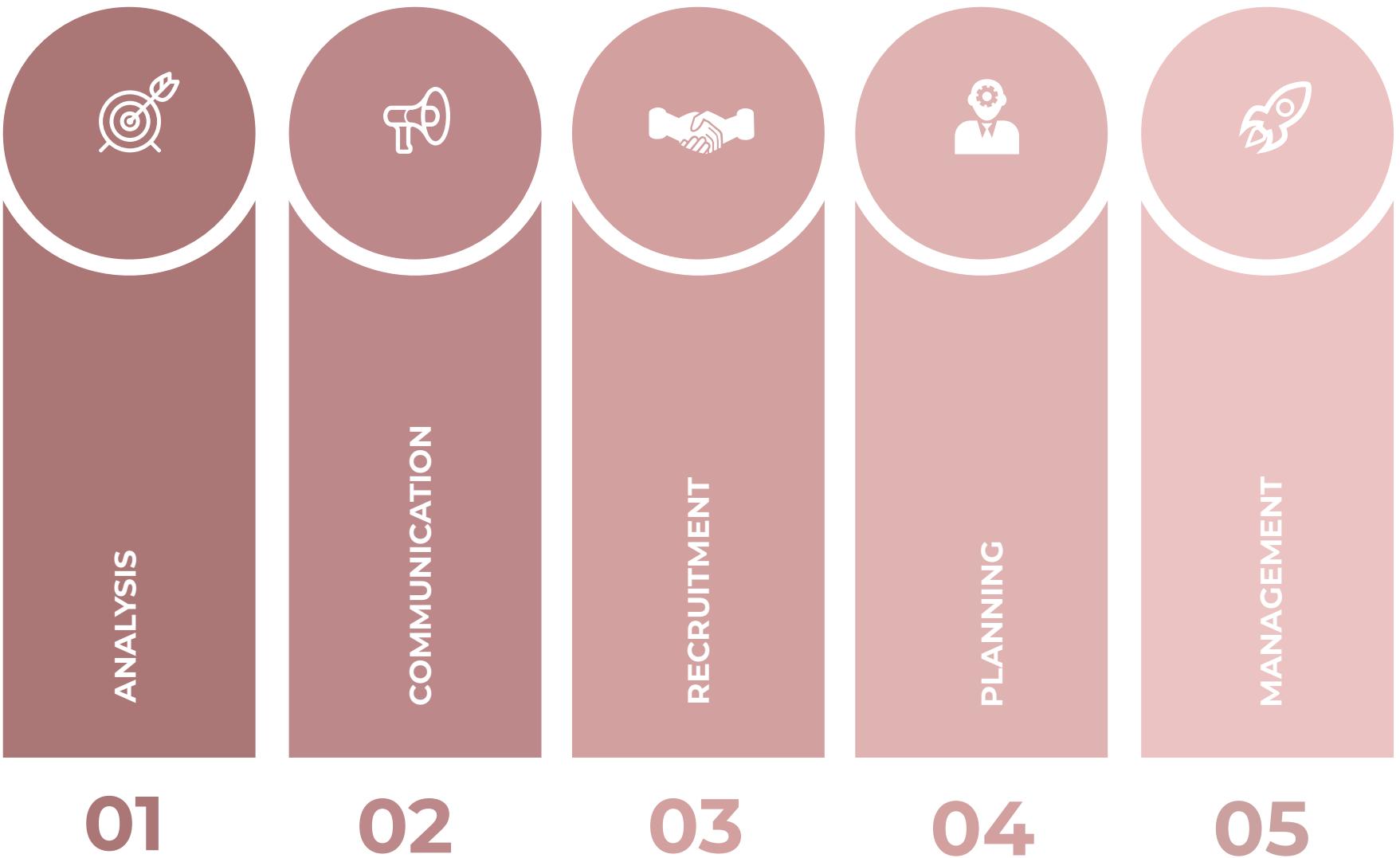
### 04. Content Creator

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# Marketing

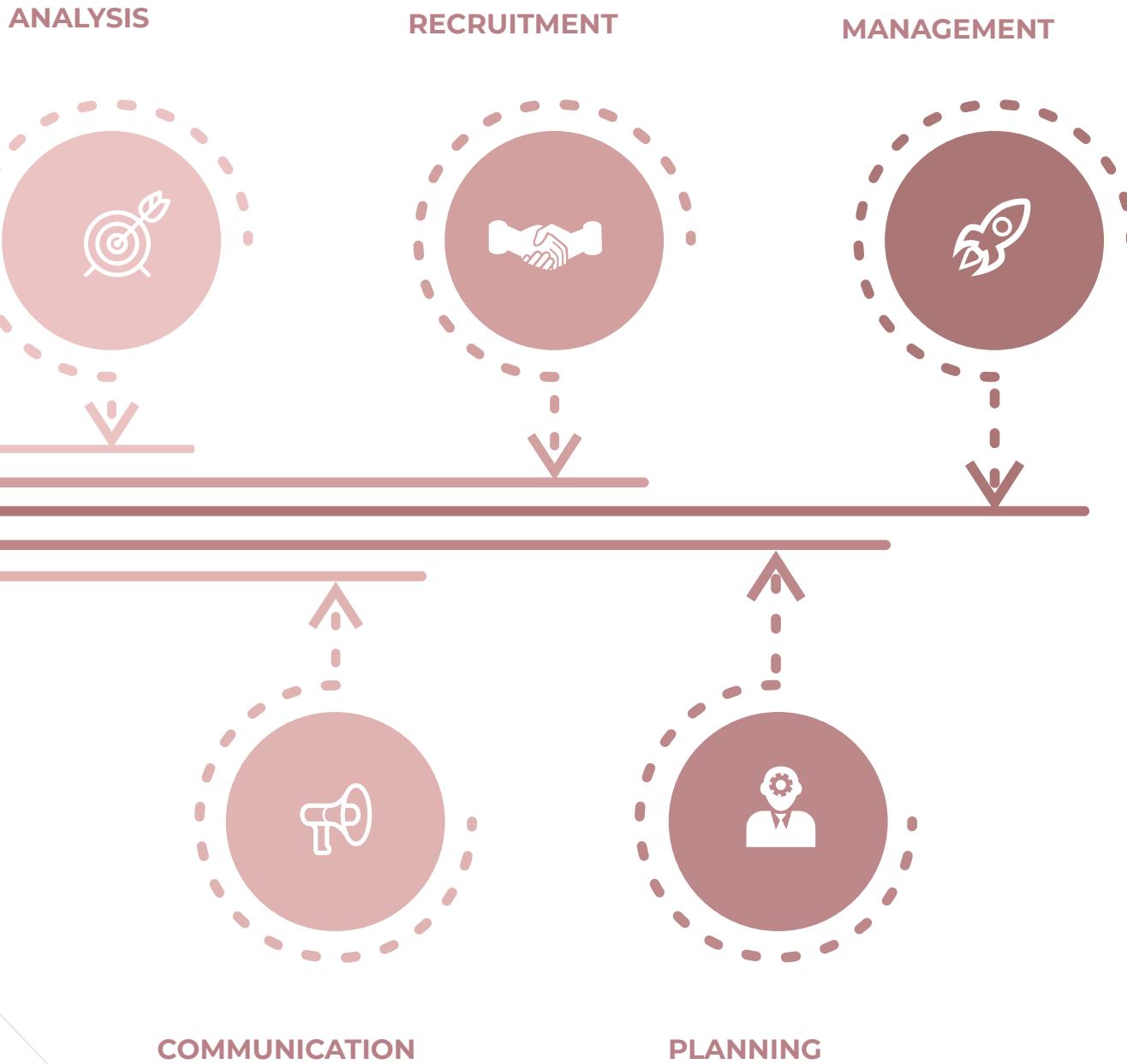
*Strategy*

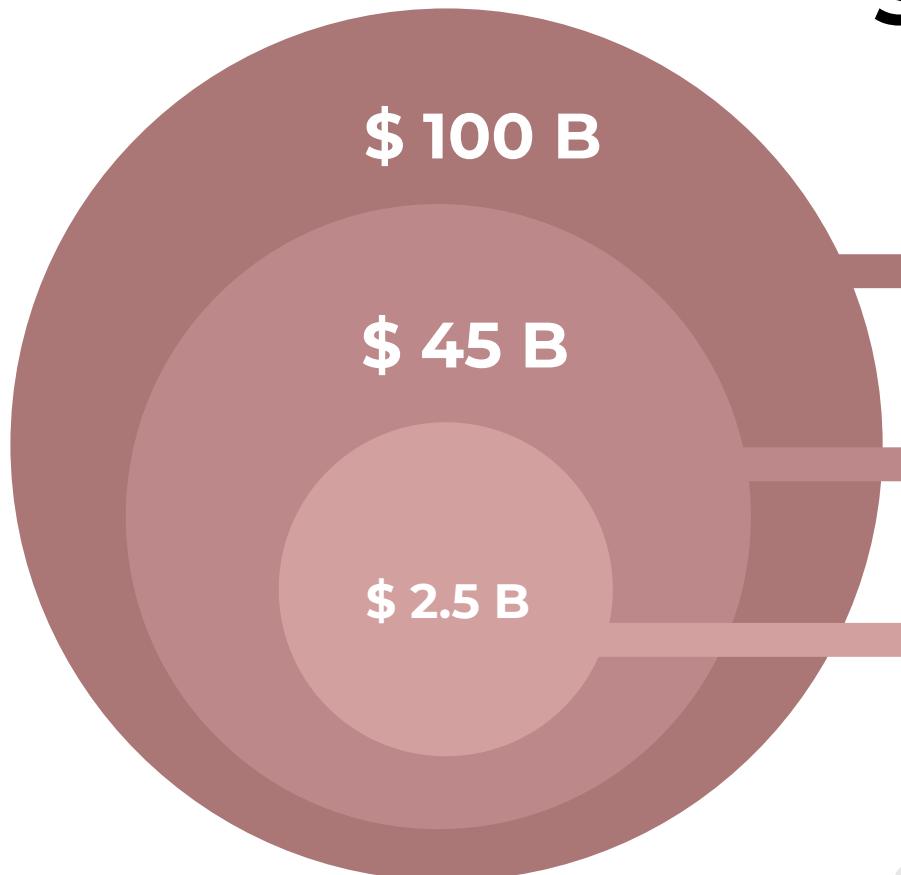


# Business

## Process

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  sed do eiusmod tempor incididunt ut labore et dolore  
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# SIZE of MARKET

01

## POTENTIAL MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut

02

## MARKET SHARE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut

03

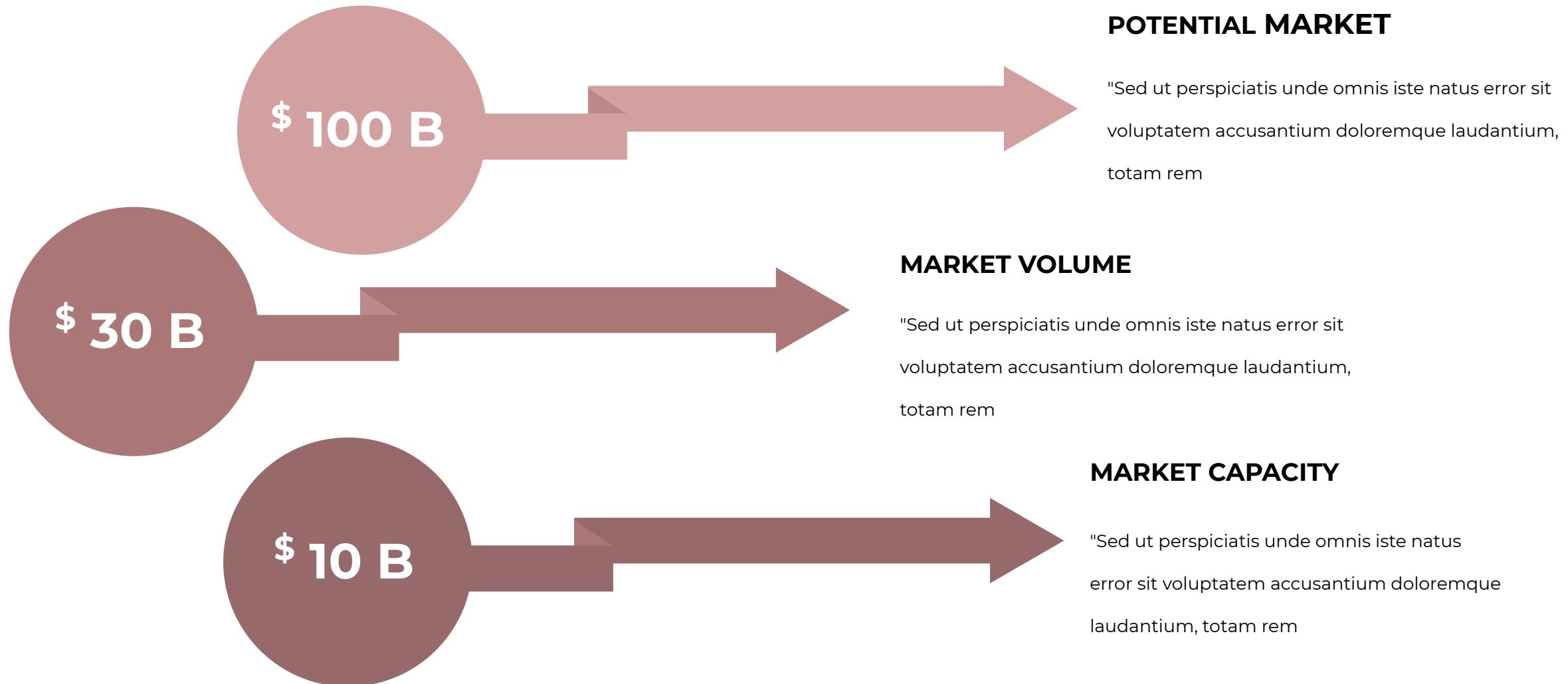
## MARKET REVENUE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut



# The Size Of Market Share

## Market Size Analysis



# The Size Of Market Share

## Market Size Analysis

### POTENTIAL MARKET



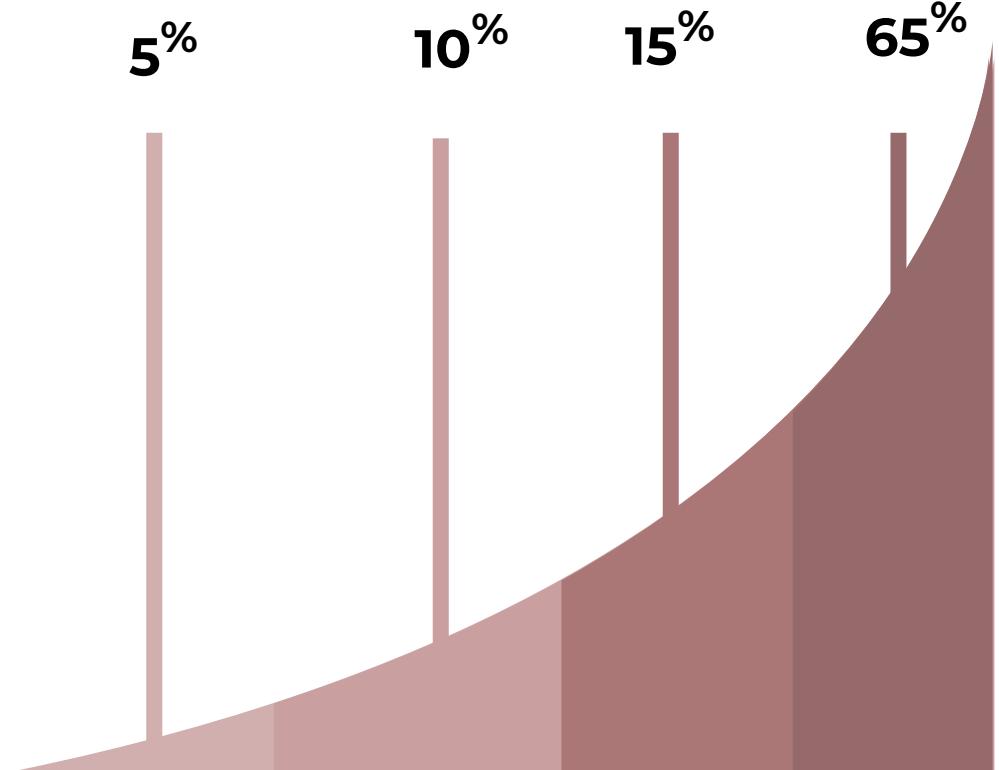
"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem

5%

10%

15%

65%



### MARKET VOLUME



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem

### MARKET CAPACITY



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem

# The Size Of Market Share

## Market Size Analysis

### POTENTIAL MARKET



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem

### MARKET VOLUME

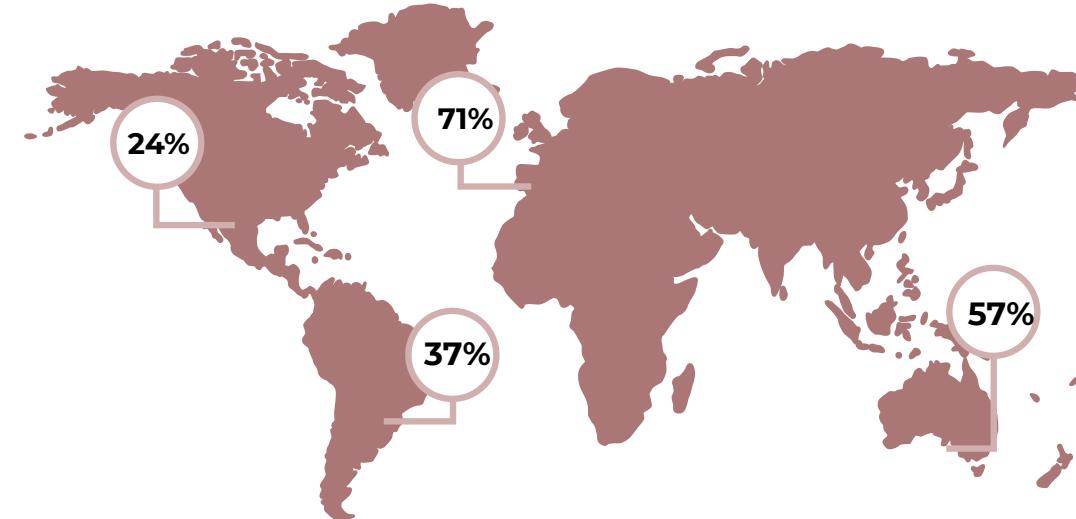


"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem

### MARKET CAPACITY



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem



# MARKET OF ASIA

## Potential Market of Asia

  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor  
  incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis  
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  aute irure dolor in reprehenderit Excepteur sint occaecat non provident, sunt in  
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# MARKET OF EUROPE

## Potential Market of Europe

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tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo  
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# MARKET OF AFRICA

Potential Market of Africa

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# MARKET OF AMERICA

Potential Market of America

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# MARKET OF AUSTRALIA

## Potential Market of Australia

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**LEONA APRILIA**

CEO & FOUNDER



**MARTIN MAUREN**

MANAGING EXECUTIVE



**LAUREN PRICILIA**

CREATIVE PRODUCER

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# HEAD OFFICER



**LEONA APRILIA**

**CEO & FOUNDER**

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**PERSONAL CONTACT**



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# HEAD OFFICER



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## MARTIN MAUREN

CEO & FOUNDER

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# HEAD OFFICER



**LAUREN PRICILIA**

CREATIVE PRODUCER

## LAUREN PRICILIA

CREATIVE PRODUCER

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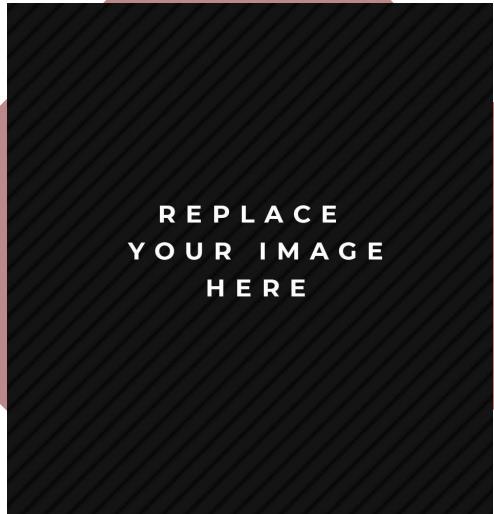
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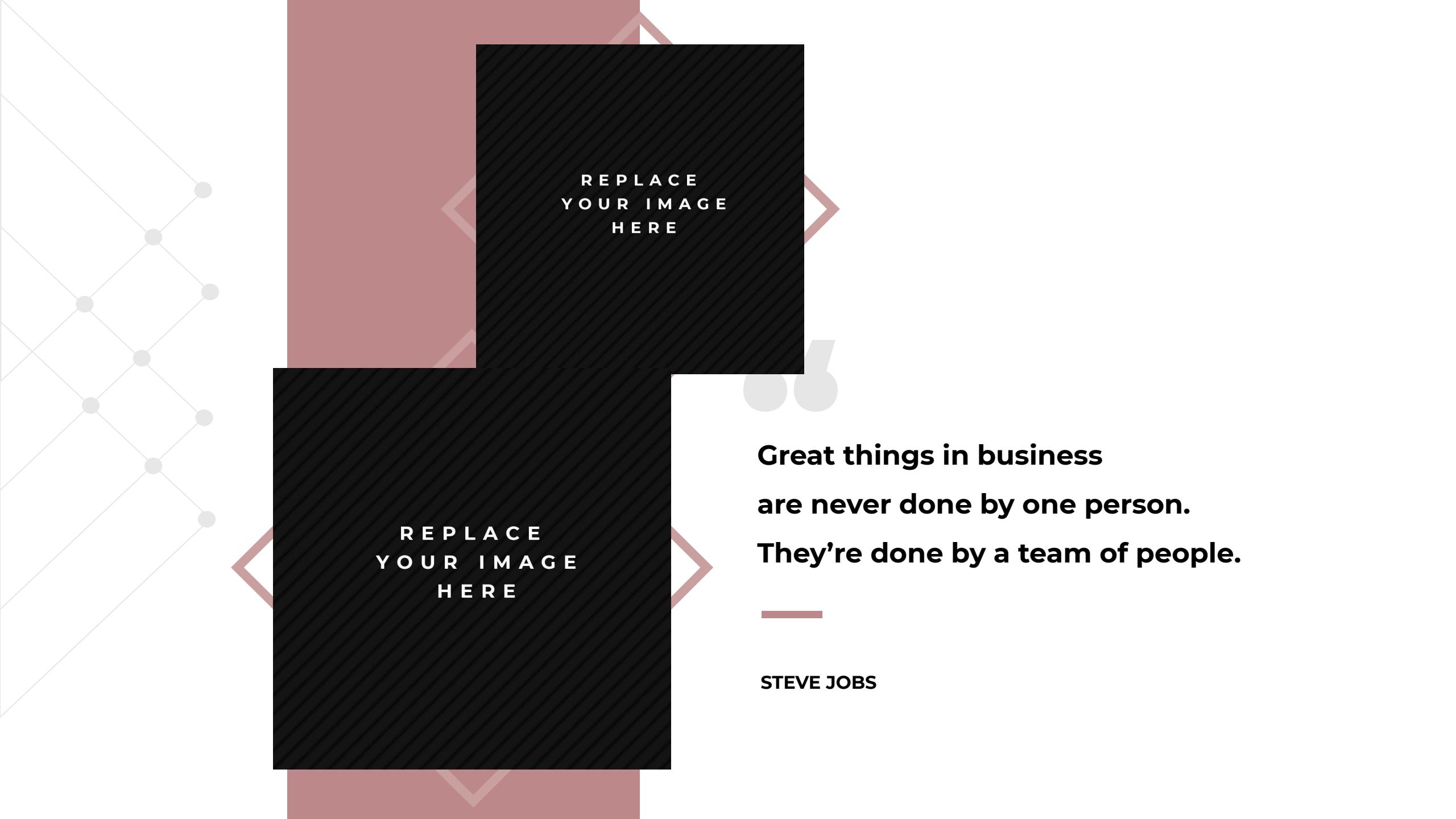


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**There are no secrets to success.  
It is the result of preparation, hard work,  
and learning from failure.**

— COLLIN POWELL





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**Great things in business  
are never done by one person.  
They're done by a team of people.**

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**STEVE JOBS**



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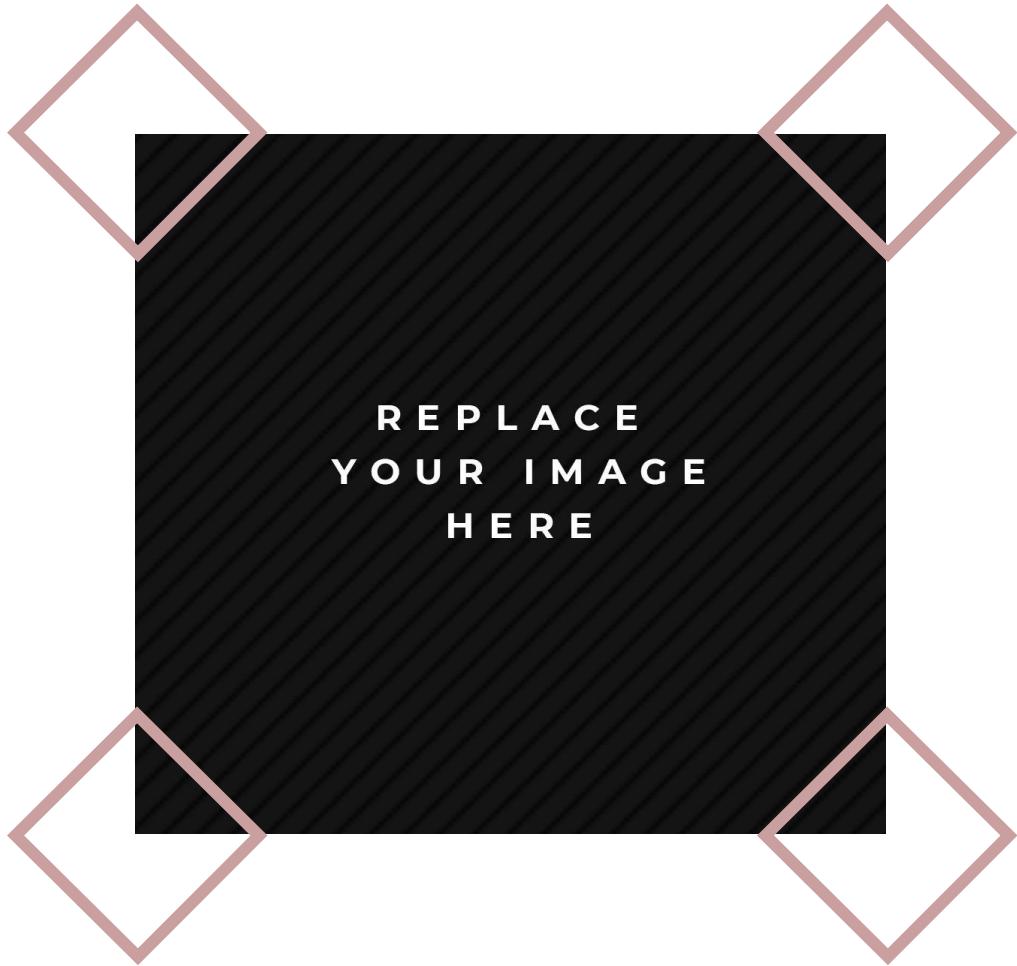
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**Making money is art and working is art and  
good business is  
the best art**



ANDY WARHOL



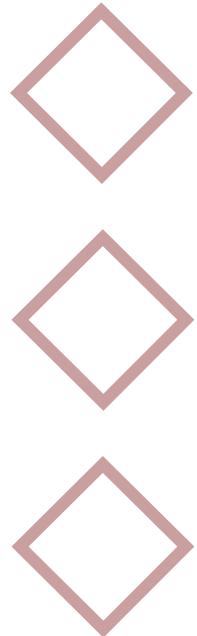
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**COLLIN POWELL**





# THANK YOU

YOUR KIND WORD HERE

