

Zara Smart Naming

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The image shows the ZARA logo in a classic serif typeface. The letters are bold and black, set against a light beige background. The logo is positioned on the right side of the slide, within a rectangular frame. The overall design is minimalist, with a grid-like structure of black lines and solid black shapes in the corners and bottom.

OUTLINE

01

PROBLEM

02

METHOD

03

RESULTS

04

CHALLENGES

01

PROBLEM

ZARA

ZARA

TECH INNOVATION

CUSTOMER
EXPERIENCE

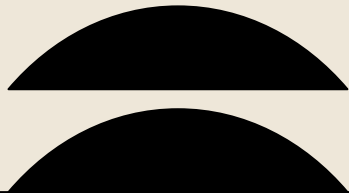


1 Collection/ 2 Weeks

26 Collections/Year vs. 6 Collections/Year



Automatically tag
new items
through their
description



DATA

TRAIN

- 33,613 observations
- Product name, description

	name	description
0	CROPPED JACKET TRF	Jacket made of a technical fabric with texture...
1	OVERSIZED SHIRT WITH POCKET TRF	Oversized long sleeve shirt with a round colla...
2	TECHNICAL TROUSERS TRF	High-waist trousers with a matching elastic wa...
3	SHIRT DRESS	Collared dress featuring sleeves falling below...
4	PUFF SLEEVE DRESS WITH PLEATS TRF	Loose-fitting midi dress with a round neckline...

TEST

- 1441 descriptions

	description
0	Knit midi dress with a V-neckline, straps and ...
1	Loose-fitting dress with a round neckline, lon...



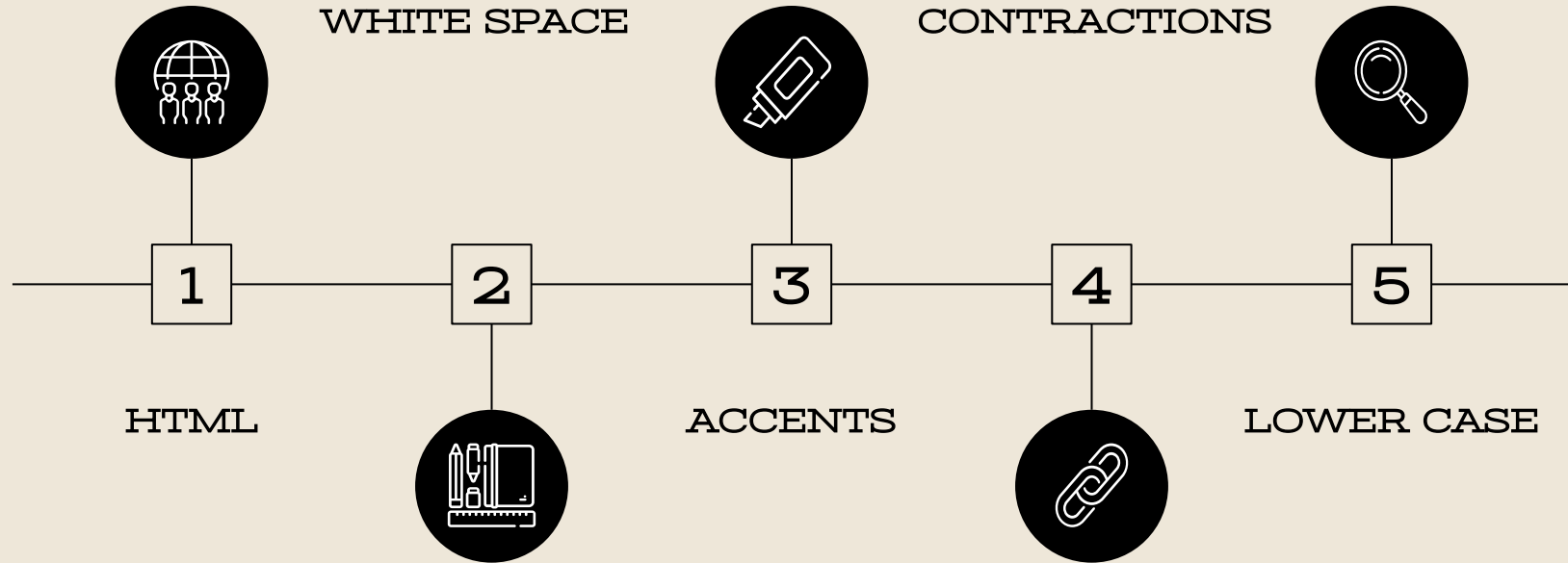
02

METHOD

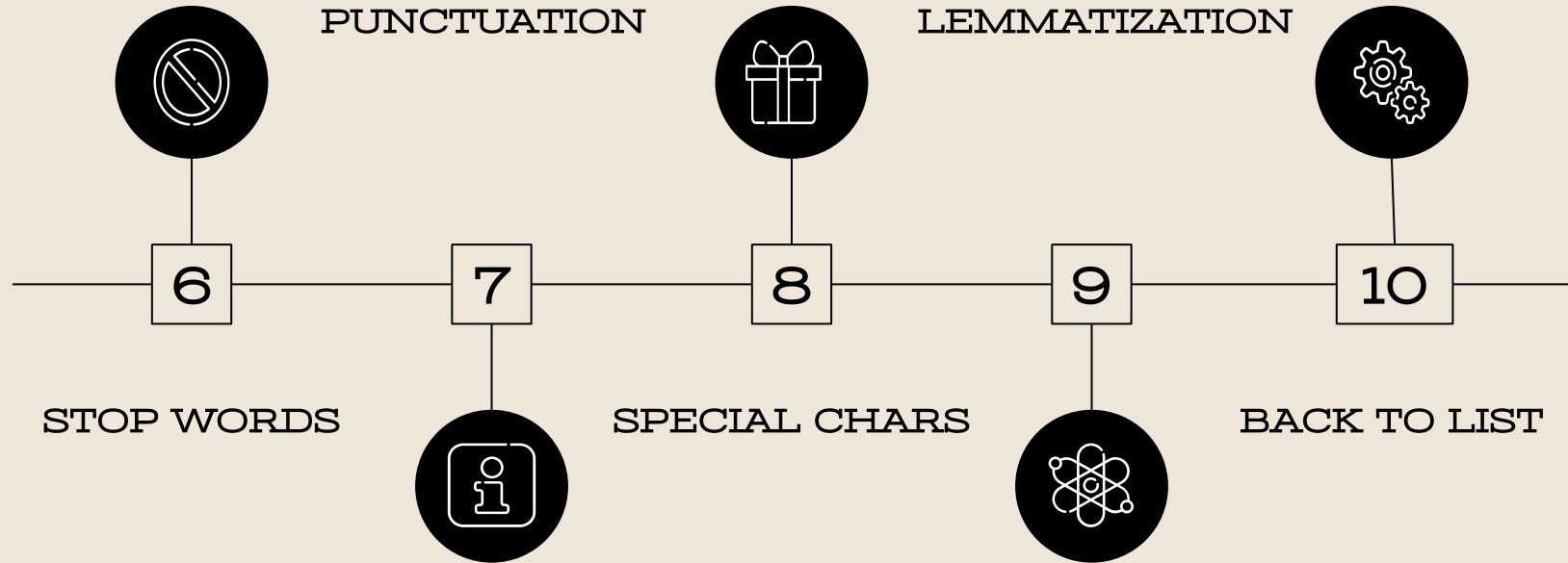


ZARA

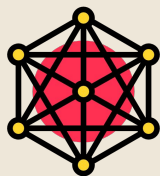
PREPROCESSING



PRE: AFTER TOKENIZATION



GPT-2



40GB Data



8M Pages

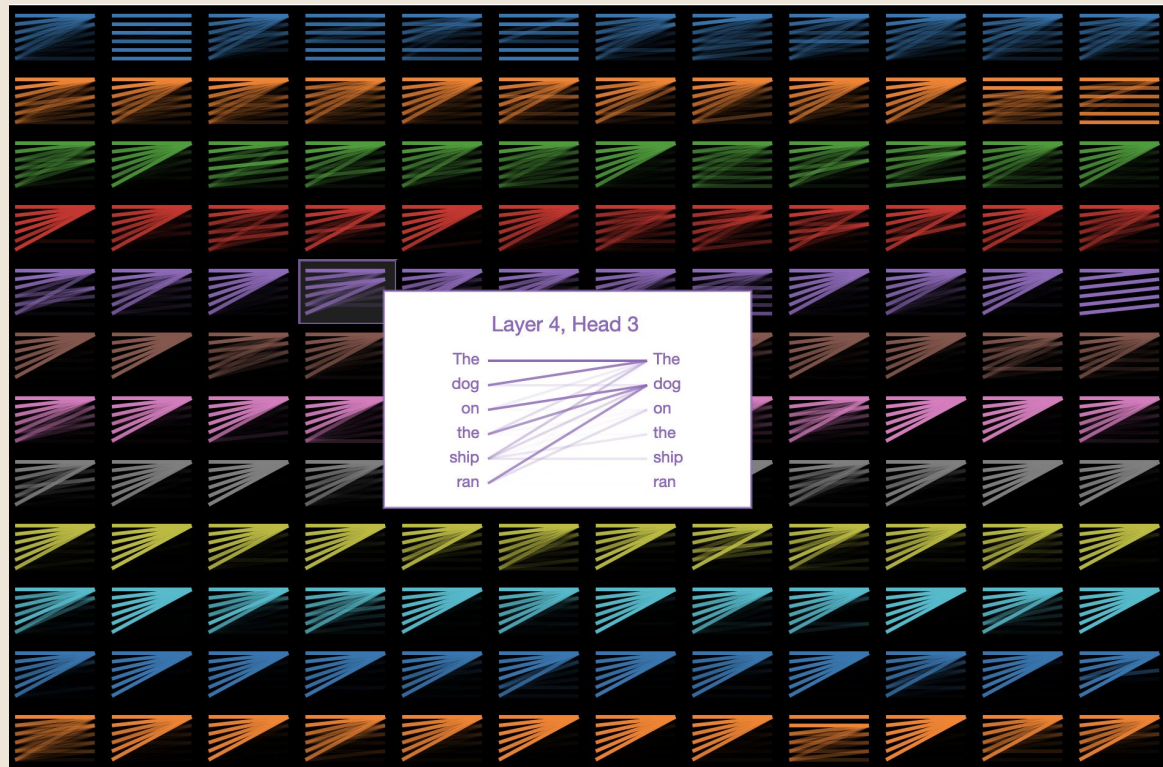


Attention

Predict the next word,
given previous text

Goal

Attention Models





OpenAI

STRUCTURE

Tokenizer

Data Loader

Fine-Tune

Decode

EVALUATION

Competitions metric: DCG

$$\text{DCG}_p = \sum_{i=1}^p \frac{rel_i}{\log_2(i+1)} = rel_1 + \sum_{i=2}^p \frac{rel_i}{\log_2(i+1)}$$

SIMILARITY

Our own metric: Accuracy

$$\text{Accuracy} = \frac{(\text{TP} + \text{TN})}{(\text{TP} + \text{FP} + \text{TN} + \text{FN})}$$

Exact Matches
=
Correct

03

RESULTS

ZARA

Prediction	Actual	Match?
SEQUINNED DRESS WITH TIED DETAIL	SEQUINNED DRESS WITH FLORAL PRINT	FALSE
GREEN HERBS CAR AIR FRESHENER	GREEN HERBS CAR AIR FRESHENER	TRUE



Requires intensive
resources



Merge and modify text input to
include special strings
identifiable by the model



Train with 1 epoch



Loss of 0.06 in the
test set



Around 5% accuracy

04

CHALLENGES

ZARA

DIFFICULTIES



DOCUMENTATION



DUE DATE



RESOURCES



TIME

Thank you

Any Questions?

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