

NLP/Unsupervised Learning

Chris Byrnes Project Proposal

Due: Weds, May 19, 2021

Note:

I submitted a project proposal earlier on 5/19 that is no longer valid. After capturing the data I realized not enough text was gathered to meet the requirements of this project. I have changed my project to the following.

Project Description:

Athletic apparel retailer Lululemon will be entering the athletic shoe market in 2022. Though not an exhaustive list, Nike, Adidas, and Under Armour will be three of their primary competitors in this segment. My proposed project is to look at Amazon reviews for these competitor's shoes, with similar expected purpose, and identify areas of strength and potentially weakness in an attempt to develop a focus and potential marketing campaign. As a majority of Lululemon's client base is female, the focus will only be on women's shoes in this analysis. Other themes and direction may emerge upon further analysis.

Data:

Customer reviews will be gathered from Amazon for Nike, Adidas, and Under Armour similar purposed products. This will be done using Beautiful Soup.

Tools:

I'm using Beautiful Soup to web scrape the necessary data. Additionally, I will be using the nltk library in Python for the primary needed algorithms. There are several options for visualizations and a final decision on what tool/software to use once I determine my primary communication themes.

MVP Goal:

For the MVP due on May 25th, I'd like to be in a position to communicate some preliminary findings and possibly have at least one visualization summarizing.