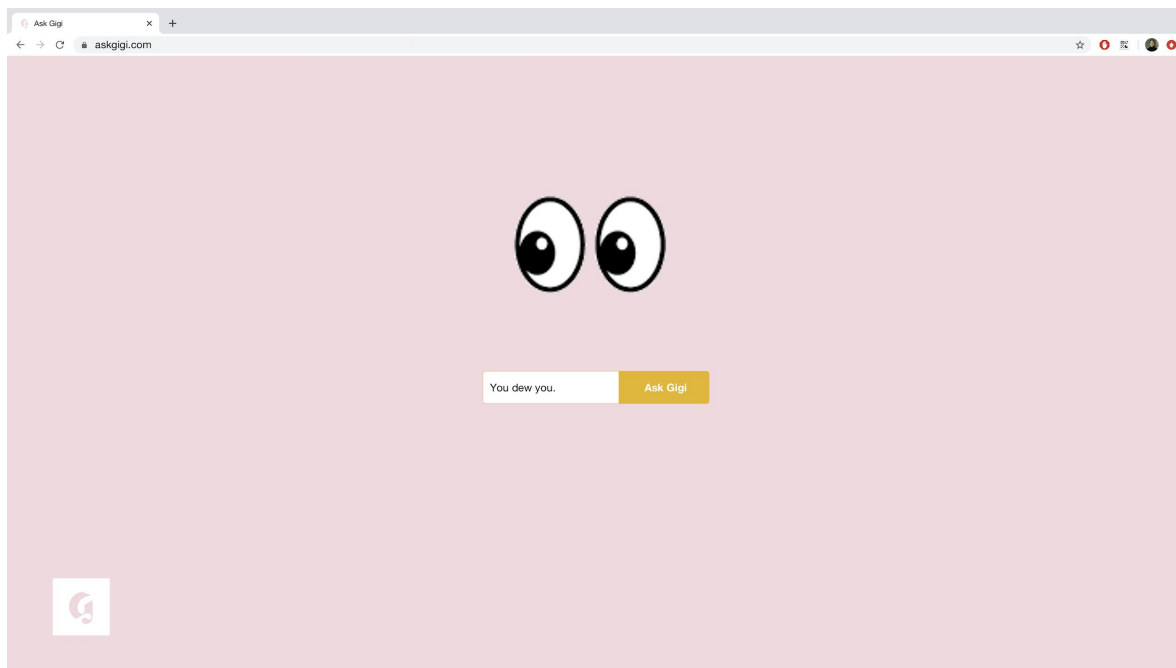


# ASK GIGI



***Glossier.***



***ASK GIGI***





## **ASK GIGI**

### **Value Proposition**

Curated content based on users' skin concerns and beauty interests.

### **KPI**

- Lead generation
- Website traffic
- User data

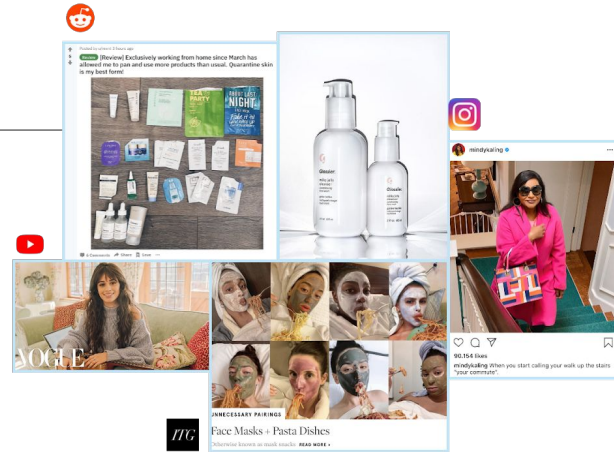
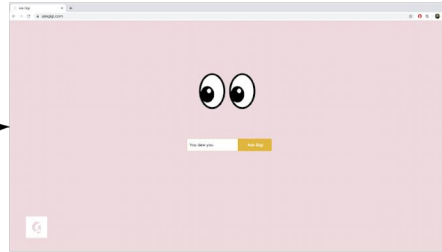


# ASK GIGI WORKFLOW

User

AskGigi.com

Curated Content



# ASK GIGI (Beta) WORKFLOW

*User*

*AskGigi.com*

*Curated Content*




r/AsianBeauty r/ SkincareAddiction



*Can we use NLP to predict if  
r/AsianBeauty has better  
answers to a user's beauty  
concerns?*



# SUBREDDIT RECOMMENDATIONS

**Asian Beauty**  
r/AsianBeauty


JOIN

Posts Rules and Guidelines Sort by Flair Getting Started Information

Hot New Top All Time

Posted by u/oklettucehead NC25|Pores|Oily|Dehydrated|US 3 years ago

6.6k Fluff [FLUFF] When I walk into Sephora and the sales associate tries to show me their new K-beauty endcap



461 Comments Share Save

**About Community**

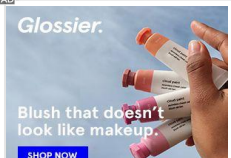
A place to discuss beauty brands, cosmetics, and skincare from Asia.

827k Members 1.1k Online


Created Jan 11, 2013

**Filter by flair**

Beauty Discussion Original Content Review Fluff Guide FOTD Swatches & FOTD

**ADVERTISEMENT**

Glossier. Blush that doesn't look like makeup. SHOP NOW

**For anything and everything having to deal with skin!**  
r/SkincareAddiction


JOIN

Posts Wiki Flair filter (hide)

Hot New Top All Time

Posted by u/pastabeans 1 year ago

18.7k Selfie/B&A [B&A] Finished my 5 month course of accutane just in time for graduation!



274 Comments Share Save

**About Community**

Welcome to SkincareAddiction


1.1m Members 3.2k Online

Created Jan 5, 2012

**Filter by flair**

Routine Help Personal Humor Miscellaneous PSA DIY Haul/Shelfie Review Acne

SEE MORE

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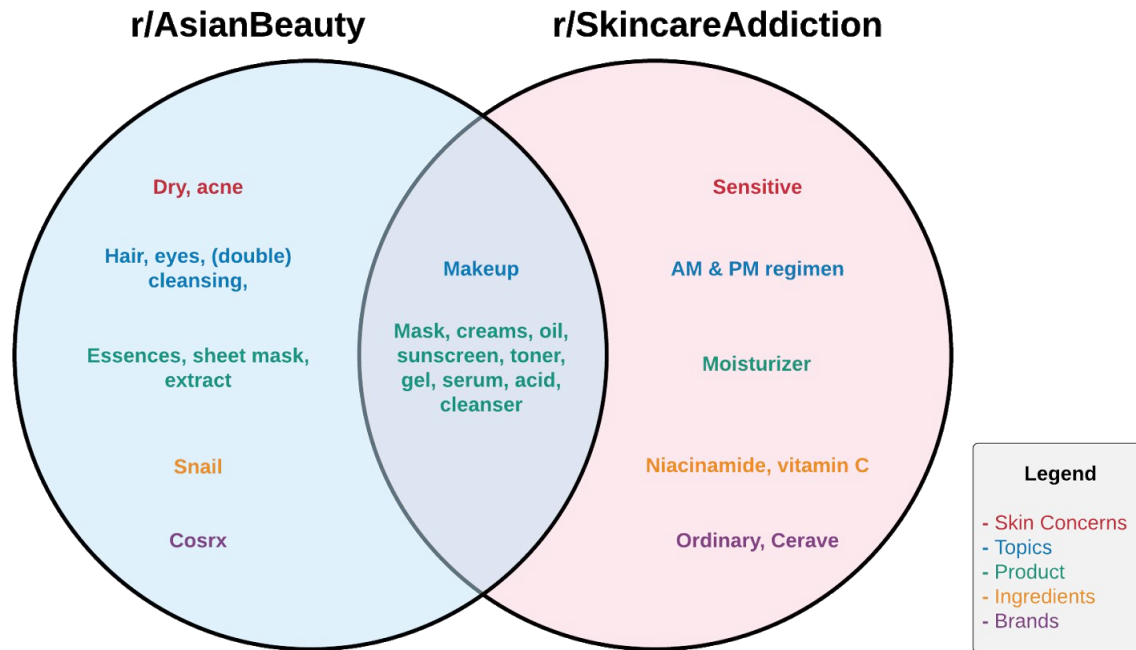
## WHY [r/AsianBeauty](#)?

- ✓ Cover broad topics
- ✓ Asian skincare and beauty has been gaining popularity
- ✓ Asian skincare and beauty is not our domain
- ✓ Opportunity to serve new market

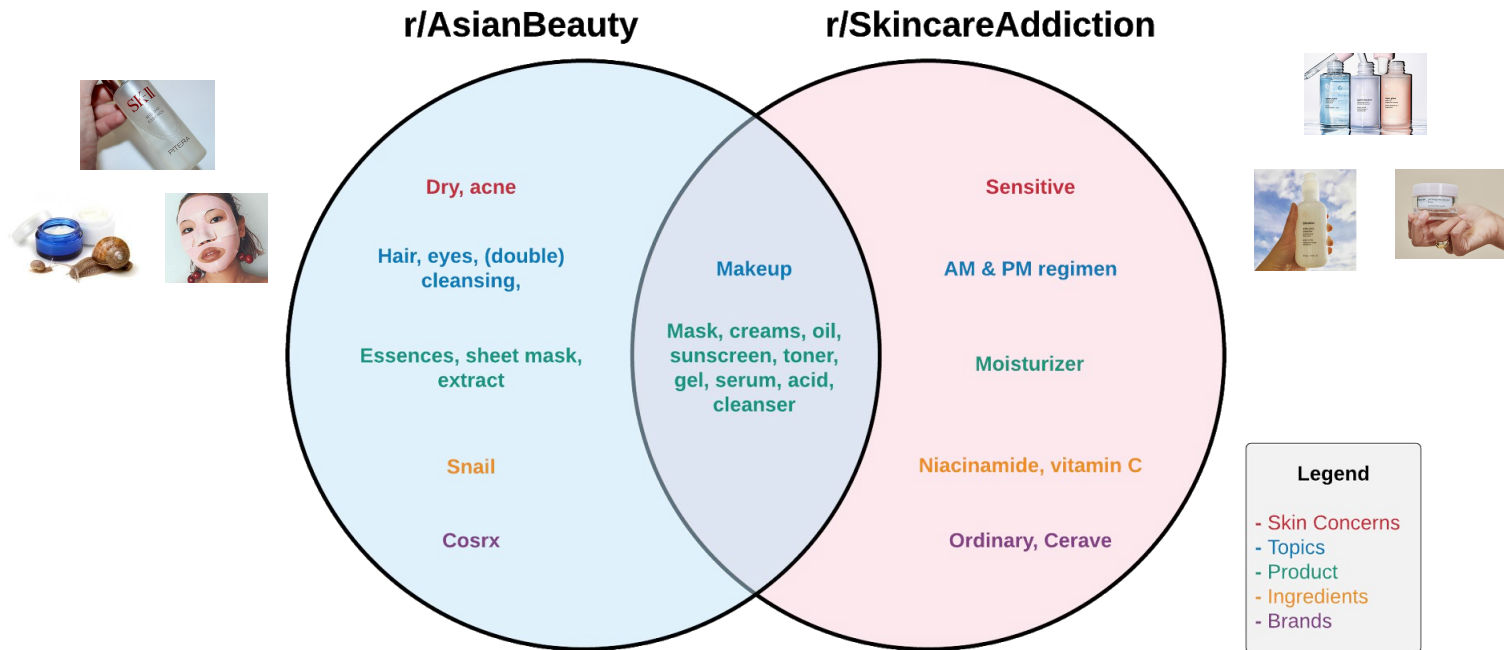


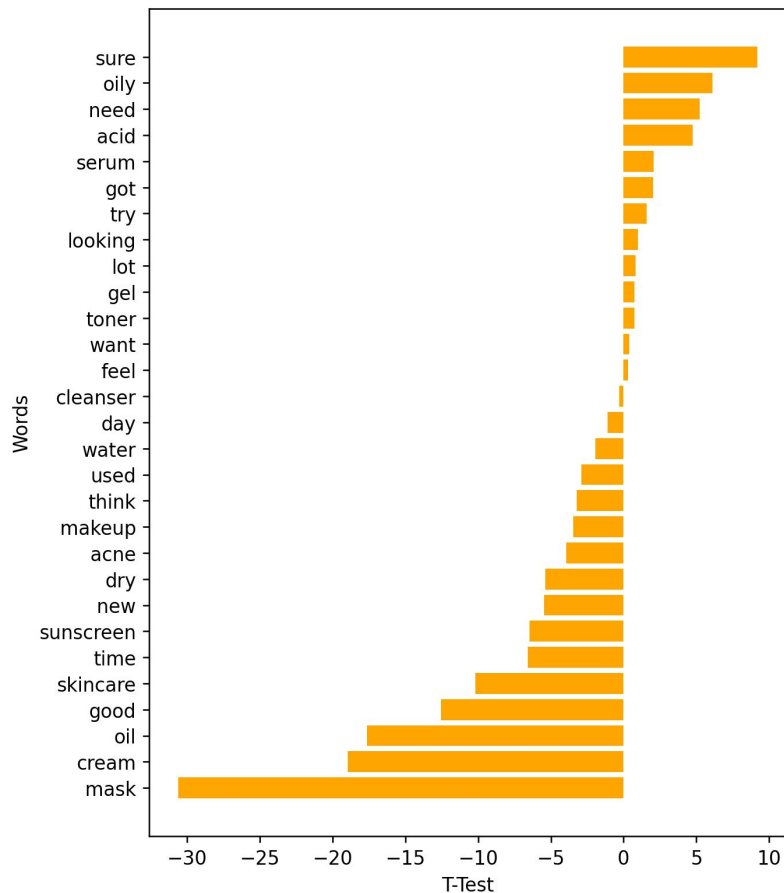


# MOST FREQUENT WORDS



# MOST FREQUENT WORDS





## STATISTICALLY SIGNIFICANT OVERLAPPING TOPICS

### r/AsianBeauty:

- Oily skin
- acids, serums, gels, toners

### r/SkincareAddiction:

- Makeup
- Acne, dry
- Sunscreen, face oils
- AM/PM regimens



# THE MODEL

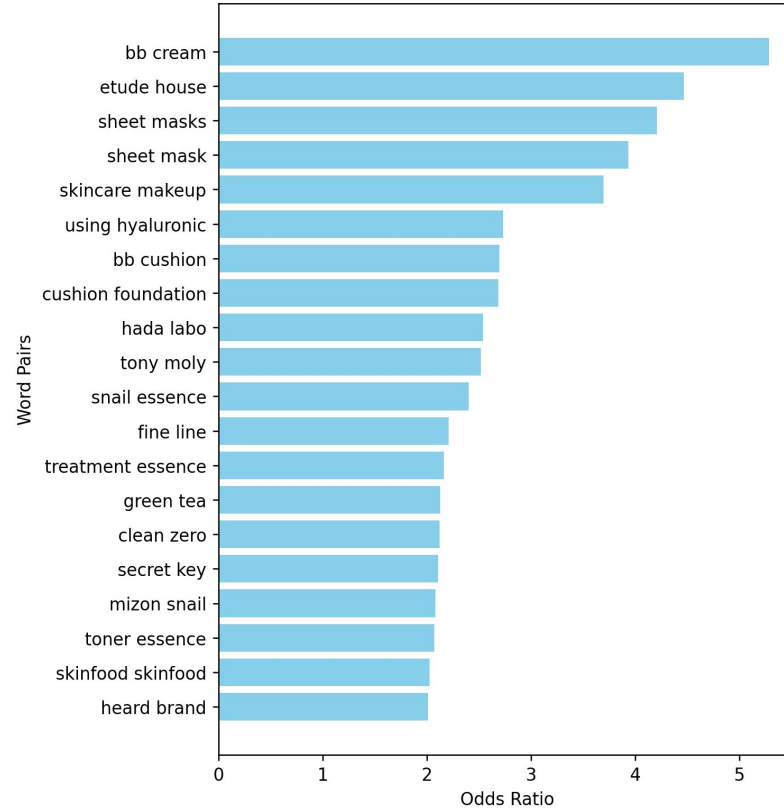


	Baseline	Logistic Regression	Bernoulli Naive Bayes
	50.3%		
Train		99.9%	90.8%
Test		88.3%	65.6%

- **Logistic Regression**
- Penalty: Ridge
- N-grams: (2, 2)



# TOP 20 COEFFICIENT WEIGHTS





## SUMMARY OF TOP 20 COEFFICIENT WEIGHTS

- **Skin concerns**  
Fine lines (aging!)
- **Products**  
BB cream & cushion, sheet masks, cushion foundation, essence
- **Ingredients**  
Hyaluronic, green tea, snail
- **Brands**  
Etude house, hada labo, tony moly, secret key, mizon, clean zero





*So, can we use NLP to predict  
if r/AsianBeauty has better  
answers to a user's beauty  
concerns?*



# YES!\*

*\*If a user mentioned concerns, keywords, with strong coefficient weights, Ask Gigi will reckon that the user will find better answers in [r/AsianBeauty](#).*







## RECOMMENDATIONS AND NEXT STEPS

1. Fine tuning keywords and stopwords to improve model accuracy.
2. Monitor the predictions at first.
3. Build model to see which topics are best covered by SkincareAddiction
4. *Ask Gigi* user testing: **Is there mention the key words at all?** Adjust model accordingly.
5. Monitor KPI's.
6. Explore other subreddits and mediums to recommend to users, scale *Ask Gigi*.



