



Differentiating Interior Design Aesthetics

An NLP Classification Project
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**“Interior Design” has
been a consistent
Google search for over
15 years, however the
industry itself is
always changing**






Problem

One person's perception of an aesthetic may be completely different than another's - how are companies like Etsy or Pinterest supposed to account for these differing perceptions and return adequate search results?

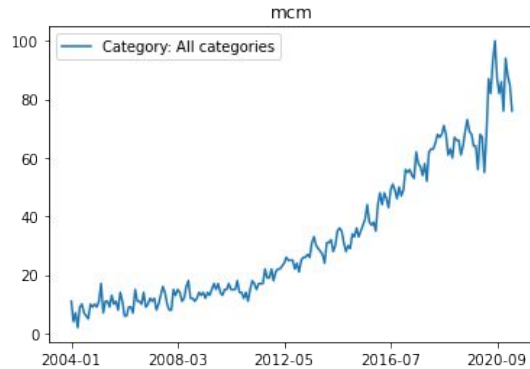
Solution

Create a source of truth to train a model that can class items based on their description

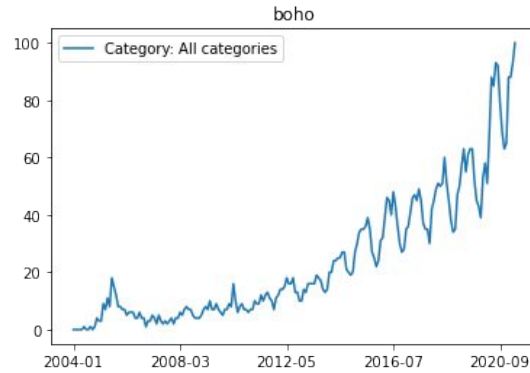


But Where Do We Start?

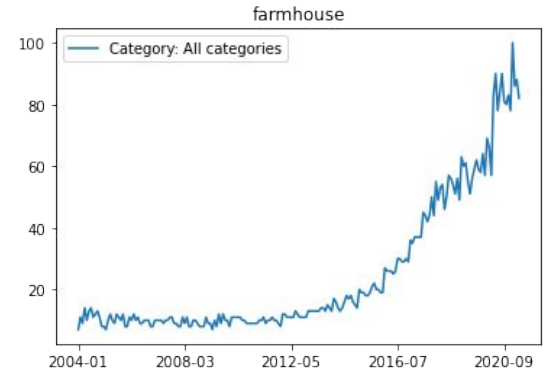
Mid-Century Modern



Boho-Chic

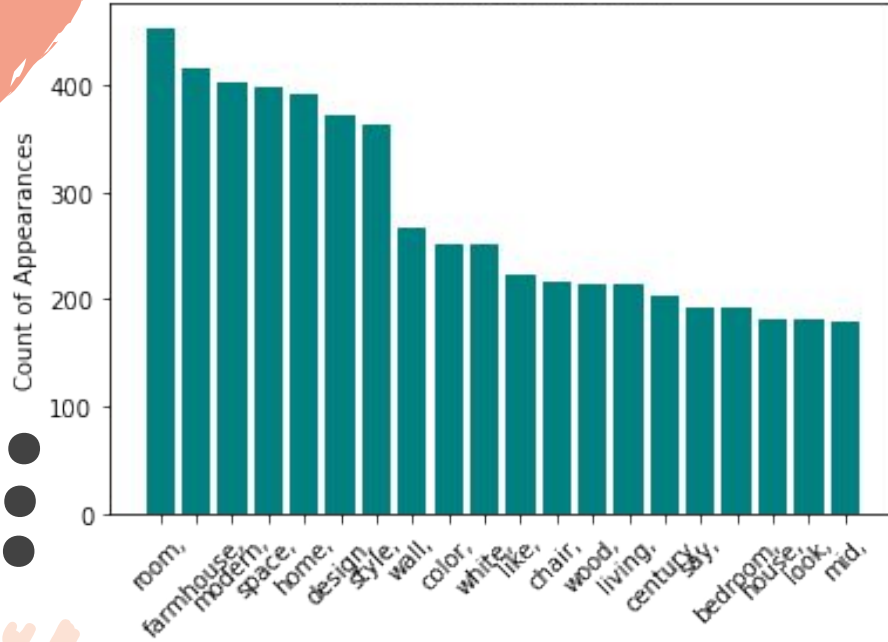


Farmhouse

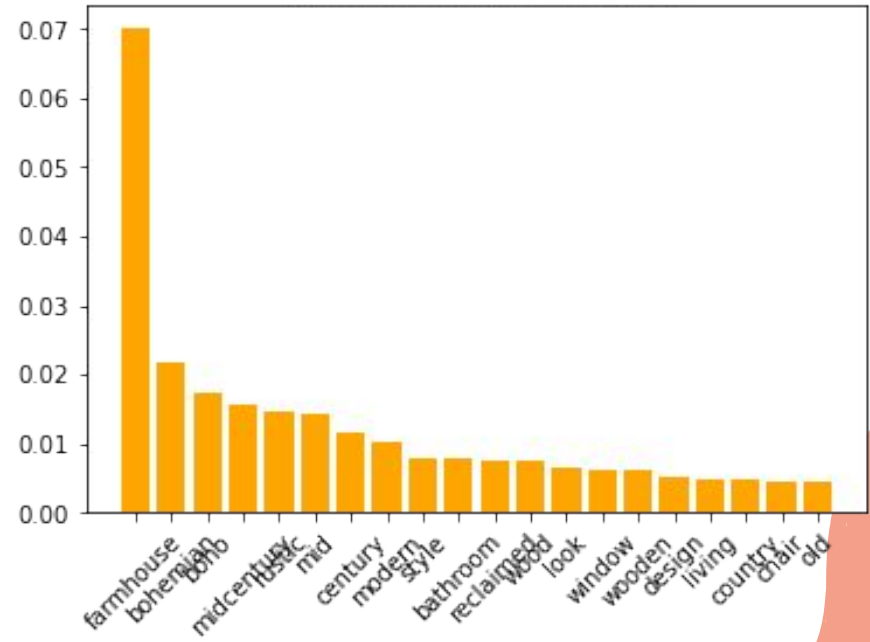


Popular Words by Count

Top 20 Words by Count



Top 20 Words by Importance



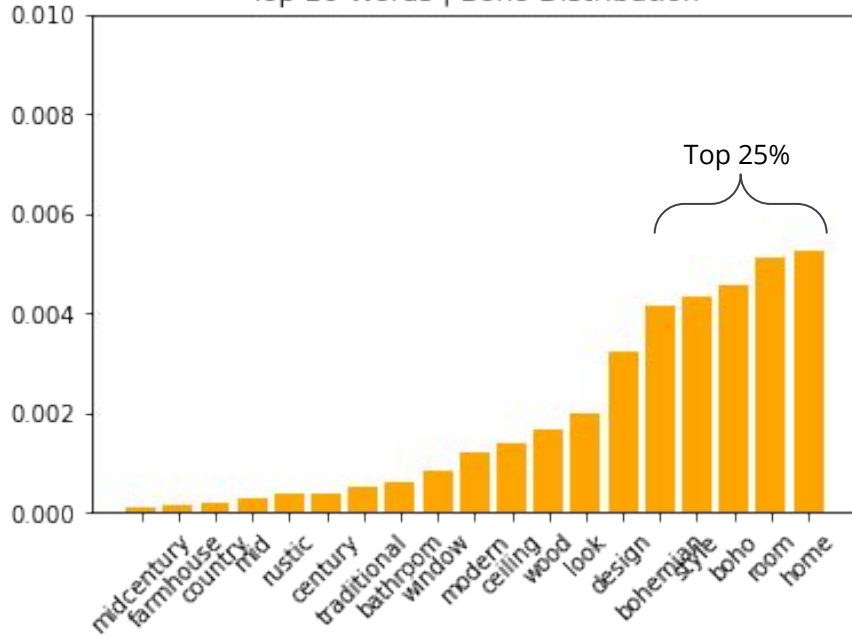
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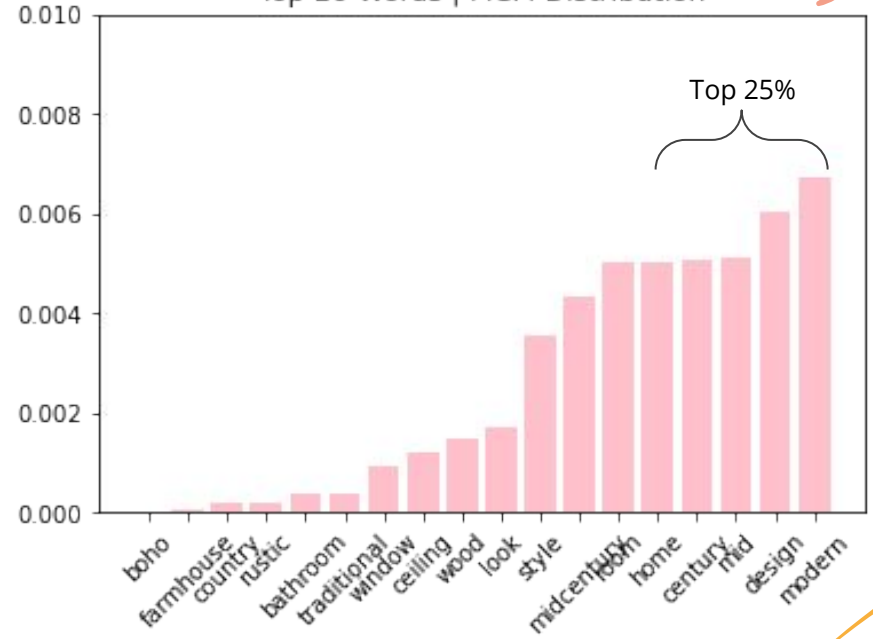
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The Boho Issue

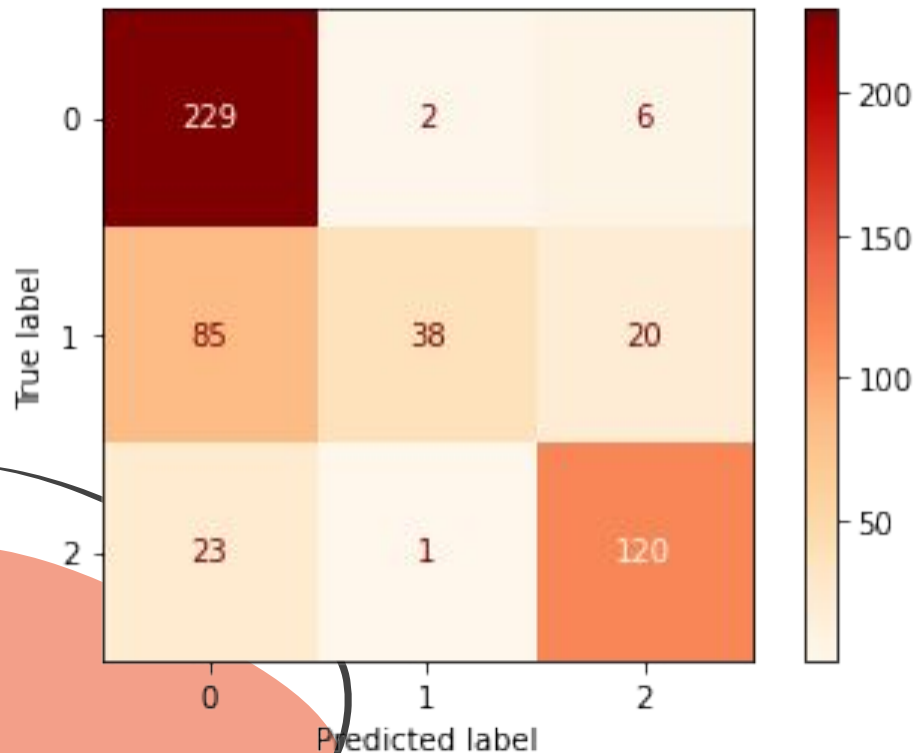
Top 20 Words | Boho Distribution



Top 20 Words | MCM Distribution



Prioritizing Recall



MCM: 97%

BOHO-CHIC: 27%

FARMHOUSE: 83%



Classifying Etsy Products

56%

**Correctly classed MCM
product**

44%

**Correctly classed Farmhouse
product**



Recommendations



Refined Search Results

Improve search results by implementing source-of-truth classification



Product Tag Recommendations

Recommend product tags for sellers based on product descriptions



Centralized Source-of-Truth

Resources for users to familiarize themselves with aesthetics

Future Work

Improve Boho Recall	Expand Aesthetics
Gather more quality, descriptive text data	Train model on additional design aesthetics

Thanks!

Questions? Let me know!



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