



# Differentiating Interior Design Aesthetics

An NLP Classification Project  
Dana Rausch | June 2021

**“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?

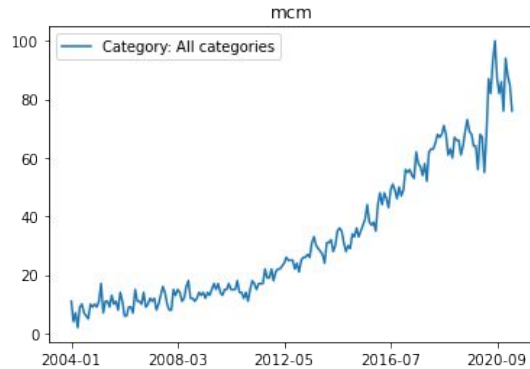
## Solution

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

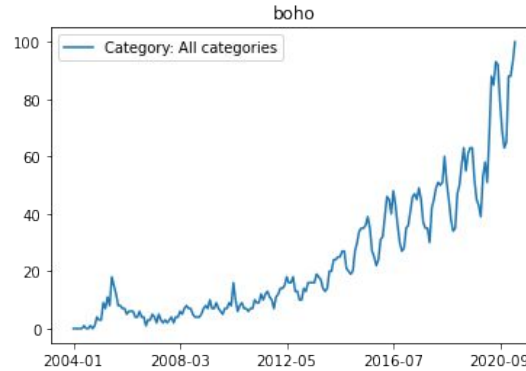


# But Where Do We Start?

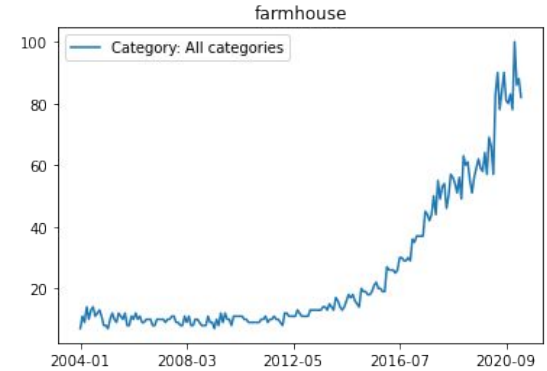
## Mid-Century Modern



## Boho-Chic



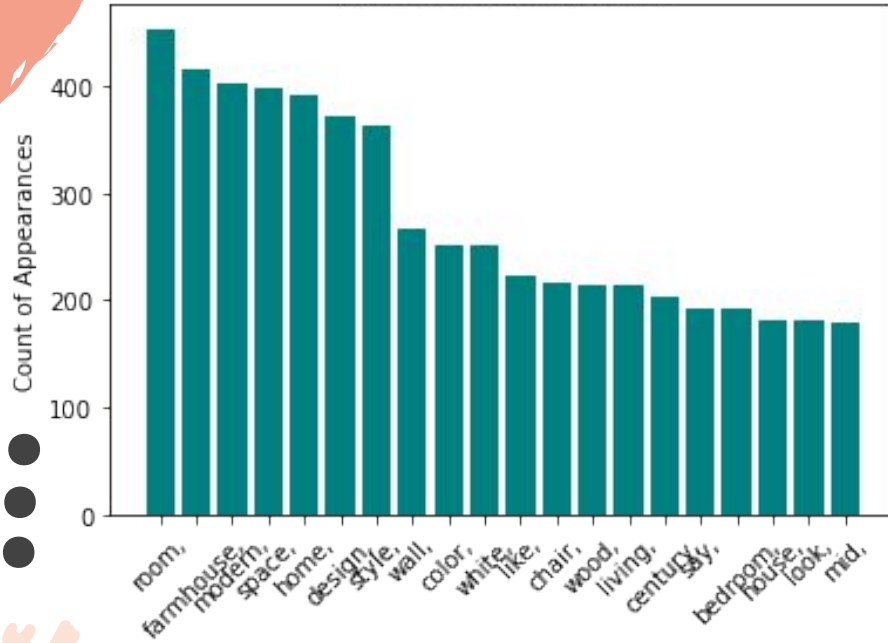
## Farmhouse



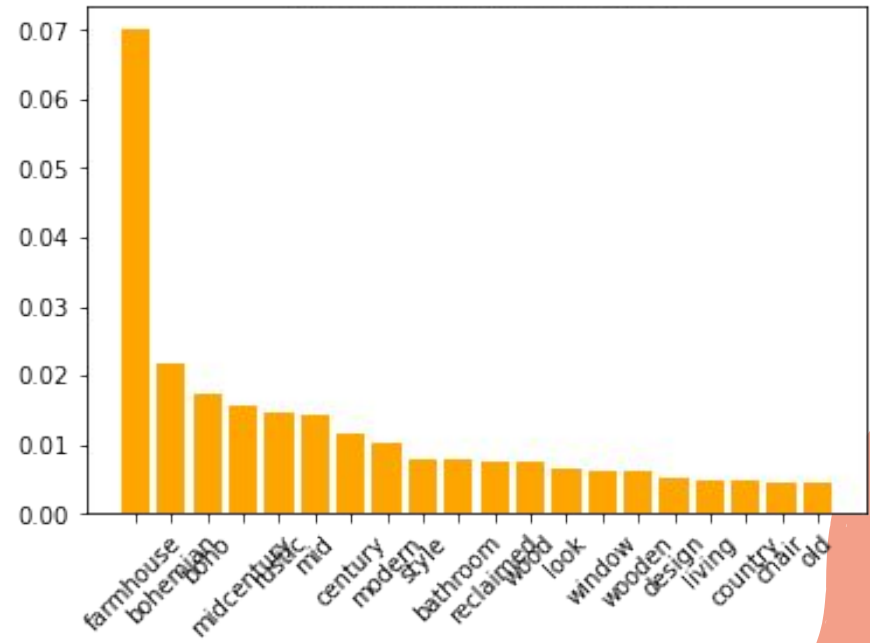
# Popular Words by Count



Top 20 Words by Count



Top 20 Words by Importance



[illegible]

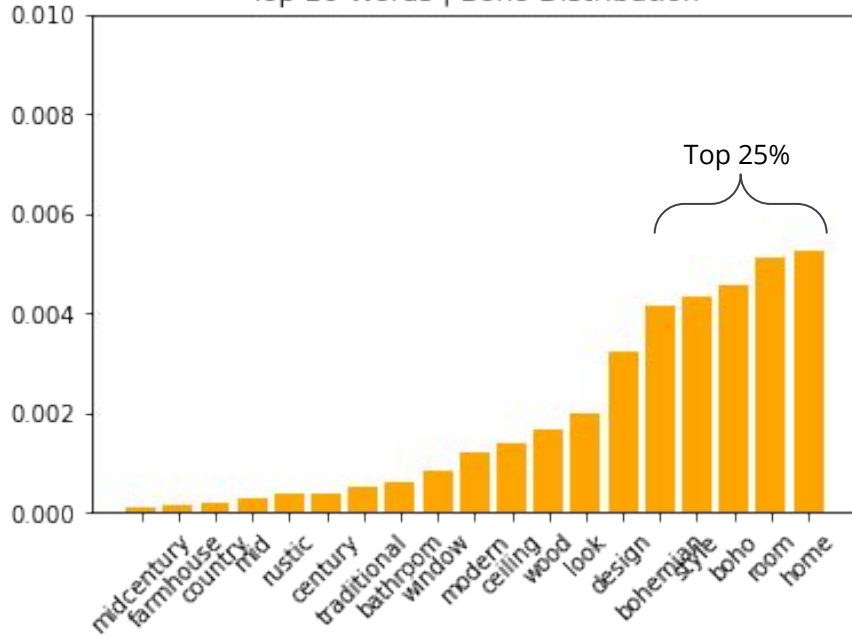
[illegible]

[illegible]

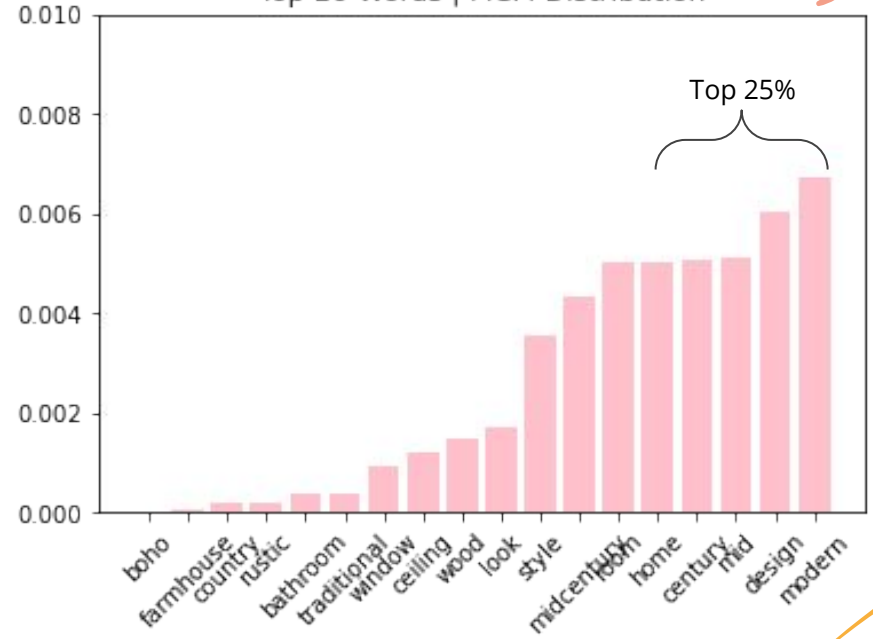


# The Boho Issue

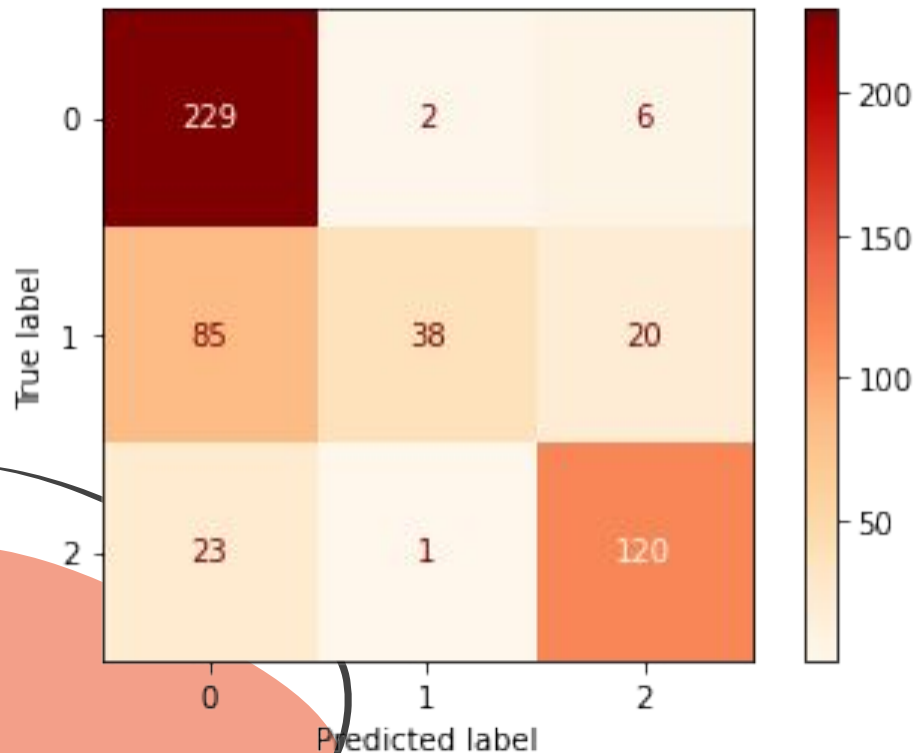
Top 20 Words | Boho Distribution



Top 20 Words | MCM Distribution



# Prioritizing Recall



 **MCM: 98%**

 **BOHO - CHIC: 27%**

 **FARMHOUSE: 83%**



# Classifying Etsy Products

**92%**

**Correctly classed MCM  
product**

**28%**

**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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