



# Data for design

Consulting for a product designer

Ines Rondeau  
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# // Introduction //

The goal of this project is to create a **Python program that gives insight on the Amazon market for any product.**

This should be useful for product designer, that in their research phase, want to base their decisions in data, and not only on intuition

# How does it work?



/ The program is constucted by 3 functions

1. Feature extraction

2. Cleaning

3. Output

# How does it work?

>INPUT (Key search)>

1

Web Scraping: ASIN  
API Wrapper: features

>DataFrame (Raw)>

2

Cleaning operations

>DataFrame>

3

RandomForestRegressor()  
Feature Importance

\*y(target): Rating

>Dictionary with 5 most  
relevant features, and their  
values for the top products.

# Example

/ Consulting for a motorbike  
helmet design



## Output

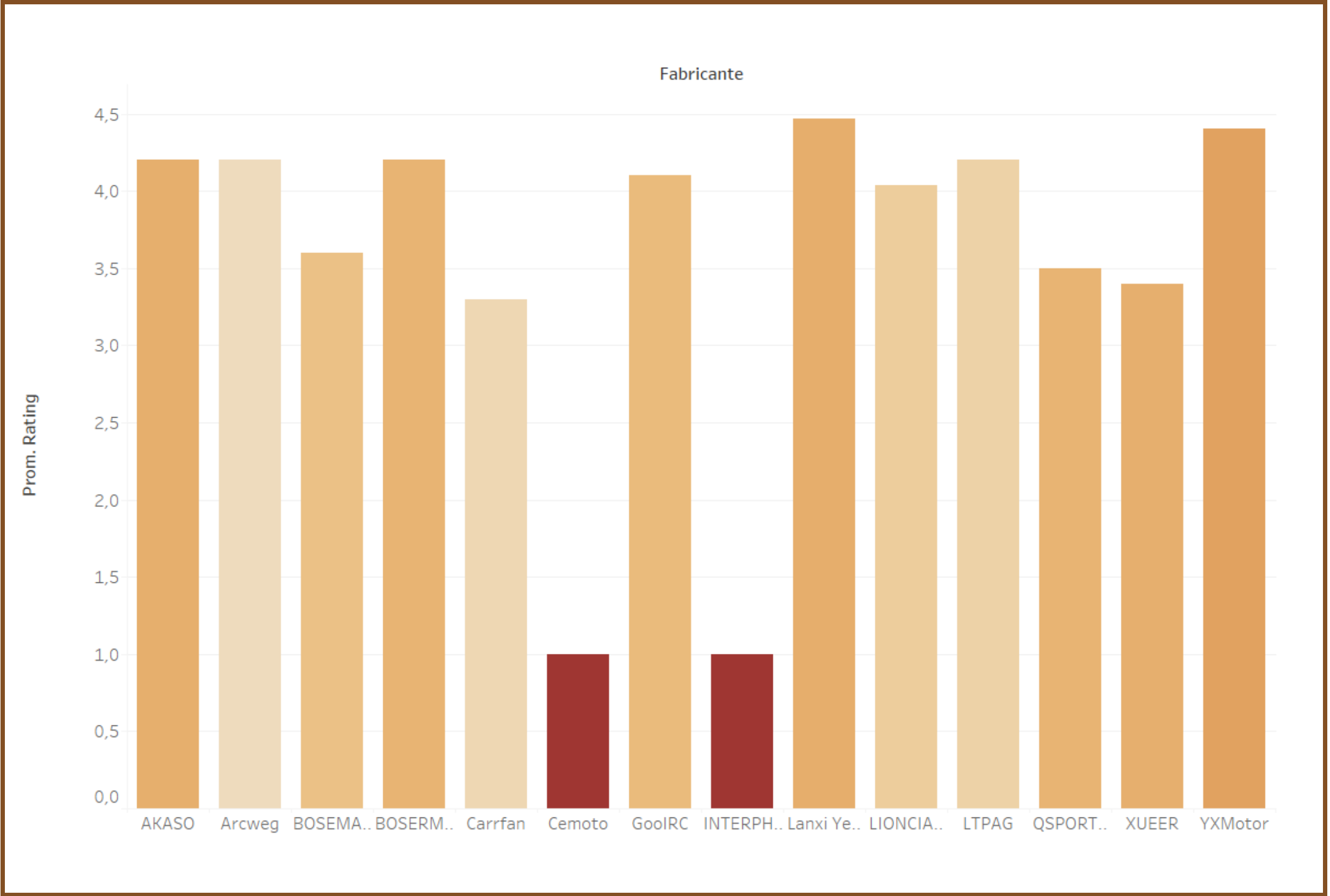
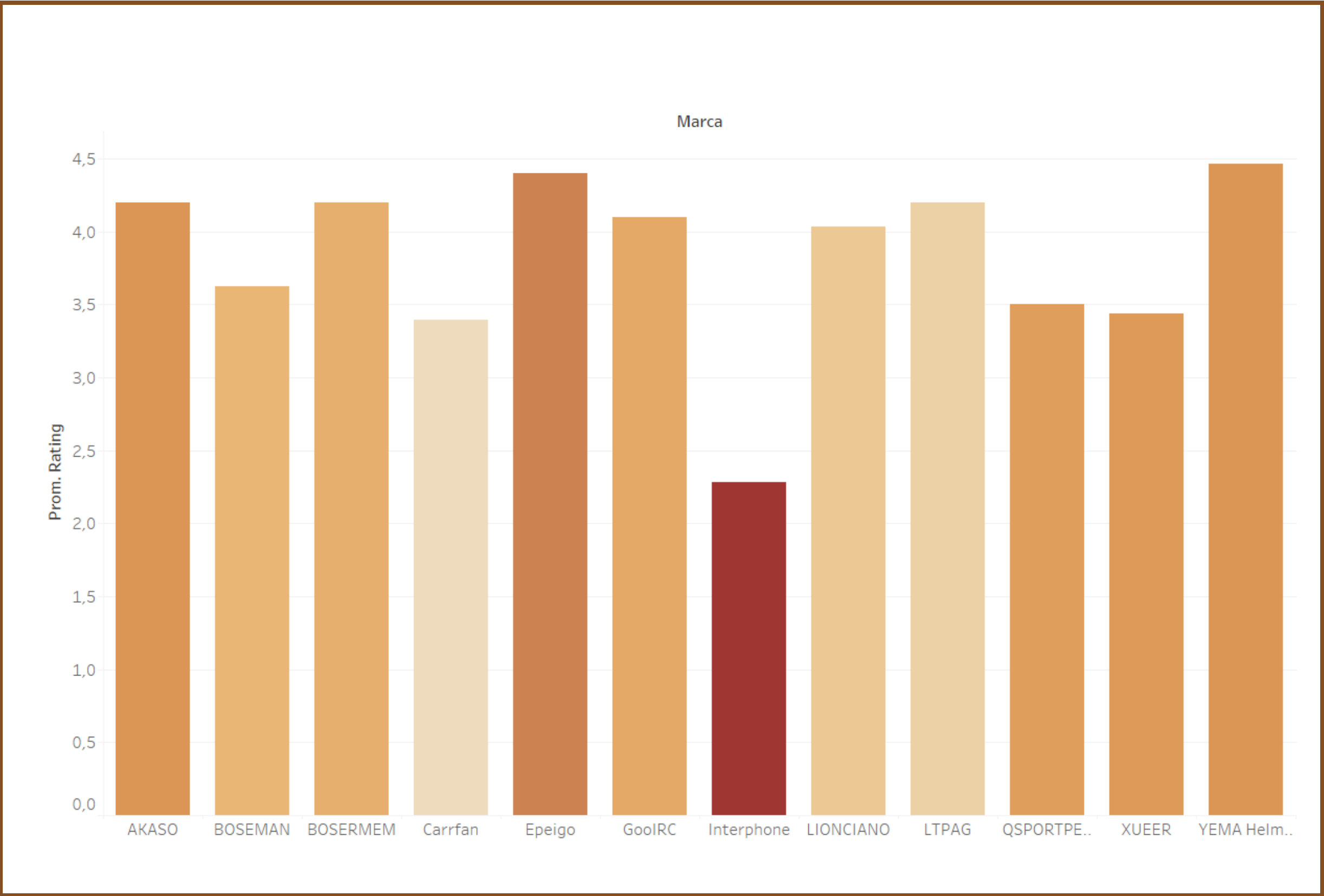
```
[{'Color': ['Blanco', 'Rosa', 'Rojo', 'Negro'],  
 'Departamento': ['Niños', 'Niños', 'Niños', 'Niños'],  
 'Fabricante': ['QSPORTPEAK', 'BOSEMAN', 'GoolRC', 'INTERPHONE'],  
 'Marca': ['QSPORTPEAK', 'BOSEMAN', 'GoolRC', 'Interphone'],  
 'Material del interior': ['ABS, Poliestireno expandido',  
 'Poliestireno expandido', 'Algodón', 'Algodón']}]
```

## Graphs

Use the cleaned DataFrame to extract relevant information, and make visualizations for the client understanding

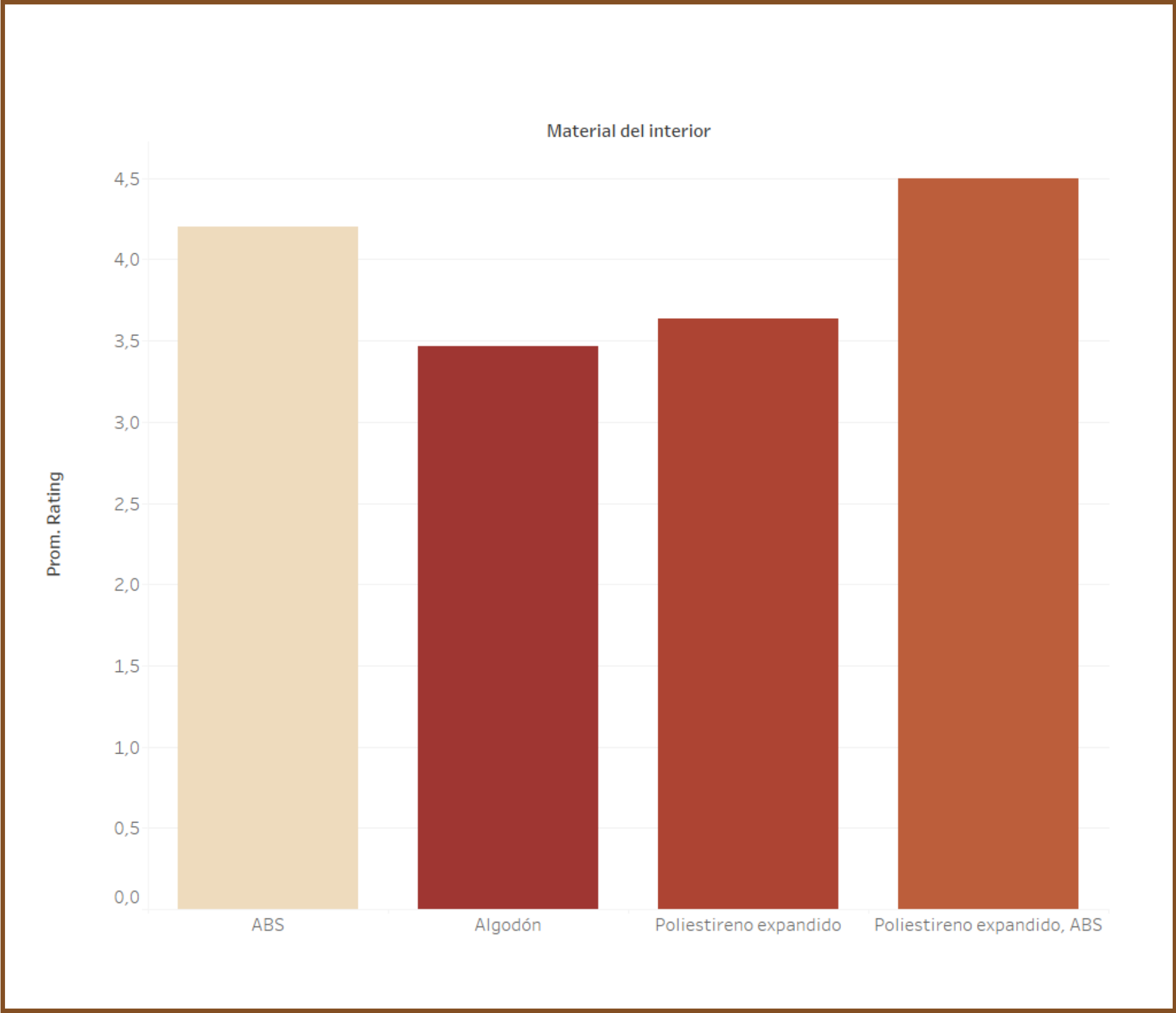
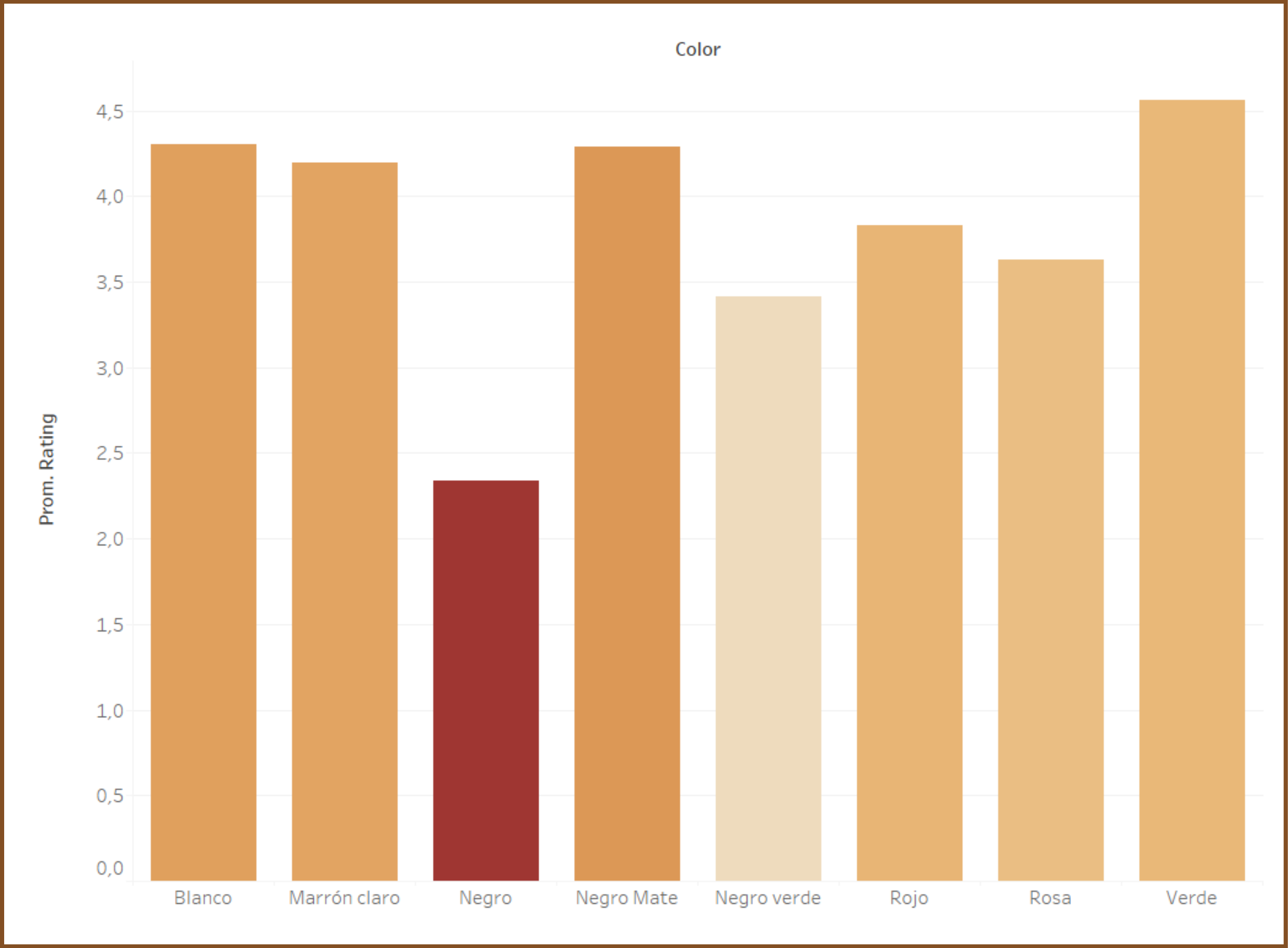
# Average rating per Brand & Manufacturers

/ Colour scaled by average price



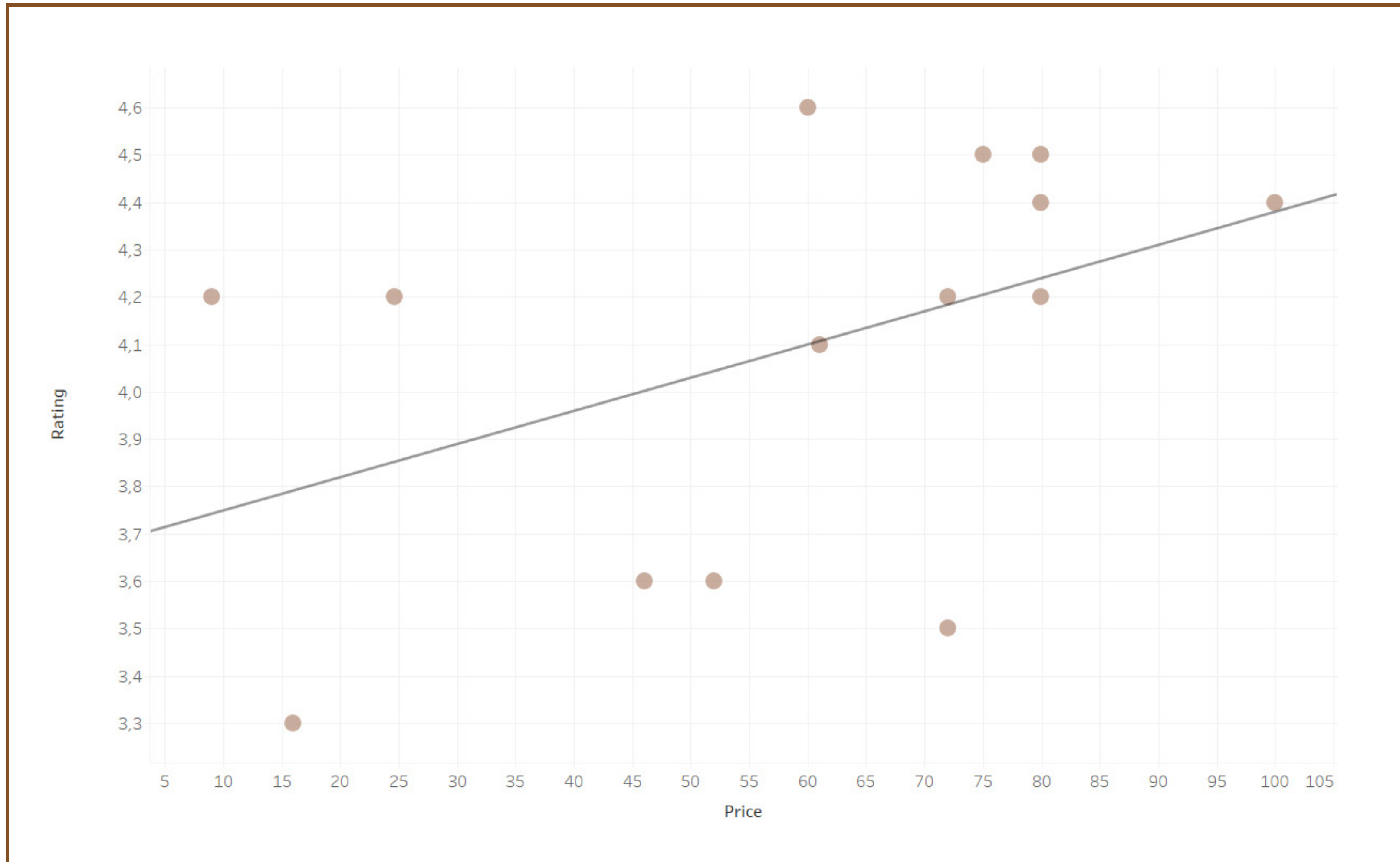
# Average rating per Colour & Materials

/ Colour scaled by average price





# ScatterPlot comparing Price & Rating





# // Conclusions //

With this project I've been able to combine most of the concepts learned during this BootCamp to create an actual product, made for designers, that helps them during the developing of new ideas.

## // Next Steps //

- Extract product insights from more market websites.
- Apply this program to a more user friendly platform.
- Dig into trends and more possible relevant features.