



# SEPHORA PRICING PREDICTION USING REGRESSION

## **PREPARED FOR**

Dr. Patrick Saoud

## **PREPARED BY**

Abdultawwab Safarji

Fatemah Alshaikh

Jennan Sowayan

# 1. Project Overview

Sephora is a leading international cosmetic company that features many brands and produces their own collection. You can have access to their products through their online or offline stores. When Launching a new collection, Sephora faces the question of pricing and whether the product will be positively perceived or not.

## Questions:

- Can we predict the rating score of a product?
- How could we predict the price of a newly launched product? Is there a correlation between the rating score and the price?
- Given the ratings of products, which products should we launch next?

# 2. Data Description

We will be utilizing the Sephora.sa website to scrape relevant data to our analysis:

1. Item name
2. Item Brand
3. Item Category
4. Item Price
5. Item Value Price
6. Item Rating
7. Item Ingredients
8. Item number of reviews
9. Item Wish List
10. Item Weight

Using these features we will try to predict the target which is the price of a new product.

# 3. Tools

To achieve our goal, we will analyze and explore the data in Python by using Jupyter, and we will use different packages such as: BeautifulSoup, Selenium, Pandas, Matplotlib, Seaborn, Numpy, Sqlite3, Plotly, Scikit-learn, and Statsmodels

# 4. MVP Goal

To develop a tool for Sephora that would help in determining their pricing based on ratings of released products from the same category.