### **Sephora ｜Smart Decision Assistant**

Objectives：To offer a ‘consolidated search and comparison platform’ for beauty products that incorporate side-by-side comparisons of multiple attributes, enhancing customer decision-making on Sephora Website and driving Sephora Collection sales.

**Problem:**

1. **Overwhelming Choices**: Customers struggle to choose from a large product range.
2. **Lack of Transparency**: Difficulty comparing price, ingredients, and ratings.
3. **Value vs. Quality**: Hard to assess product value and affordable alternatives.

**Current Solutions:**

1. **Sephora Filters**: Basic filters lack side-by-side comparison of key attributes.
2. **Competitor Tools**: Some compare products but miss important data like customer reviews and ingredients.

**Proposed Solution:**

**Data Product: SMART Decision Assistant**

* **Dashboard:**
  + **Side-by-Side Comparisons**: Comprehensively compare price, size, ratings, ingredients, and popularity (loves\_count).
  + **Advanced Personalized Filters**: Filter products based on clean beauty, vegan, and ingredient preferences.
* **SMART Decision Assistant**
  + **Value Score**: Rank products based on personalized focus eg. price per unit, reviews, and popularity and provide best-fit decisions.

**Data Sources:**

* **Internal Product Data**: Price, ratings, reviews, ingredients.
* **Customer Behavior Data**: loves\_count, reviews, and popularity metrics.

#### **Impact:**

1. **Improved Customer Experience**: Easier comparisons reduce decision fatigue.
2. **Increased Sephora Collection Sales**: Highlight affordable, high-value products.