

Scope Proposal - USC/Behold Spring 2021 Text Analytics

OVERVIEW

Behold would like to partner with USC's DSO560 NLP class to develop a recommendation system that is based on retail fashion brand's brand descriptive information.

GOALS

1. Using the brand's biographical description, product descriptions and external brand-related metadata (if accessible) to group the brands into meaningful categories.
 - a. Categories should be a function of styles, and
 - b. Price ranges
2. Creating a brand recommender that would recommend brands given a customer profile.
3. Predicting the user's likelihood to purchase from the recommended brand/s.
4. (Optional) Based on the works above linking brands to users, identify any gaps in brands that Behold should consider based on user profile.

SPECIFICATIONS

Behold will provide:

1. Brand biographical descriptions
2. Product descriptions and price points
3. Masked non PII user data.

Deliverables:

1. Segmentation / categorization app that would group brands into style and price based categories.
2. Brand recommendation algorithm that would match brands to users.
3. Propensity to purchase models based on the recommended brands.
4. (Optional) Brand gap analysis