

# Corgi-Kit: Your Fast Track To Insights

Alex,  
Anirudh,  
Chris,  
Joel, Scott



# What drives engagement?





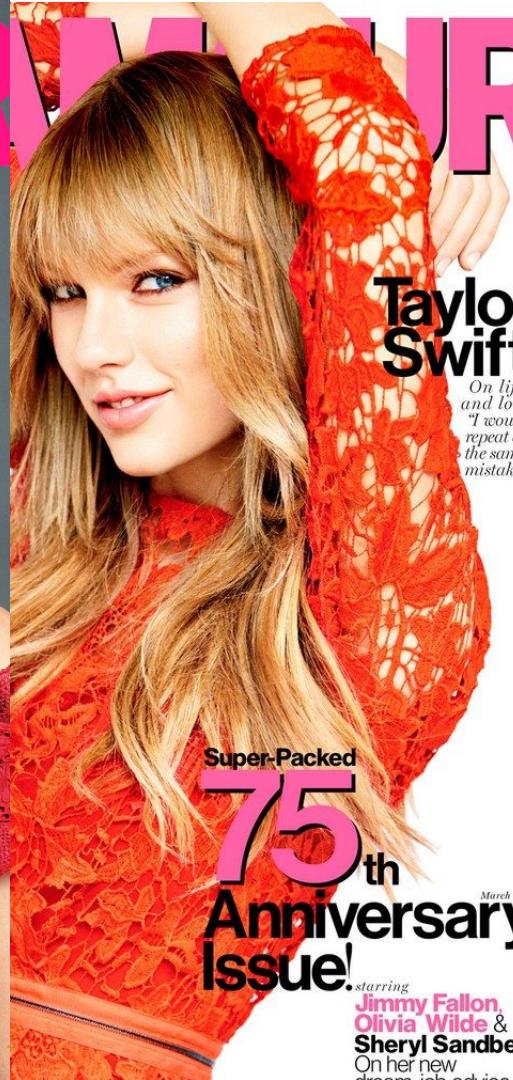
# Toolkit

A photograph of a person's legs and feet as they walk up a blue metal staircase. The person is wearing black leggings and bright red, low-top sneakers with white soles. The staircase has blue metal railings and steps. The background is blurred, creating a sense of motion. The overall color palette is dominated by shades of blue and red.

Cut  
through  
the noise



Standout



Language

Topics

Images



Language

Topics

Images

Pipeline

Findings

Wrap-Up



# Natural Language Processing

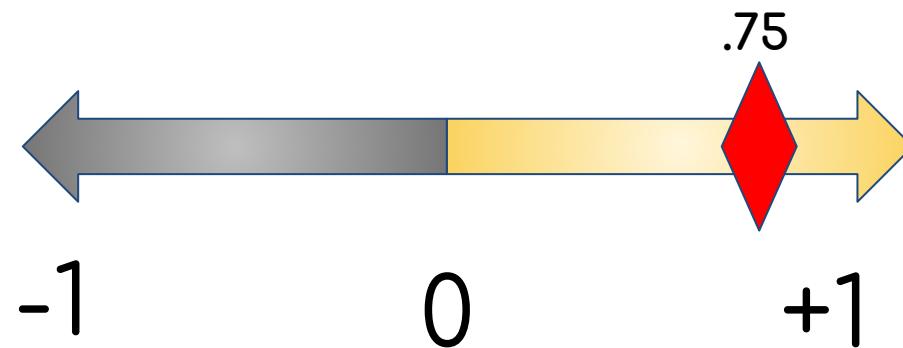
# NLP

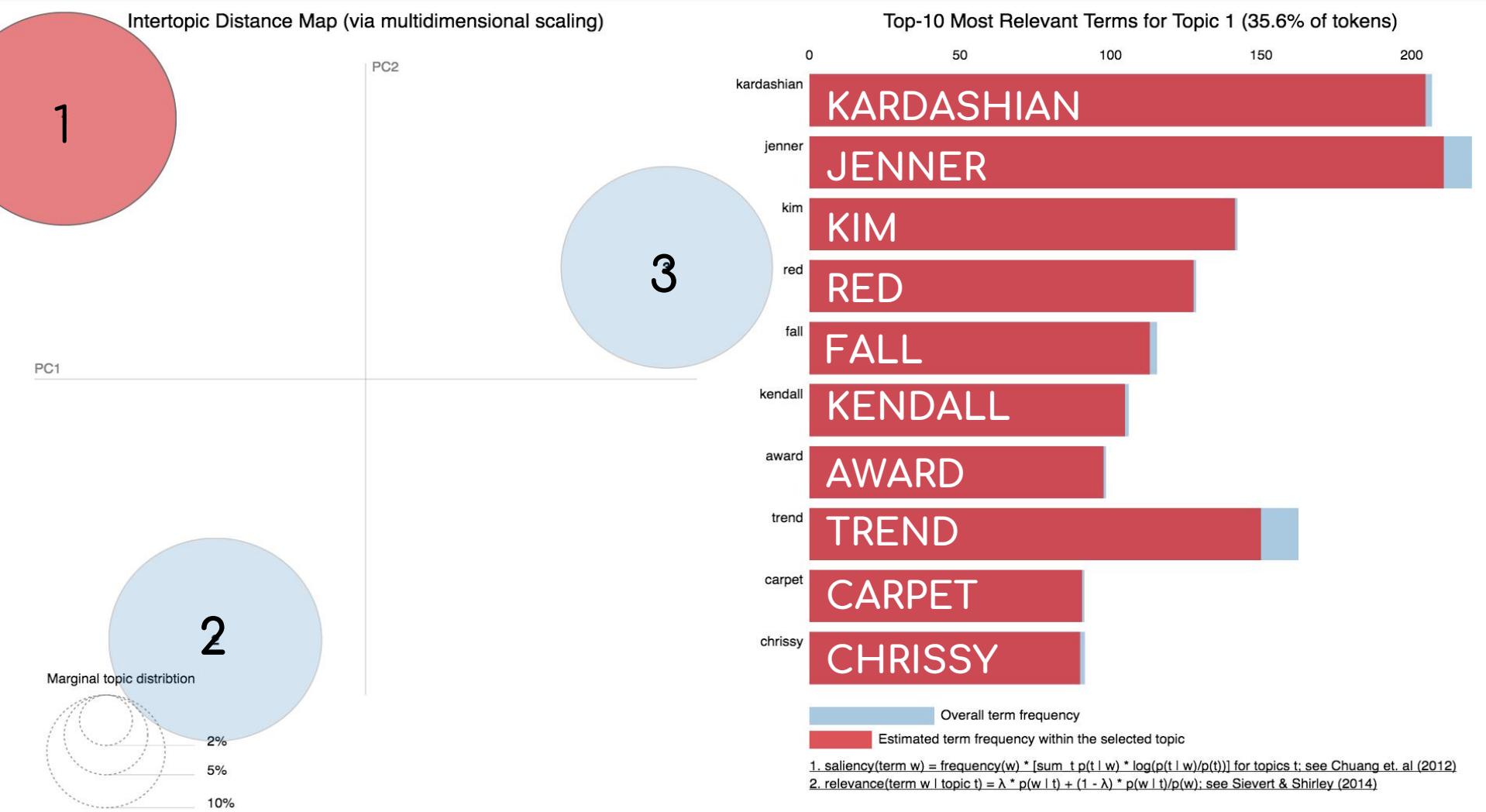
- Topic Modeling
- Title Characteristics
- Sentiment Analysis



# POLARITY

“I love my best friends!”





# Image Processing



Bags

Woman

Sunglasses



# Image Processing

Faces



Celebrities



Moderation



Composition





Pipeline

End-to-end

Flexible

Simple

Interactive

Tailored Analysis

Important Insights

Data Science

# Workflow

Platform

Brand

Features

Modeling



# corgi-kit

a simple data  
processing  
pipeline for  
interaction



A dark server room with rows of server racks. The racks are filled with hardware and are illuminated from within, with many small lights visible on the front panels and along the edges of the racks. The floor is a polished concrete or tile surface. The ceiling is a standard drop ceiling with some recessed lighting and ventilation ducts. The overall atmosphere is one of a high-tech, industrial data center.

# Amazon Web Services

S3 Image Hosting  
Rekognition Processing  
EC2 computing

# Model Building



# Details

- 5000 randomized Glamour rows
- Top 50% impact threshold

# Logistic Regression

Interpretability  
Accuracy  
Budget



# Features

- Image classification
- NLP
  - Keywords
- Feature Engineering

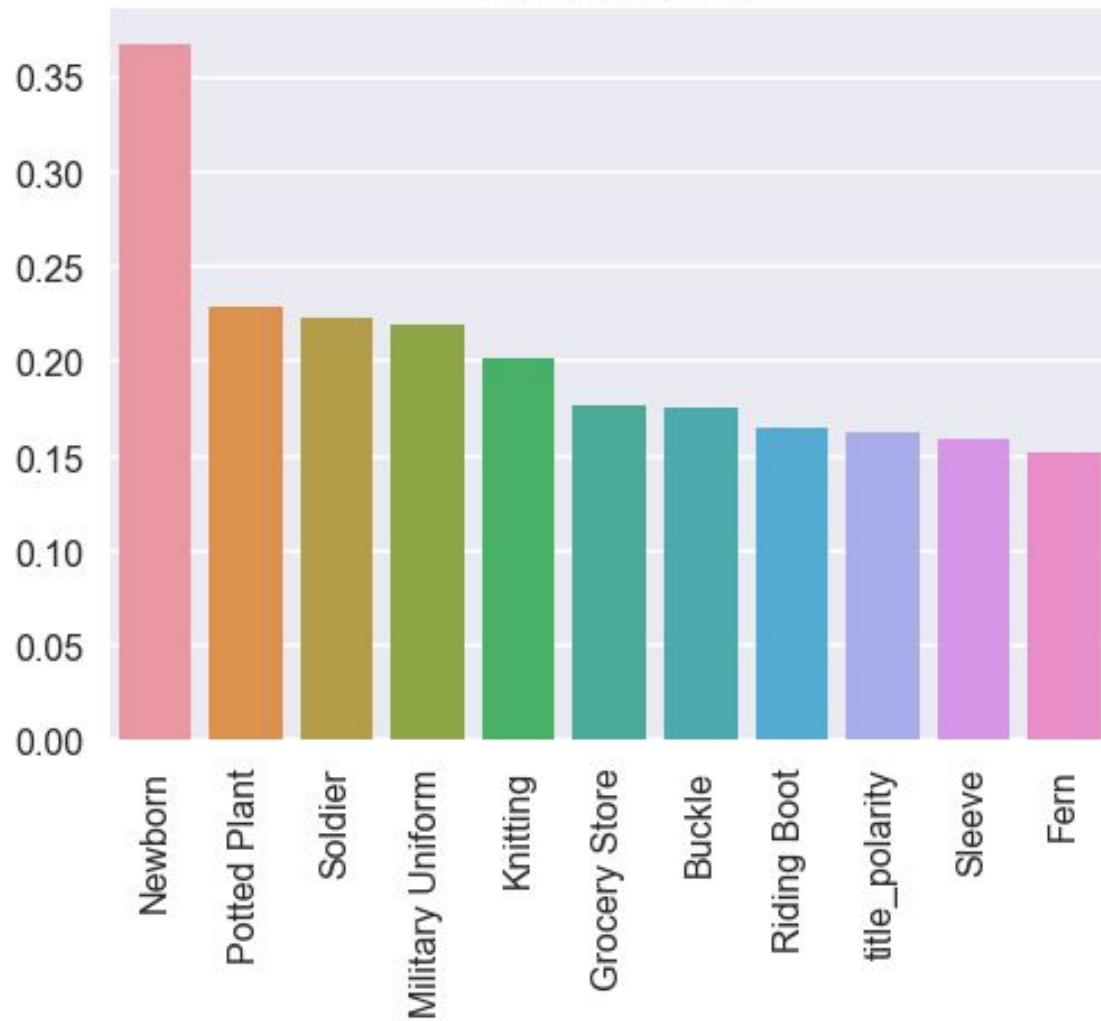
# Performance

- Recall of 0.76
  - Can be improved

## Best Features:

Newborn images, sentiment, knitting

Best Features



# Model Takeaways

- Images
- Sentiment
- Celebrities
- Topics

# Wrap-Up



# Wrap-Up

NLP  
Images  
Pipeline  
Trends



A photograph of a woman walking away from the camera on a sandy beach. She is wearing a white tank top and dark shorts. Her footprints are visible in the sand. To her left is the ocean with waves. To her right is a large, tall, light-colored cliff. The sky is clear and blue. The overall atmosphere is peaceful and contemplative.

QUESTIONS?