

BURBERRY

LONDON ENGLAND

TODAY'S AGENDA

1. PROJECT GOAL

2. PROBLEM IDENTIFIED AND SOLUTION PROPOSAL

3. PROJECT TIMELINE

4. DATASET

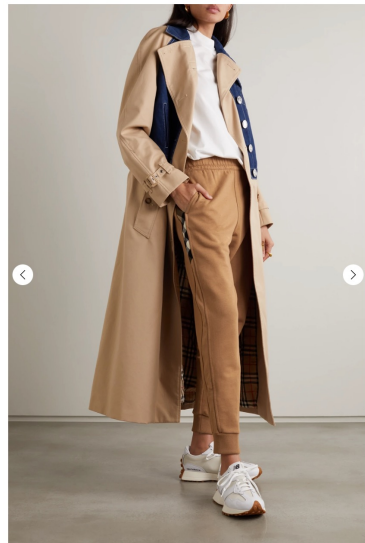
1. PROJECT GOAL

➤ Extract market insights using web-scraped unstructured e-commerce listings historical datasets from EDITED

WHAT WE HAVE

WHAT CAN BE LEARNED

WHO CAN BE BENEFITED



VIEW MORE
BURBERRY Clothing Pants Track Pants

BURBERRY

Leather-trimmed paneled checked cotton-jersey track pants

~~£670~~ £500

Buy now. Pay later with Klarna. Learn more

Color: Beige

Size:

[View size guide](#)

xx small x small small medium
large x large

Add to Bag

☆ Add to Wish List

EDITORS' NOTES

Under the creative direction of Riccardo Tisci, Burberry continues to turn out casual staples that are just as polished as the British house's tailored signatures. These track pants are cut from soft cotton-jersey in a neat tapered shape and have checked stripes tracing sides.

SIZE & FIT

DETAILS & CARE

Product Code 1726 6703 5236 1587 1

Brand info

Product info

Markdown info

Sales info

(Days in stock
Days took to
sellout., etc.)

Product Architecture

1. Find similar products to help with seasonal product analysis
2. Identify sub-categories that lack of brand existence

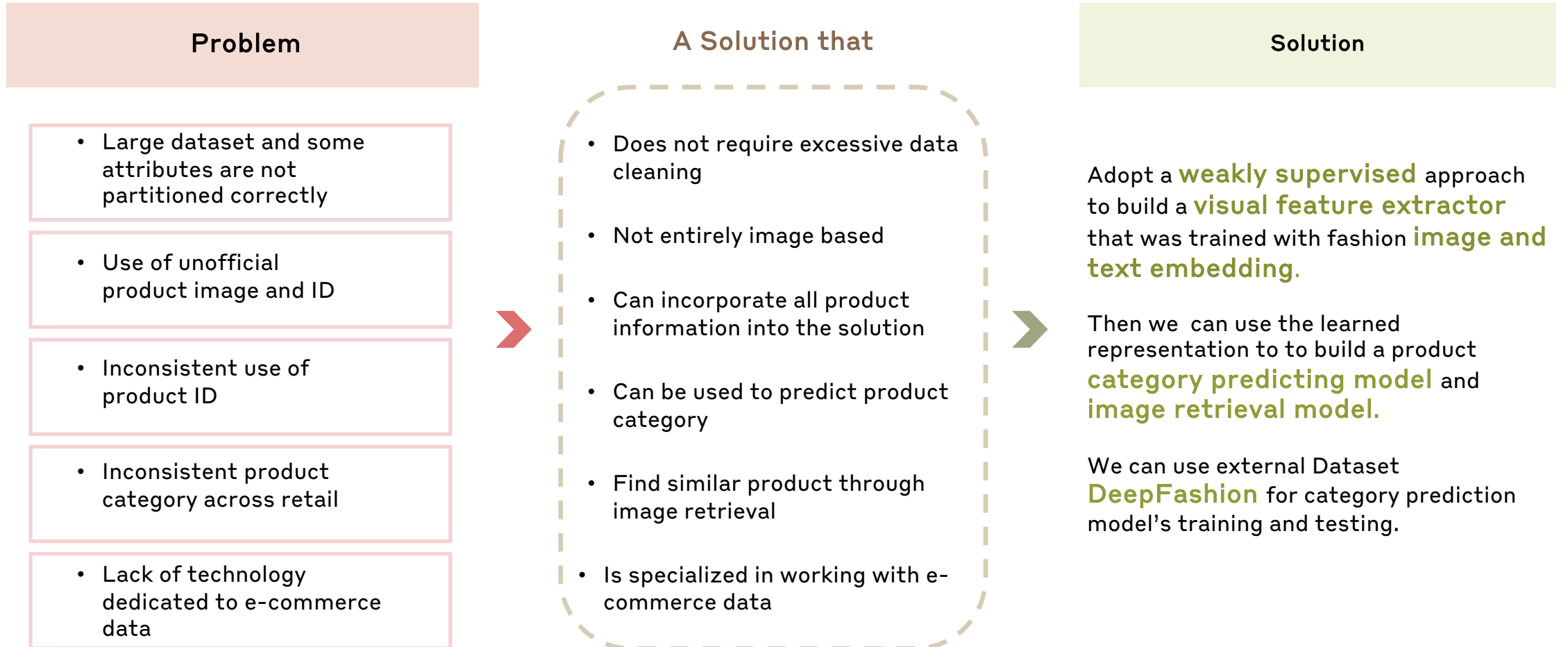
Product Development Team

Strategy Team

1-2M distinct products

2. PROBLEM IDENTIFIED AND SOLUTION PROPOSAL

➤ Product category prediction and similar image retrieval using weakly annotated e-commerce data



3. PROJECT TIMELINE

➤ **Project period: 03/05/2022 - 08/08/2022 (15 weeks in total)**

Month 1 (03/05/2022 - 03/06/2022) - Research

Week 1 **Until 16th May** – Researching, paper reading and building datasets
Week 3 **16th May** - Start drafting the model
Week 5 **3rd June** - Finish first prototype using small, sampled data

Month 2 (03/06/2022 - 08/07/2022) - Implémentation

Week 6 **6th - June** - Test model on bigger dataset and a variety of architecture
Week 9 **27th June** -Thesis draft 6000-word submission date (for university review)
Week 11 **11th July** - Finalize Code

Month 3 (08/07/2022 - 08/08/2022) - Thesis Completion

Week 12-15 Thesis Writing

After Month 3
- Company report

4. DATASET

➤ 1 - 2 millions distinct products with 102 attributes since 2014 (681GB)

Brand info	Product info
brand	option_id
brand_slug	category
	cs_grp
	cs_subcategory
	gender
	colours
	care
	15 more...

Bag of words vector
for each image



Image vector

A small test set for training the feature extractor:

1. 50,00 data records
2. From Season aw18
3. From 5 selected brands (Burberry/ Bottega Venetta/...)
4. From the accessories department

brand	category	care	colours	image_url
Louis Vuitton	["YÉYÑyBzYāYÉYāyBzYm"]	[": yBŸÑyYÑyØ 100% yBŸÑ"]	[{"basic_name": "brown", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Bottega Veneta", "Cloth"]	["This striped sweater fron"]	[{"basic_name": "black", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Clothing", "Dresses", "Su"]	[": Cotton 65% Polyamide 3"]	[{"basic_name": "green", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Bags", "Cross-body Bags"]	["Bottega Veneta's turquoi"]	[{"basic_name": "aqua", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Clothing", "Beachwear",]	["outer: Polyamide 97% Sp"]	[{"basic_name": "green", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Bracelets"]	[": Sterling Silver"]	[{"basic_name": "silver", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Bracelets"]	[": Gold Plated Brass"]	[{"basic_name": "yellow", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Bracelets"]	[": Silver"]	[{"basic_name": "silver", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Bracelets"]	[": Gold Plated Sterling Silv"]	[{"basic_name": "yellow", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Bracelets"]	[": Brass"]	[{"basic_name": "silver", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Necklaces"]	[": Sterling Silver"]	[{"basic_name": "red", "offset": 0, "ratio": 100}]	["https://product-images.e"]
Bottega Veneta	["Jewelry", "Necklaces"]	[": Silver"]	[{"basic_name": "green", "offset": 0, "ratio": 100}]	["https://product-images.e"]



```
1 pdf_temp_test['tokenized_text2'][5]
```

```
Out[20]: ['12ea9828a1ffa20e7e2ae8806d80e5a3ba294850f',  
'burberry',  
'burberry',  
'inspiration',  
'designers',  
'burberry',  
'accessories',  
'scarves',  
'boutiques',  
'workwear',
```