# Take Notes

## Edited

Quality of the partner

Product matching

edited schemna .option table

Antony what available

Compare price of competitor product

Product similarity MOSWL BETWEEN Brands

Similar characteristics

Piecing advantage

Can we add price?

Entry new category

Price architecture

Only bag. Not cloth

**Compare retailers’ prices to evaluate partnership quality**

1. Product matching
   1. Challenge: different ID/image/name used on each platform
   2. ->need a method that take many attributes into account together to classify the product
2. Calculate average price for each SKU
   1. Challenge: discounts may not be shown on the product page, therefore the actual selling price is not captured
   2. ->?
3. Identify retailers who sell products at prices that does not meet Burberry’s price recommendation
4. Reconsider partnership before new order/contract, because if the selling price is often low then the customer base of that retailer may not be the target customer of Burberry.

**Product categorization tool for**

1. finding new product development direction
   1. a sub-category that lacks brand existence (shoe department/loafer)
2. competitor product analysis
   1. help product team to locate competitor product for product analysis in each launch (monogram cardigans)
3. making pricing strategy
   1. make sure overall prices are in the correct range, not too high or low (below Chanel, equal to Gucci, more than Michael Kors)
   2. key products maintain leading prices (trench coat equal to saint Laurent)
   3. identify correct price range for entry level product
   4. find out if we can increase prices for products
4. Product matching (avoid matching too many of the same products)
   1. Challenge: different ID/image/name used on each platform
   2. ->need a method that take many attributes into account together to classify the product
5. Image similarity (find similar images)
   1. Challenge1: different image used on each platform
   2. ->need a method that take many attributes into account together to classify the product
   3. E.g., Black wallet and black cross body bag
6. Product similarity between brands
   1. Challenge1: The key feature may not be a category itself(monogram)
   2. E.g., monogram cardigan/brand t-shirt

**We need a categorization tool with high granularity that:**

1. Identify the traditional category (root category/color/brand/…)
2. Identify non-traditional features (material/using environment /brand/…)
3. Can only create a tool for the handbag department