

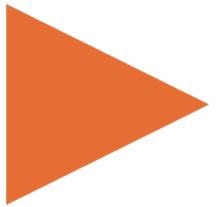
# PerfumeMatch:

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Nonnenmacher

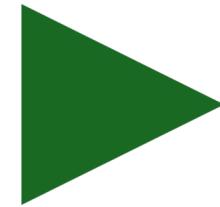
# Problématique:

- Comment créer une expérience de recommandation personnalisée qui associe efficacement une description textuelle à un parfum de niche en exploitant la recherche sémantique ?

1- Récolte  
des données



2-  
Analyse  
des  
données



3-  
Modélisation

# 1. Récolte des données

Recherche d'un site pour scraper nos données: Fragrantica



The screenshot displays the main interface of the Fragrantica website. At the top, there's a navigation bar with links for 'S'enregistrer', 'Se connecter', and 'Déconnecter'. The central part of the page features a product card for 'Eros Versace pour homme'. The card includes a blue rectangular bottle with a gold cap, labeled 'VERSACE EROS'. To the right of the bottle is a vertical bar chart titled 'accords principaux' (key accords) with colored segments for 'vanille' (yellow), 'vert' (green), 'épic frais' (orange), 'ambre' (red), 'fruits' (pink), 'agrumes' (light green), 'boisé' (brown), and 'baies' (teal). Below the product card, there's a section for 'Critiques de parfums' (perfume reviews) with a small preview image.

Formes des données  
scrapées

# 1. Récolte des données

## Exemple de données scrapées

URL	Perfume	Brand	Description	Top Notes	Middle Notes	Base Notes	Rating	Rating Count	Main Accords
<a href="https://www.fragrantica.com/perfume/Louis-Vuitton/Attrape-Reves-48151.html">https://www.fragrantica.com/perfume/Louis-Vuitton/Attrape-Reves-48151.html</a>	Attrape-Rêves	Louis Vuitton	Floral, musqué, idéal pour la soirée.	Bergamote	Rose	Patchouli	4.5	250	Floral, Épicé, Fruité
<a href="https://www.fragrantica.com/perfume/Louis-Vuitton/Heures-d-Absence-59022.html">https://www.fragrantica.com/perfume/Louis-Vuitton/Heures-d-Absence-59022.html</a>	Heures d'Absence	Louis Vuitton	Inspiré par un voyage en Méditerranée.	Néroli	Jasmin	Ambre	4.2	180	Floral, Doux, Boisé

# 1. Récolte des données

Nettoyage des données

	Perfume	Brand	\
0	Allure Homme Sport Eau Extreme	Chanel	
1	Black Opium	Yves Saint Laurent	
2	Her Eau de Toilette	Burberry	
3	Lazy Sunday Morning	Maison Martin Margiela	
4	Boss Bottled Elixir	Hugo Boss	

	Description	\
0	Allure Homme Sport Eau Extreme by Chanel is a ...	
1	Black Opium by Yves Saint Laurent is a Oriental...	
2	Burberry Her Eau de Toilette by Burberry is a ...	
3	Lazy Sunday Morning by Maison Martin Margiela ...	
4	Boss Bottled Elixir by Hugo Boss is a Oriental...	

	Top Notes	Middle Notes	Base Notes	\
0	Mandarin Orange	Pepper	Tonka Bean	
1	Pear	Coffee	Vanilla	
2	Pear	Peony	Musk and Cedar.	
3	Aldehydes	Rose	White Musk	
4	Frankincense and Cardamom	Patchouli and Vetiver	Labdanum and Cedar.	

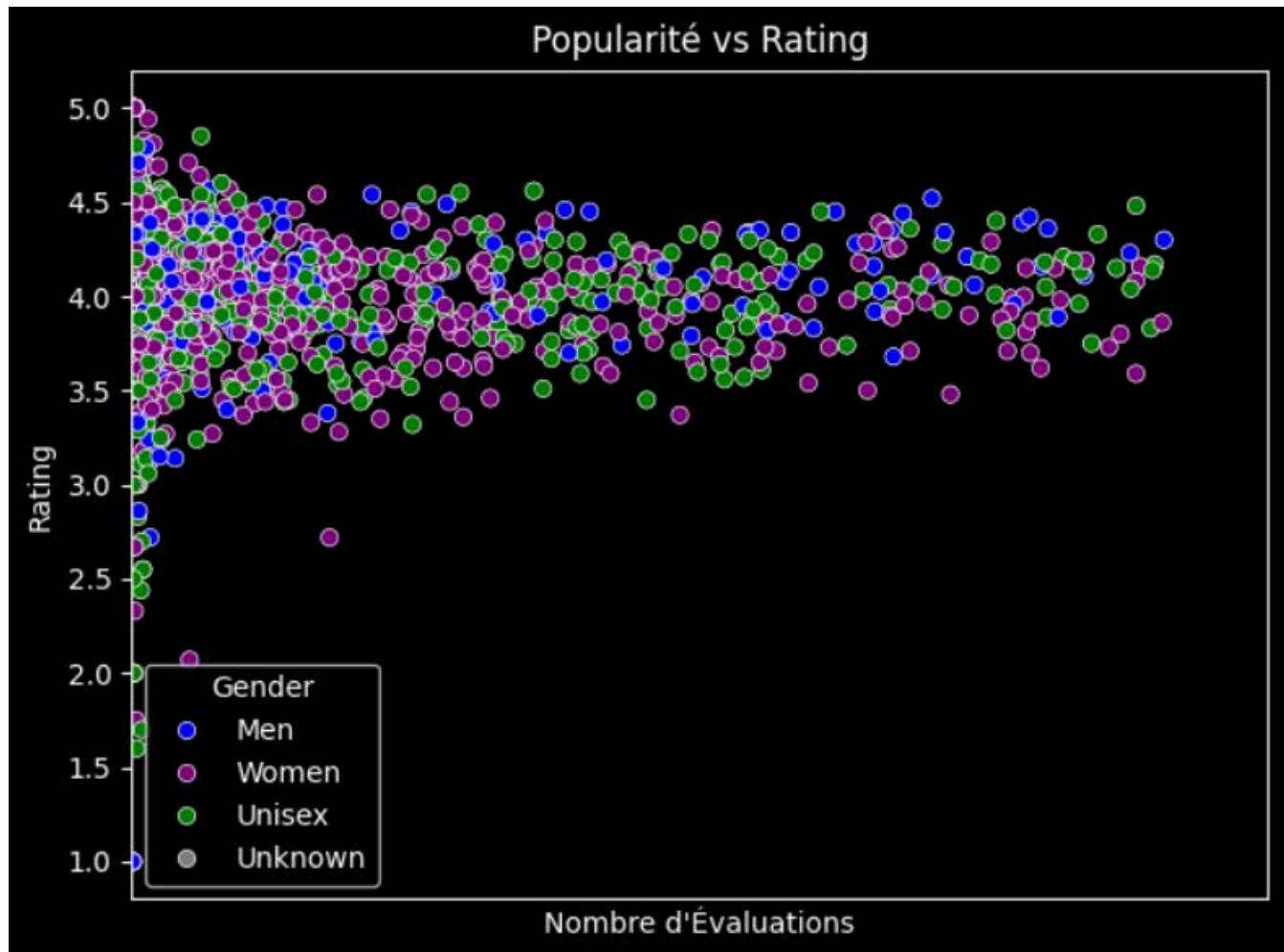
	Rating	Rating Count	Main Accords	\
0	4.34	10,571	aromatic, woody, fresh spicy, citrus, green, v...	
1	3.93	27,738	vanilla, coffee, sweet, warm spicy, white flor...	
2	4.10	1,729	fruity, fresh, sweet, floral, white floral, ro...	
3	3.80	5,920	musky, fresh, white floral, aldehydic, rose, p...	
4	4.33	2,378	woody, amber, warm spicy, aromatic, patchouli,...	

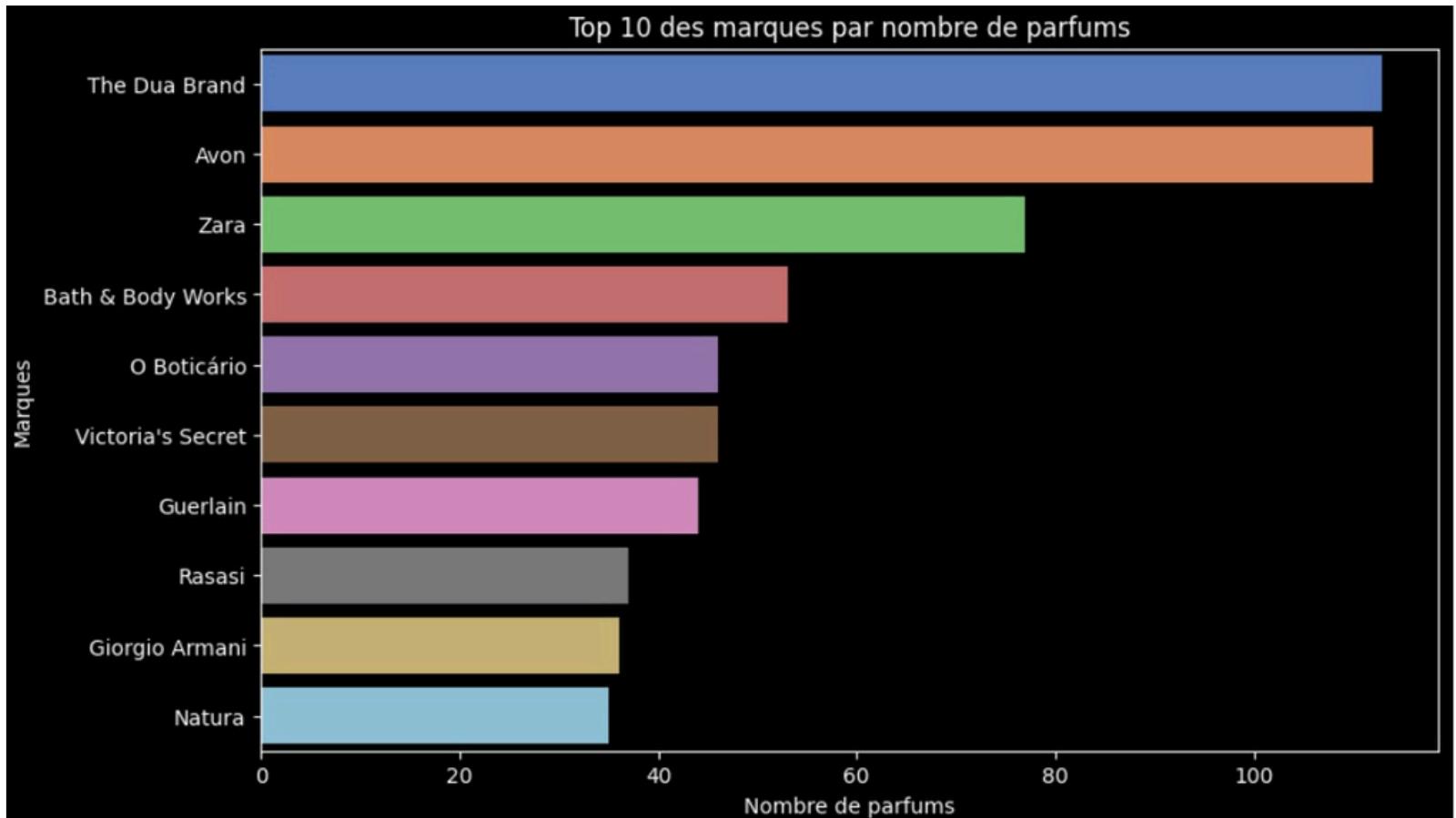
	Gender
0	Men
1	Women
2	Women
3	Unisex
4	Men

Nombre total de lignes nettoyées : 1824

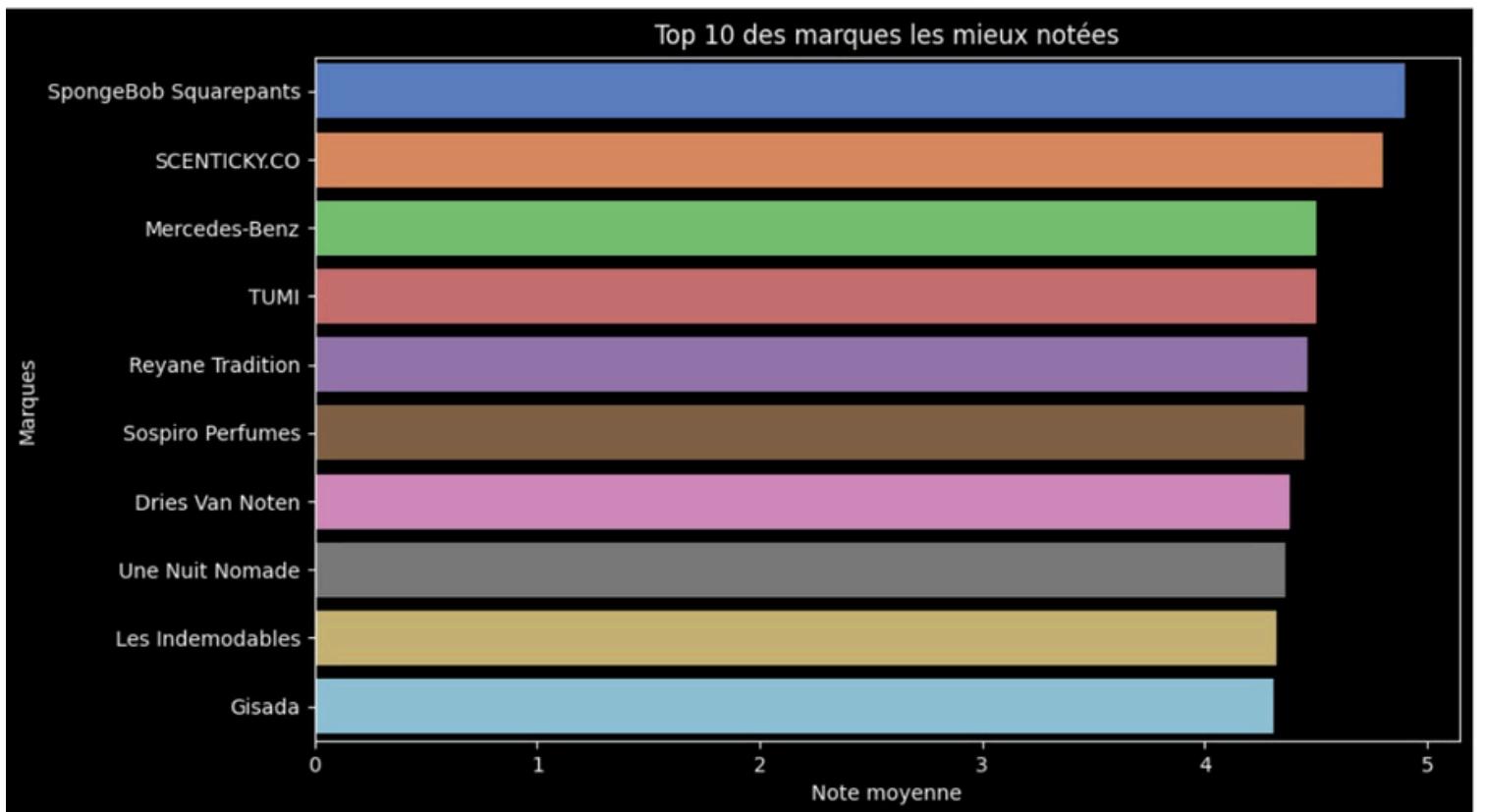
## 2. Analyse des données



## 2. Analyse des données



## 2. Analyse des données



# 3. Modélisation

Embeddings chargés depuis embeddings.pt.

Recommandations :

Parfum : Mon Jasmin Noir L'Elixir Eau de Parfum

Description : Mon Jasmin Noir L'Elixir Eau de Parfum by Bvlgari is a Oriental Floral fragrance for women. Mon Jasmin Noir L'Elixir Eau de Parfum was launched in 2012. Top notes are Bergamot, Grapefruit blossom, Orange and Sugar; middle notes are Jasmine Sambac and Jasmine; base notes are Honey, Amber, Musk and Woody Notes.

Top notes of Bvlgari Mon Jasmin Noir L'Elixir Eau de Parfum include accentuated scents of candied orange, combined with accords of bergamot and grapefruit blossoms. Bright and sweet beginning leads to the heart, where its petals intertwine with sambac jasmine and Angel Wing jasmine. Base notes are warm and subtle shades of honey, golden amber and musk.

Notes : Bergamot | Jasmine Sambac and Jasmine | Honey

Main Accords : citrus, white floral, sweet, honey, amber, floral, musky, fresh spicy, powdery, woody

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Parfum : Flower by La Récolte Parisienne

Description : Flower by Kenzo La Récolte Parisienne by Kenzo is a Floral fragrance for women. This is a new fragrance. Flower by Kenzo La Récolte Parisienne was launched in 2024. Flower by Kenzo La Récolte Parisienne was created by Alberto Morillas and Dora Baghriche. Top notes are Pink Pepper and Yellow Mandarin; middle notes are Dahlia and Damask Rose; base notes are White Musk, Tonka Bean and Vanilla.

Flower By Kenzo La Récolte Parisienne is announced as a radiant Eau de Parfum that combines the iconic urban poppy with the flowers that grow freely in the Parisian fields. The fragrance brings new vitality to Kenzo's iconic Eau de Parfum.

Perfumers Alberto Morillas and Dora Baghriche visit the Masami flower farm to capture the olfactory notes of the Dahlia, the emblematic flower of the countryside. Using headspace technology, which allows the natural aromatic compounds exhaled by the flowers to be collected under a glass dome, dahlias release their aromas in a pure state, intact and wild, so that perfumers can recreate them with a natural and spontaneous olfactory identity.

Its signature, a subtle blend of Rosa Damascena and White Musks, opens to fresh new facets: the acidity of bright yellow mandarin, the spiciness of a pink Dahlia accord, and the sweetness of Tonka Bean.

Top notes: Yellow mandarin essence, Pink pepper extract

Heart notes: Dahlia, Rosa Damascena Essence

Base Notes: Vanilla, White Musk, Tonka Bean

Available in 40 and 75 ml Eau de Parfum.

Notes : Pink Pepper and Yellow Mandarin | Dahlia and Damask Rose | White Musk

Main Accords : musky, rose, soft spicy, floral, sweet, vanilla, powdery, fresh spicy, aromatic, citrus

### 3. Modélisation

The image shows two side-by-side screenshots of a web application named "PerfumeMatch".

**Left Screenshot (Advanced Parameters):**

- Titre:** Paramètres avancés
- Nombre de recommandations à afficher:** 5 (Slider value)
- Pondération des notes:** 2 (Slider value)
- Pondération de la description:** 1 (Slider value)

**Right Screenshot (Search Results):**

- Titre:** ★ PerfumeMatch ★
- Texte principal:** Découvrez le parfum qui correspond à votre description
- Description:** Parfum frais et doux pour l'été
- Notes préférées (optionnel):** Bergamote, citron , Agrume
- Actions:** Trouver un parfum (button), Lancement des recommandations... (button), Recommandations terminées ! Voici vos résultats : (button)

### 3. Modélisation

✓ Recommandations terminées ! Voici vos résultats :

#### Blu Mediterraneo Bergamotto di Calabria

**Description :** Acqua di Parma Blu Mediterraneo Bergamotto di Calabria by Acqua di Parma is a Woody Aromatic fragrance for women and men. Acqua di Parma Blu Mediterraneo Bergamotto di Calabria was launched in 2010. Top notes are Bergamot and Citron; middle notes are Ginger, Cedar and Flowers; base notes are Vetyver, Musk and Benzoin.

**Notes :** Bergamot and Citron | Ginger | Vetyver

**Main Accords :** citrus, woody, aromatic, fresh spicy, warm spicy

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#### Art Du Parfum Abstracto

**Description :** Art Du Parfum Abstracto by Armaf is a Woody Aromatic fragrance for women and men. Top notes are Cardamom and Citruses; middle notes are Lavender and Coffee; base notes are Vanilla, Musk, Woody Notes and Vetiver. Art Du Parfum Abstracto by Armaf is a scent of exclusivity and sophistication for refined tastes. It begins with an energizing burst, evolves into a rich, soothing heart, and concludes with a warm, sensual embrace.

**Notes :** Cardamom and Citruses | Lavender and Coffee | Vanilla

**Main Accords :** lavender, warm spicy, vanilla, musky, aromatic, powdery, coffee, citrus, woody, fresh spicy

### 3. Modélisation

Carte Olfactive Interactive - Marques : Dior, Tom Ford, Maison Francis Kurkdjian, Louis Vuitton, Hermès, Maison Crivelli

