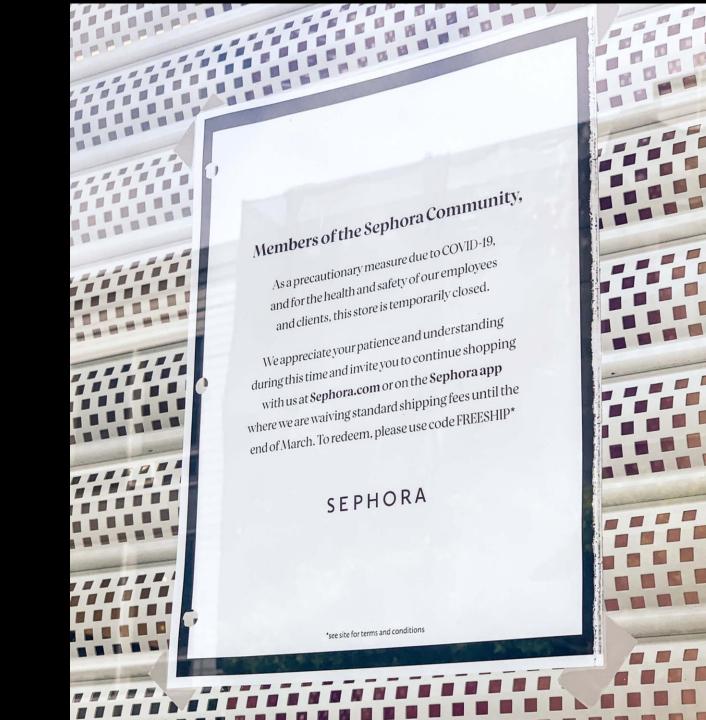
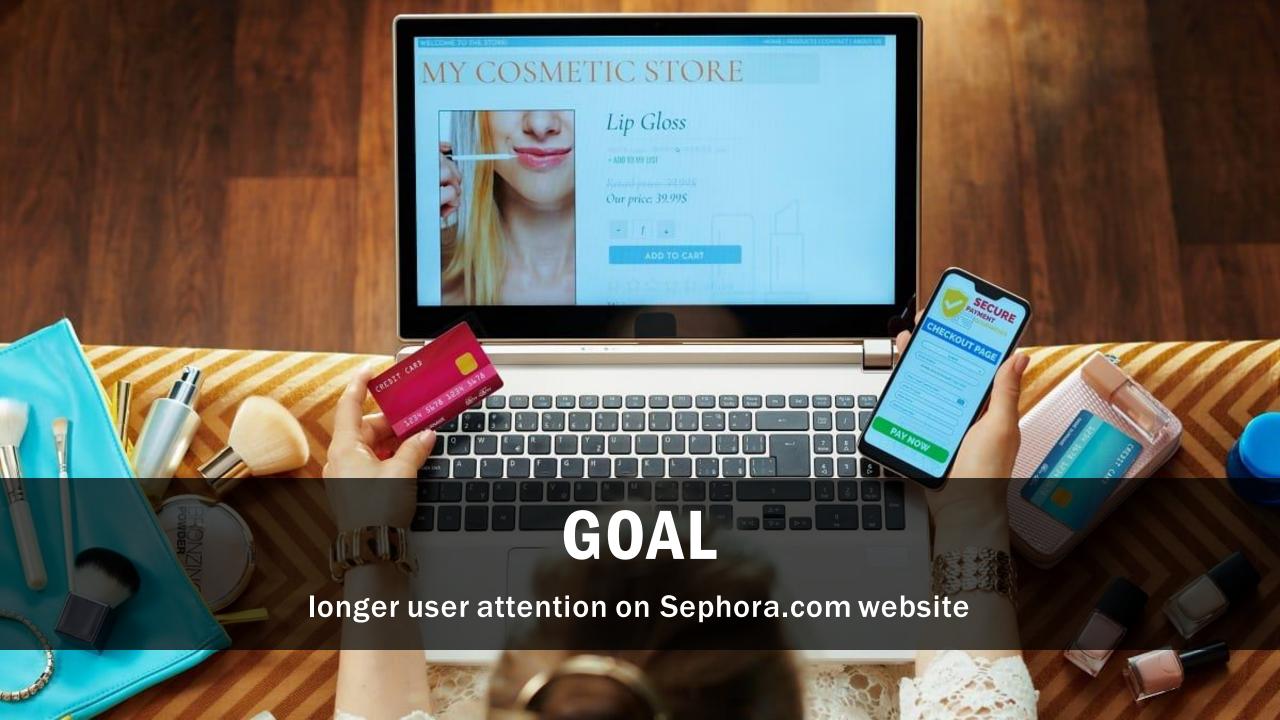
VIRTUAL MAKEUP ADVISOR

Mai Tran
Metis
2/11/2022

OBSTACLE

COVID-19 PANDEMIC





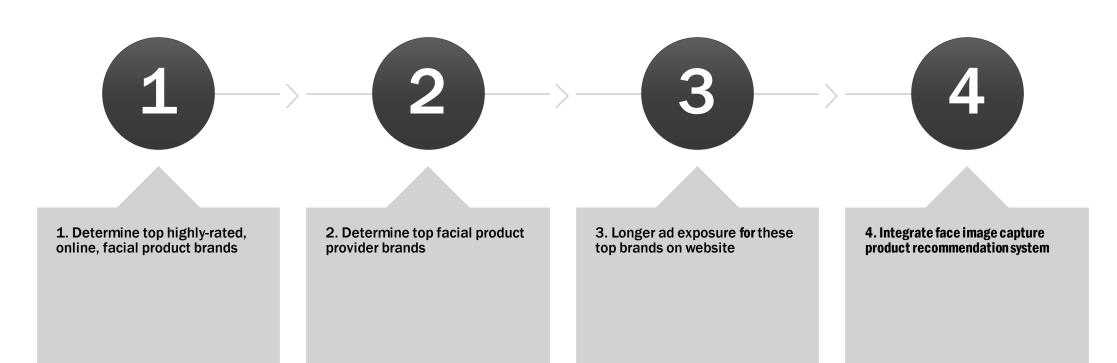
E-COMMERCE FINDINGS

- More interactive a website, the longer the user will stay, thus increasing brand loyalty
- More customized products will reduce return and shipping costs
- More ad revenue

SEPHORA.COM

48% are facial products!

SOLUTION PATH



METHODOLOGY



TOP FACIAL PRODUCT PROVIDER BRANDS BY VOLUME

SEPHORA COLLECTION	FENTY BEAUTY by Rihanna Urban Decay	Givenchy	Th Or	e dinary	Estée Lauder		Fres	sh			Dr. Dennis Gross	
		IT Cosmetic	cs	FOREO	Dr	•	First Aid Beau	ty				
Benefit Cosmetics	Hourglass	Yves Saint Laurent		Viseart							Dr	
		Clarins		Dr. Brandt Skincare		ILIA		lilah b.				
Dior	bareMinerals			Jack Bla								
		The INKEY		Jack Dia					G	ucci		
CLINIQUE	MAKE UP FOR EVER	LISC		Wander		TOM						w-
		Caudalie		Beauty								<u> </u>
Too Faced	HUDA BEAUTY											
		Dermalogio	a	Eve Lom		Farm	nacy					

TOP 5 HIGHLY-RATED **FACIAL PRODUCT BRANDS**

1. Dior

2. Fresh

3. Yves Saint Laurent

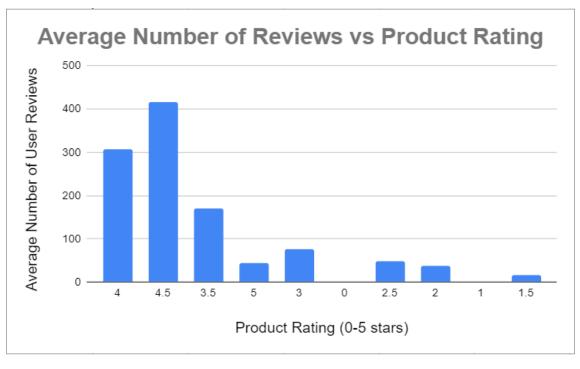
4. Givenchy

5. Hourglass

INSIGHTS

Higher number of reviews, higher the rating

Higher the rating, not higher price





FUTURE WORK

- 1. Ad algorithm to expose highly-rated products longer
- 2. Integrate a face image capture product recommendation system

THANKYOU