

# **VIRTUAL MAKEUP ADVISOR**

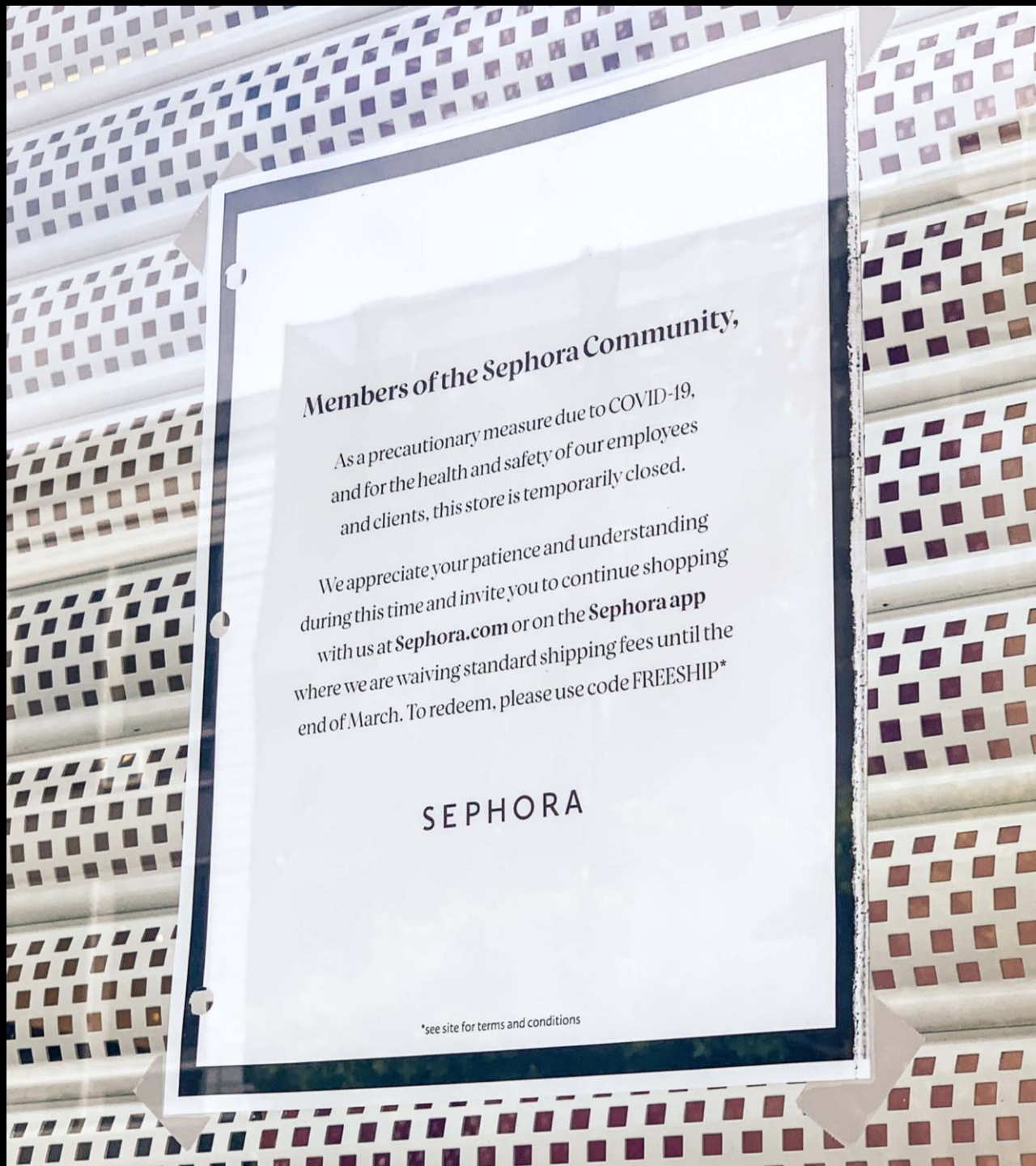
**Mai Tran**

**Metis**

**2/11/2022**

# OBSTACLE

## COVID-19 PANDEMIC







# GOAL

longer user attention on Sephora.com website

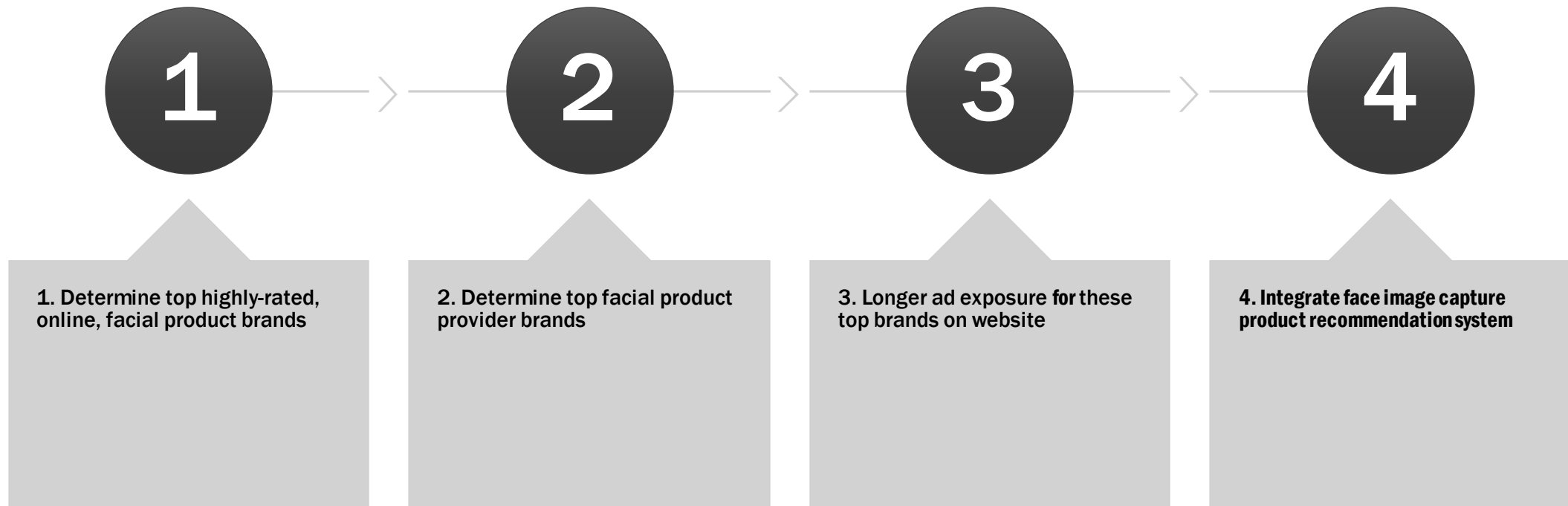
# E-COMMERCE FINDINGS

- 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

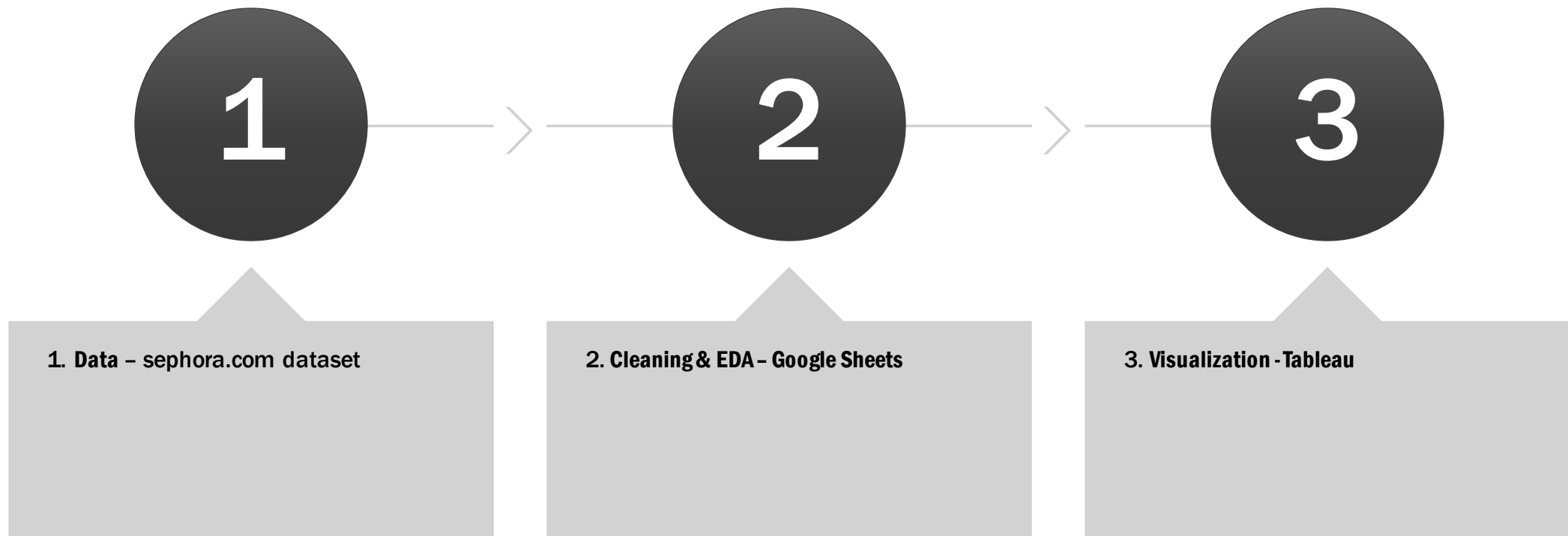
# SEPHORA.COM

**48% are facial  
products!**

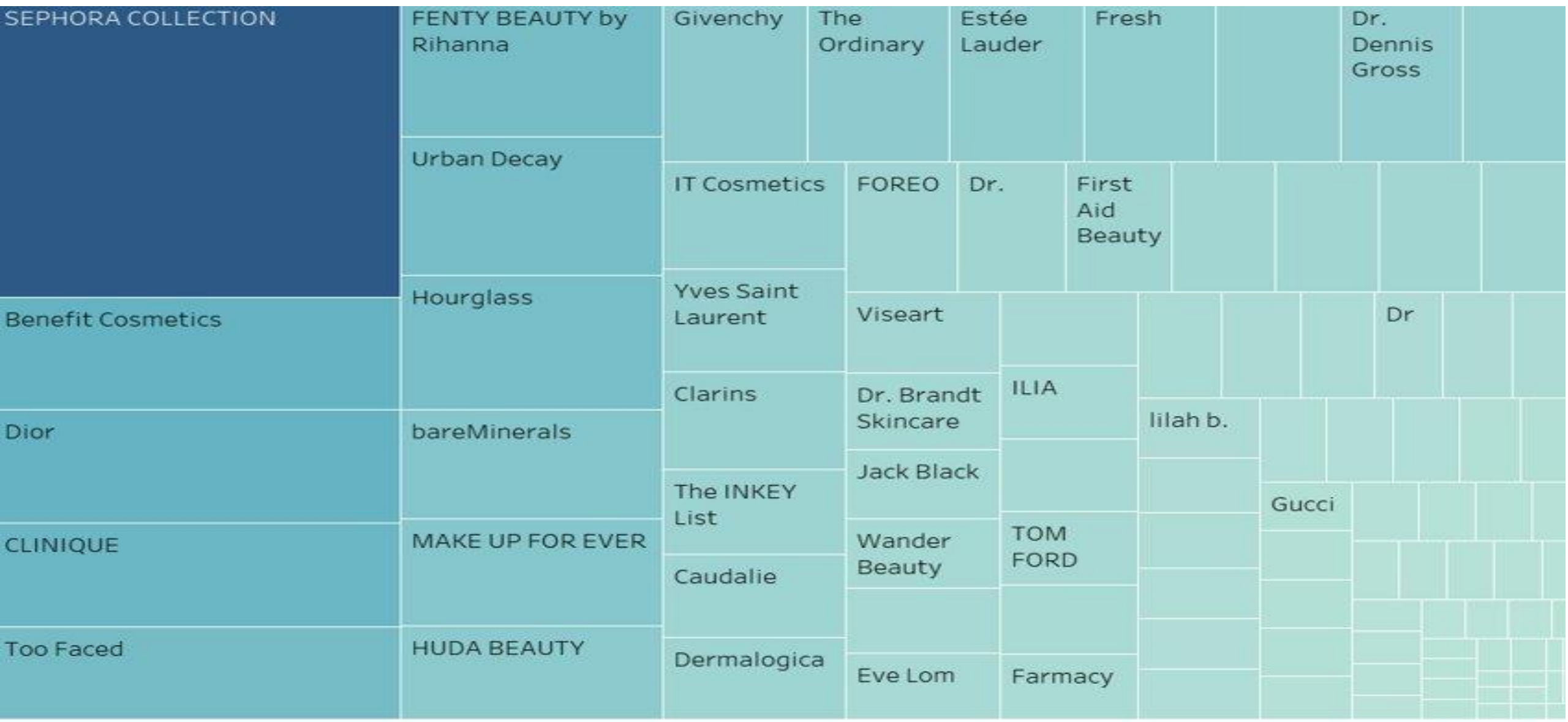
# SOLUTION PATH



# METHODOLOGY



# TOP FACIAL PRODUCT PROVIDER BRANDS BY VOLUME





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

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**1. Dior**

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**2. Fresh**

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**3. Yves Saint Laurent**

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**4. Givenchy**

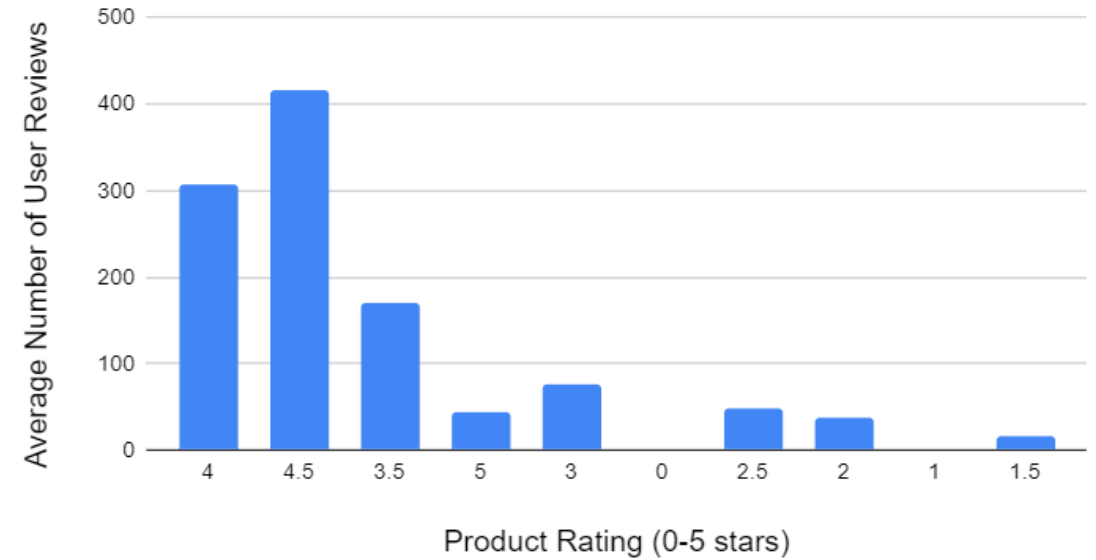
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**5. Hourglass**

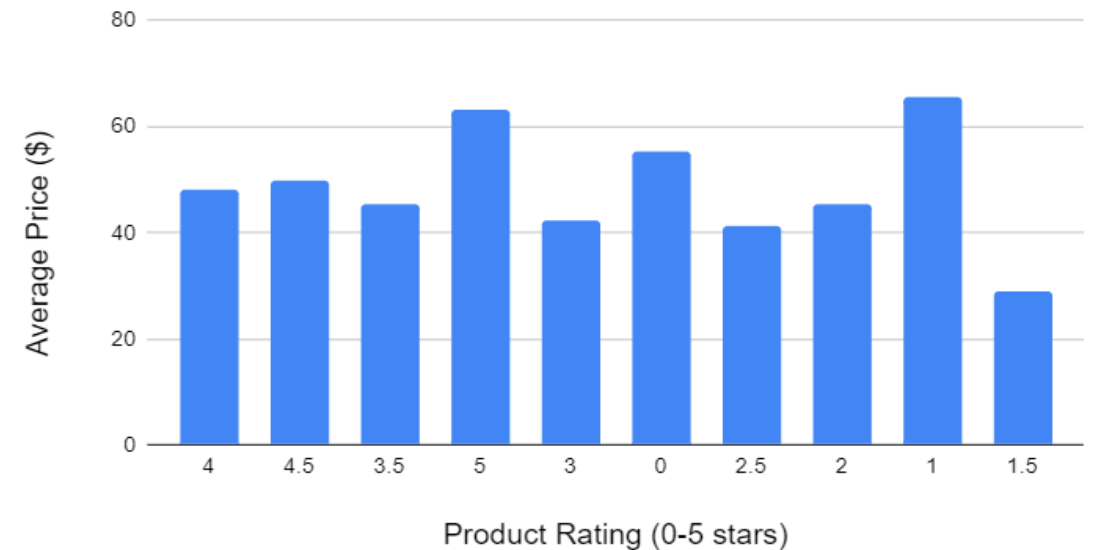
# INSIGHTS

- Higher number of reviews, higher the rating
- Higher the rating, not higher price

Average Number of Reviews vs Product Rating



Average Price vs Product Rating



# FUTURE WORK

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

**THANK YOU**