



Project

SMALLABLE PRODUCT RECOMMENDER

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SUMMARY

1

PROBLEM / PROJECT

2

PROCESS

3

RESULTS

1

PROJECT

RECOMMENDATION DE PRODUITS POUR COMPLETER DES TENUES
EN UTILISANT DES IMAGES DE LA MARQUE



SEGMENTATION

FASHION

HOME

MEN
WOMEN
KIDS

DECO
FURNITURE
NuRSURY BABY CARE

WHAT IS THE BRAND ?

SMALLABLE

is a family concept store based in Paris, FRANCE

Smallable was created in 2008 in Paris by Cécile Roederer and Pierre Rochand and positioned itself at that time as an online concept store dedicated to the world of children.

The website also publishes an online magazine.

The company targets "digital moms" with high purchasing power, with an average basket value of almost 200 euros.

Its activities align with a societal trend where the boundaries between adults and children are blurred, and consumers themselves stage their family lives.

WHY SMALLABLE ?

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SCOPE AND LIMITATIONS

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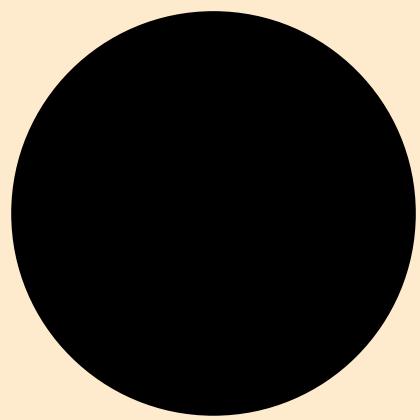
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FOCUS ON

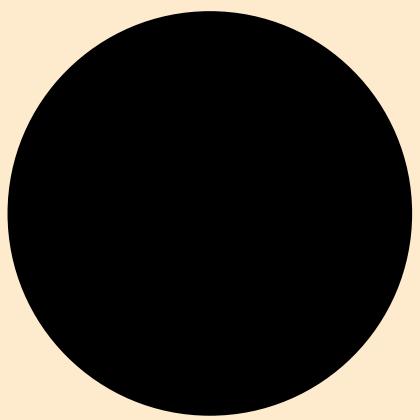
FASHION | MEN
WOMEN

2

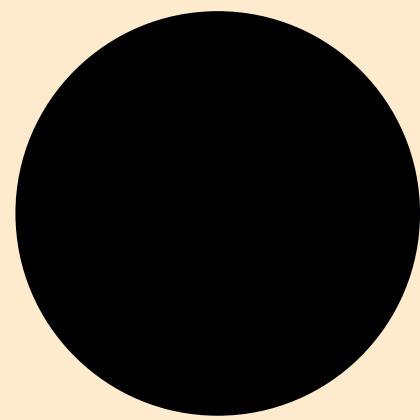
PROCESS



WEBSRAPPPING



CLEANING



PREPROCESSING

2.1

WEBSRAPING

DATA

- * IMAGES
- * DESCRIPTIONS PRODUITS
- * COULEURS
- * PRIX
- * GREENABLE
- * CATEGORY

2.2

CLEANING & FEATURE ENGINEER

LABELS

NG

2

RESULTS

WEBSCRAPPING

2.3

PREPROCESSING

LABELS

- * IMAGE ARRAY
- * EMBEDDINGS
- * COSINE SIMILARITIES

