

Modeling the "Wedress" Daily Dressing Tips

Project Presentation

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Outline

1. Background
2. Problem Statement
3. Idea of "Wedress"
4. Math Model and Data
5. Milestones
6. Deliverable

Background

- The sponsor: Banana Republic
- Brief introduction of BR
- BR's new goal

Concerns from BR

1. Lack of Commercials in Mobile World
2. Bad Rating of Original BR App
3. Need An Interesting App about BR

Goals of New App

1. Interactive with BR and User
2. Gain Positive Brand Image
3. Develop Customer Loyalty
4. Bring Profit to the company

"Wedress"

- Weather Report
- Dressing Tips
- BR's New Arrival
- Personalized

How to build "Wedress"

Linear Regression

- Input: Weather Information
- Output: Weather Index

Selection Method

- Input: Weather Index
- Output: Dressing Tips

Data Description

Pre-data

- Collect from survey and poll
- Used to build regression and selection method

Post-data

- Feed back from user
- Replace pre-data
- Re-build regression
- Personalized

Timeline of Project

- Sep.28 Work Statement
- Oct.18 Midterm Presentation
- Oct.26 Progress Report
- Nov.6 Final Presentation
- Nov.30 Final Report and R package

Deliverable Material

From Team to Sponsor

- Algorithms for tips generating and self-modify system
- Numerical experiment results reporting performance of the developed algorithms
- R package of the regression model and selection method

From Sponsor to Team

- Images for latest products
- Comments about the processing
- Additional requirement

Thank you of listening!