



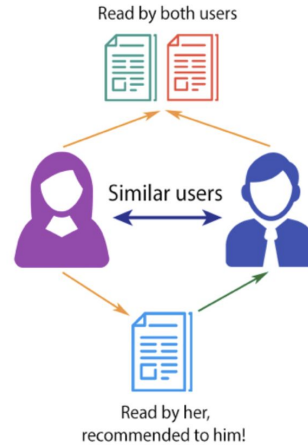
# Fashion Recommendation System

By Itua Etiobhio

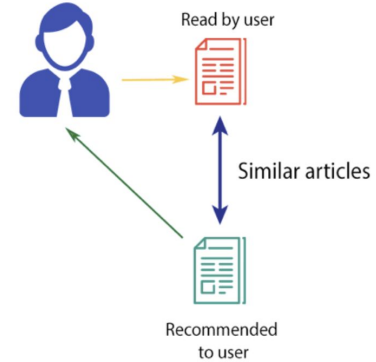
# Recommendations

Simply put, a recommendation system is an Artificial Intelligence algorithm that utilizes Big Data to suggest additional products to consumers based on a variety of reasons

## COLLABORATIVE FILTERING



## CONTENT-BASED FILTERING





# Business Case



**\$1 billion**

Average amount Netflix saves on marketing per year  
([Digital Library](#))

**24%**

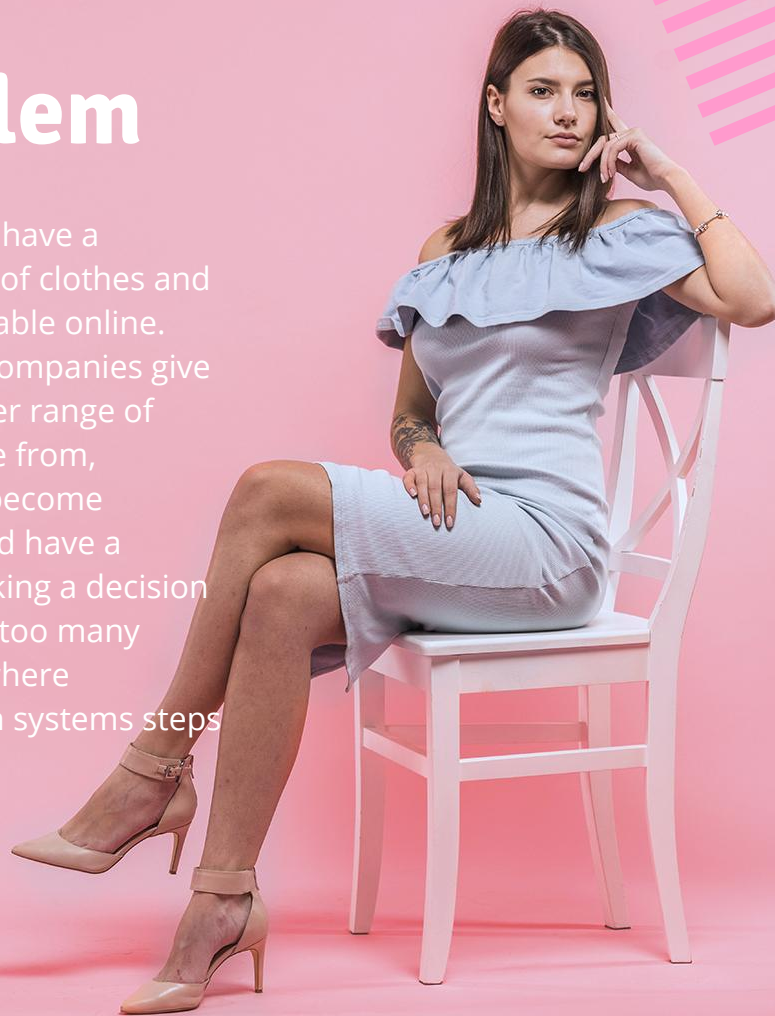
Increase in online sales from Best Buy due to its  
Recommender system ([CNBC](#))

**\$92 billion**

Amazon recommender system generates in  
revenue in 2019 ([Mckinsey](#))

# Problem

Fashion retailers have a massive offering of clothes and accessories available online. Although these companies give customers a wider range of clothes to choose from, customers may become overwhelmed and have a difficult time making a decision when faced with too many options. This is where recommendation systems steps in





# Solution

The plan is to use an Artificial Intelligence model to analyse 7500 images of clothes and extract the clothing features such as categories ( i.e trousers, jackets, bags), colour, and patterns.

Then use another model that will cluster similar clothing images together

Therefore, when a user selects an clothing image the recommendation system will find the most similar images

# Examples

## FASHCHIC

Where class meets fashion

SALE

CLOTHING

DRESSES

SHOES

ACCESSORIES

BEAUTY



### Brown leather trench coat

~~£200~~ £159

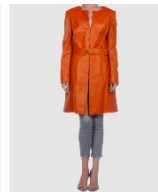
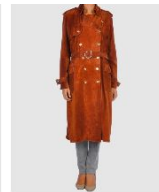
A Brown leather trench coat is a chic and sophisticated way to create a killer office look and this design is at the top of our hitlist.

Length approx 84cm/33" (Based on a sample size UK 6)

Model wears size UK 6/ EU 34/ AUS 6/ US 2

Model Height - 5ft 8"

### You May Also Like



# Example

## FASHCHIC

Where class meets fashion

SALE

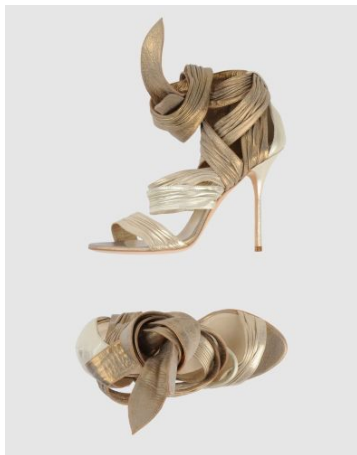
CLOTHING

DRESSES

SHOES

ACCESSORIES

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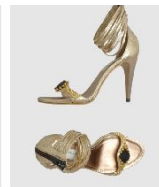
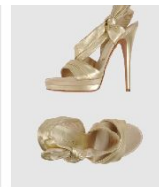
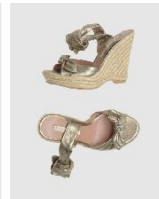
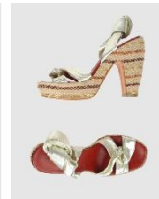
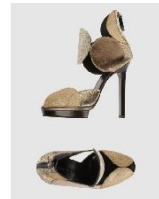
### Gold Wide Fit Heeled Sandals

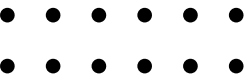
~~£469~~ £129

We're obsessed with these May heels, featuring a wide fit with a strappy design in a gold colour. They're super glitz and glam.

Patent leather  
4" Heel

### You May Also Like





# Example

## FASHCHIC

Where class meets fashion

SALE

CLOTHING

DRESSES

SHOES

ACCESSORIES

BEAUTY

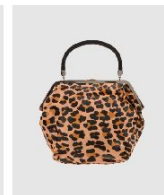
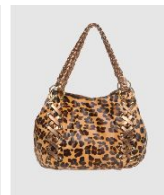
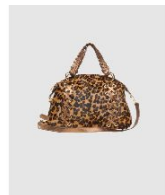


### Leopard Print Cross-Body Bag

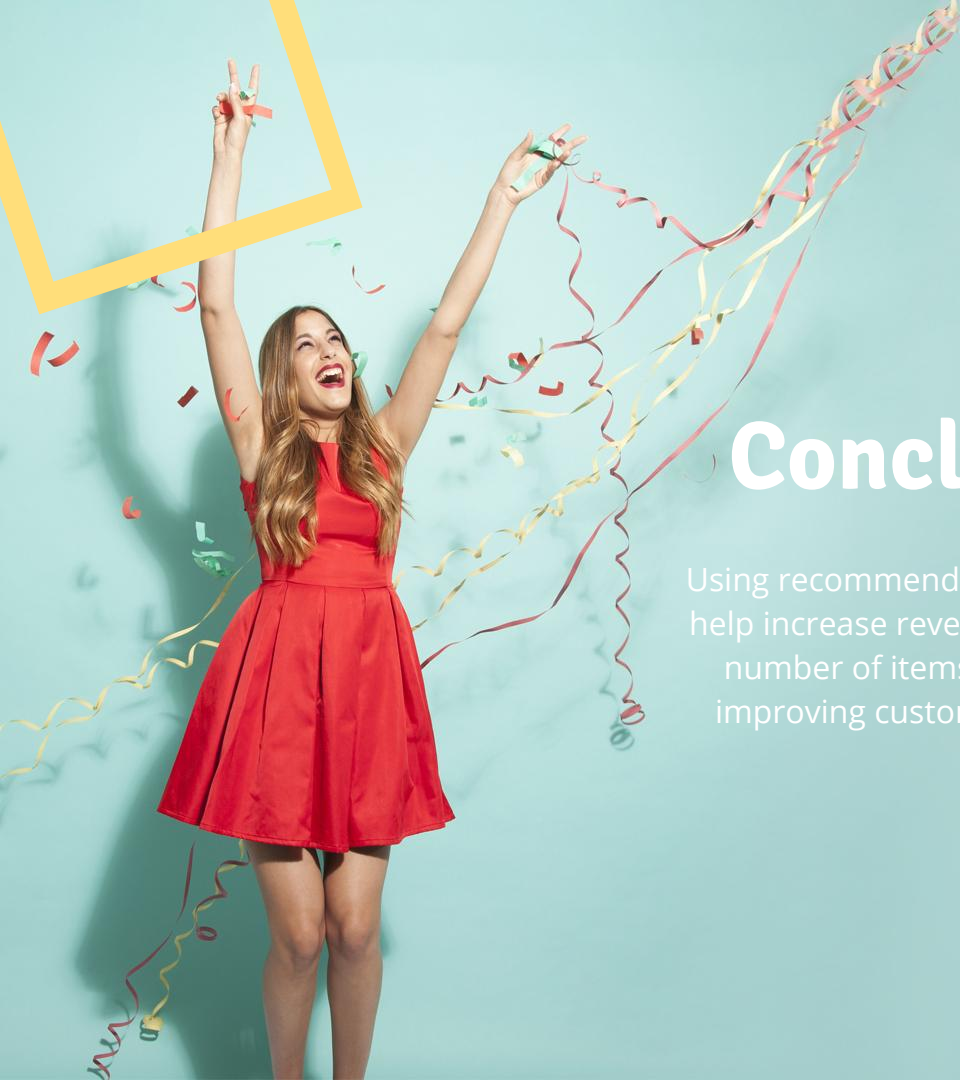
~~£40~~ £29

Add a fierce edge to your look with this must-have bag. Featuring a buckle fastening and a cross body strap, we love this teamed with your fave weekend outfit for a look that everyone will be obsessing over.

#### You May Also Like

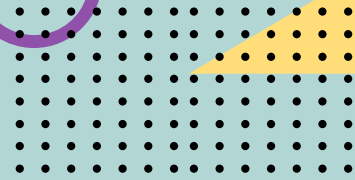
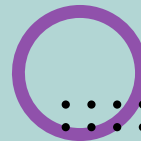
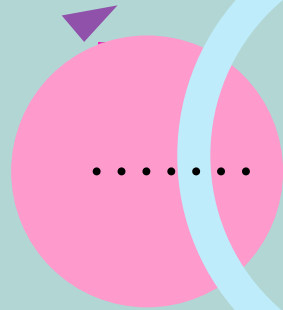






# Conclusion

Using recommendation systems can help increase revenue by increasing number of items per order and improving customer experience.





# **Thank you!**

**Any Questions?**

**You can find me at**  
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**[LinkedIn/ltuaEtiobhio](#)**

