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Problem Statement

Tailoring the homepage according to present trends in the market and budget friendly based on individual user trends, making the shopping experience more relevant and engaging without burning a hole in your wallet.

Solution

- We started out using a fashion dataset from **Kaggle**.
- Importing the file on Google Colab we started our Exploratory Data Analysis(**EDA**).
- Moving forward we dropped certain columns which were not of our use after plotting **graphs** using the matplotlib packages.
- After **Data cleaning**, the graphs between the parameters made us understand the dynamics between them better.
- After some **label encoding** of string columns we were ready to apply the ML model.

Solution(Contd.)

- **Applied Xgbregressor** algorithm because it frequently achieves superior prediction accuracy and handles various data types (numerical, categorical) for large datasets.
- Imported the **pickle file** to compress the data to **PyCharm** for model deployment.
- Created a index.html file for the **web page** to show.
- PyCharm streamlines the **Flask** development process, allowing us to focus on writing clean, functional code and our ML model was finally read.

New added changes to the prototype

- Using our ML model, we found 4 clothing items which **might trend** during the Autumn-Winter seasons.
- Added the clothing items under **hashtags** in the **Whats trending** column in the navigation bar.
- Along with that we added a column called **About you** for adding preferences for the customer.
- All of this was implemented using **html, javascript** and **css**.

- These technologies were utilized to create the structure, functionality, and styling of the application. The combined use of these tools allowed for a **cohesive** and **interactive** user experience.
- Coming from a business point of view, customers can get some **brownie points** for shopping from the Whats trending section to keep the orders coming and increase sales.