



SEPHORA



Abstract:

The objective of this project is to apply a linear regression model on a Sephora site to predict product Ratings based on many features (brand name, price, category etc.). Predicting product reviews aim is to deal with the reviews of user and predict its sentiment as Positive or Negative.

Problem Statement:

we are a Makeup/Skincare companies, we hope to invest on a new product sold on Sephora. So here are some problems that need to be answered.

- What categories have the largest market?
- For the category with the largest market, how to price the product?
- Assume we are going to sell a product on Sephora, how to predict its popularity?

Data Description:

The data that will be used in this project has been extracted from the Sephora website (<https://www.sephora.com>).

Tools:

Technologies: Python, Jupyter notebook, HTML,

Libraries: NumPy, Pandas, Matplotlib, Seaborn, BeautifulSoup, Sklearn.