

# Help get bald men the product they need!



## Context

39% of American men are bald or in the process of balding, and 25% of men will experience complete baldness by age 60 [1]. Baldness is associated with higher health risks as well as negative psychological effects [2]. Preventing or addressing baldness is a necessary step to help the physical and mental well-being of American men. Firms and individuals would mutually benefit if an algorithm could aid targeted marketing of skin care products, medication, and other resources.

## The task

You have a meeting scheduled with high-level marketing managers from some of the largest beauty product firms in the country. Your task is to pitch them a model that classifies images of men as bald or not bald to aid in targeted marketing (e.g., through identifying balding men on social media and sending an automated message).

## Prompt

Build a model to classify images of men as bald or not bald. Present the findings to high-level marketing managers.

## Primary deliverables

- A GitHub Repository that contains all the materials you used and produced for this project
- A slide deck (8-10 slides) that informs the beauty product firms of some background, your analysis and findings, as well as suggestions of how to implement this model

## References

[1] Hall, Christine. 2018. "Could Baldness Predict Other Health Risks?" TMC News (blog). June 6, 2018. <https://www.tmc.edu/news/2018/06/could-baldness-predict-other-health-risks/>.

[2] "Psychology of Hair Loss Patients and Importance of Counseling - PMC." n.d. Accessed March 29, 2023. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8719979/>.