

Grocery Insights

Red Bull®



By: Vala Rahmani

13615 SKUs across the 4 stores

Bristol Farms



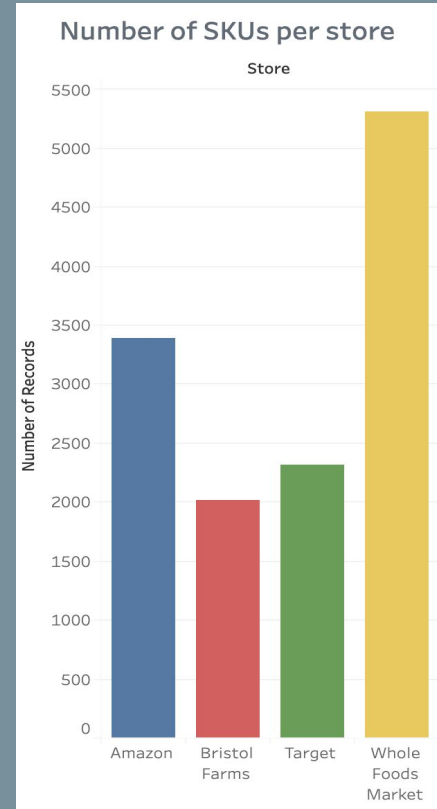
Features

The app consists of three sections:

1. Overall performance of the category
2. Recommended products given specific keywords
3. On Demand Scraper filtered by the category and the zipcode

Charts & Visualizations

Tableau's platform has been used to create visualizations for the web application click on the link to be redirected.



Approach

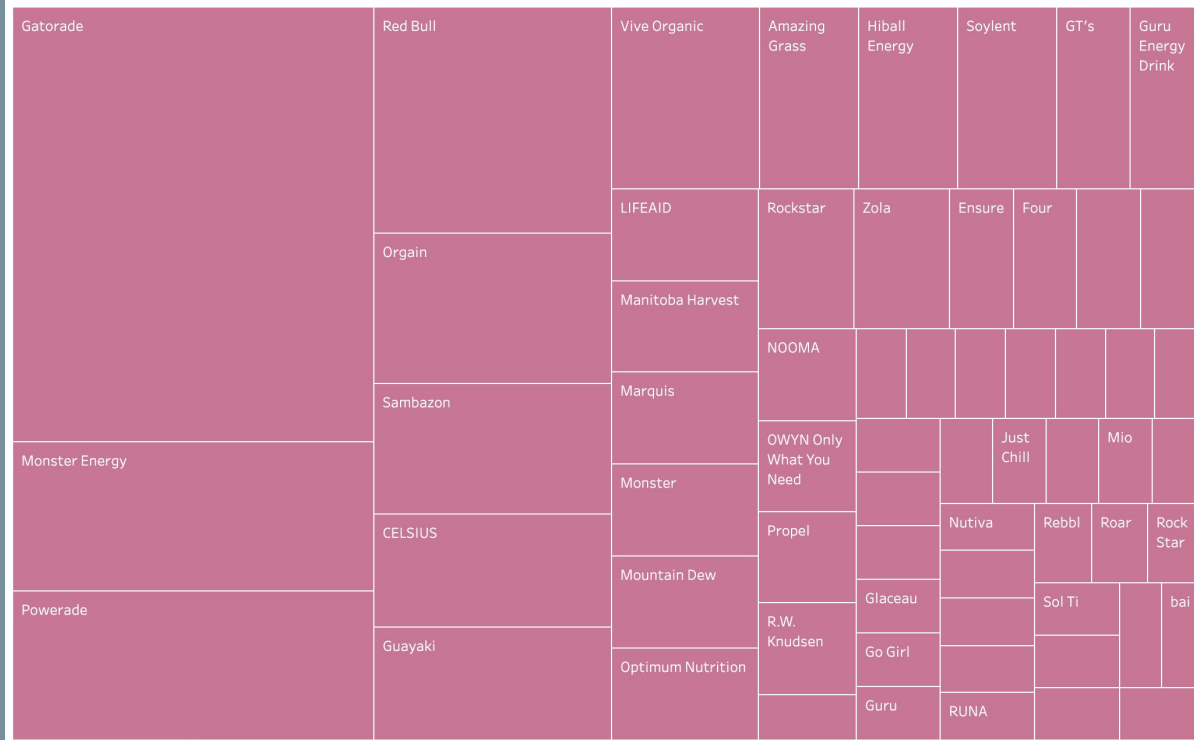
1. Used Scraper to collect the data
2. Standardize the categories
3. Use regular expressions to clean up any formatting patterns that may bias the data
4. TF-idf used to vectorize the description of the products
5. Doc2Vec Gensim used to put words in the sentence into context
6. Recommender system built using cosine similarity between products

Where we stand

Brands in each category and number of their SKUs

Category

■ Sports & Energy Drinks



How to improve presence in the online stores

```
model.most_similar("energy")
```

```
/Users/valamani/anaconda3/envs/dsi/lib/python3.7/site-packages/ipykernel_launcher.py:1: DeprecationWarning: Call to deprecated `most_similar` (Method will be removed in 4.0.0, use self.w.v.most_similar() instead).
```

```
"""Entry point for launching an IPython kernel.
```

```
[('confidence', 0.3666124939918518),  
 ('nutritious', 0.36585575342178345),  
 ('immunity', 0.34897926449775696),  
 ('brain', 0.3487280011177063),  
 ('restful', 0.33978715538978577),  
 ('freedom', 0.3392595052719116),  
 ('fix', 0.3287910223007202),  
 ('caffeine', 0.32371455430984497),  
 ('bedtime', 0.3207593858242035),  
 ('mornings', 0.3166867196559906)]
```

How does the recommender work

```
recommend_me('Red Bull')
```

Red Bull Energy Drink, Sugar Free, 4 Pack of 8.4 Fl Oz, Sugarfree

Red Bull Energy Drink, 4pk, 8.4 oz Cans

Red Bull Energy Drink Sugar Free 24 Pack 8.4 Fl Oz, Sugarfree

Red Bull Energy Drink, Blueberry, 4 Pack of 8.4 Fl Oz, Blue Edition

Red Bull Energy Drink 8.4 Oz 24 Pack

Red Bull Energy Drink, Cranberry, 4 Pack of 8.4 Fl Oz, Red Edition

Red Bull Orange Edition, Tangerine Energy Drink, 8.4 Fluid Ounce, 4 Count

Red Bull, Energy Drink, 12 Ounce

Red Bull, Red Bull Energy Drink 4 Pk, 8.4 Ounce

Red Bull Sugarfree Energy Drink, 8.4 oz

Red Bull Energy Drink, 8.4 oz

Red Bull, The Blue Edition Energy Drink, 12 Ounce

Thank you