

# Mercado de E-Commerce

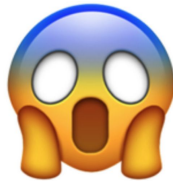
U\$ **29**

**trilhões**

29.000.000.000.000.000.000

**18 zeros**

2017 UNCTAD

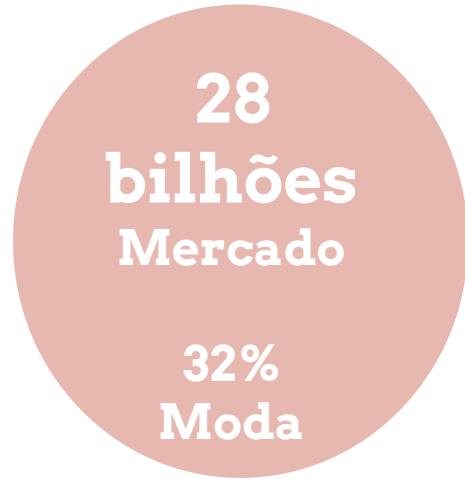


**16 X**

**PIB**



# Crescimento E-Commerce - Brasil



67%



65%



# Objetivo

Utilizar a ciência de dados para entender as necessidades de consumidores e:

- Criação de personas e abrir o diálogo com as equipes de produto e marketing;
- Análisisando os reviews e aplicando análise de sentimento.



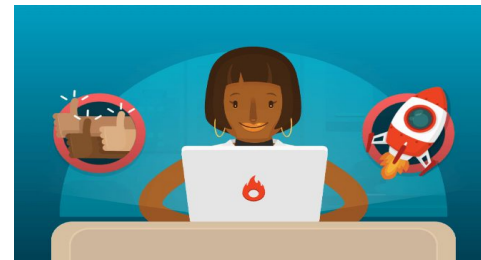
# Como: ciência de dados



**Estatística**



**Programação**



**Storytelling**

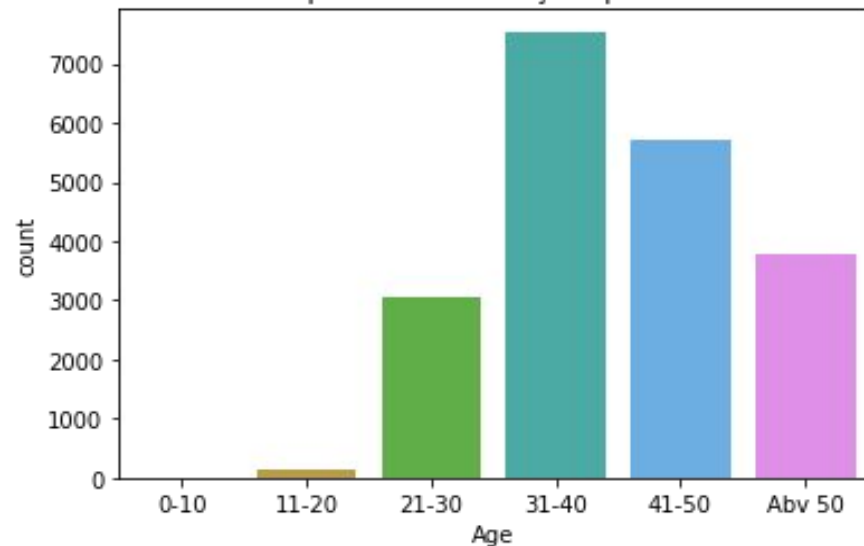


# Women's E-Commerce Clothing Reviews

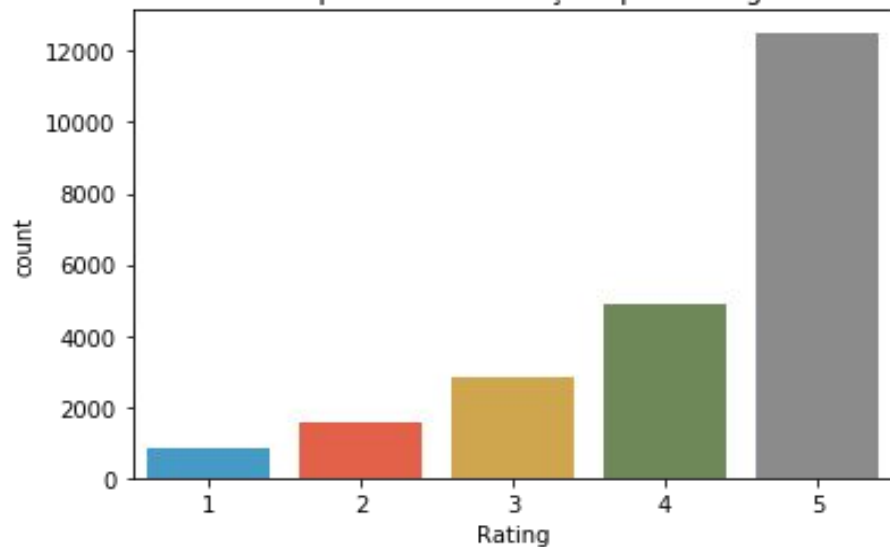
23.000 Customer Reviews and  
Ratings

# Base de dados

Frequência as avaliações por idade

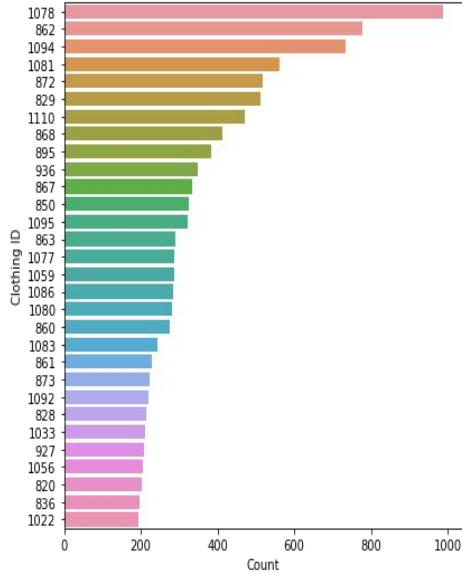


Frequência as avaliações por Rating

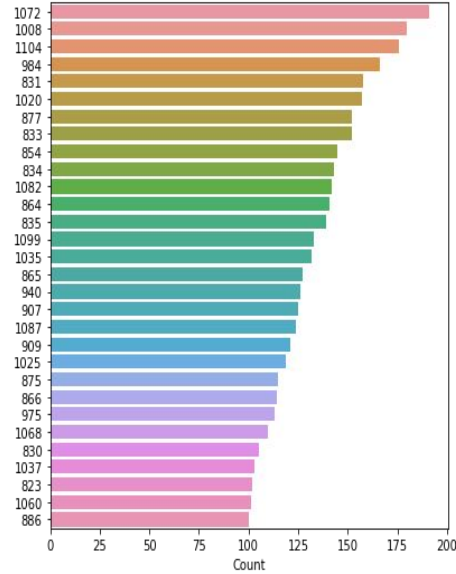


# Base de dados

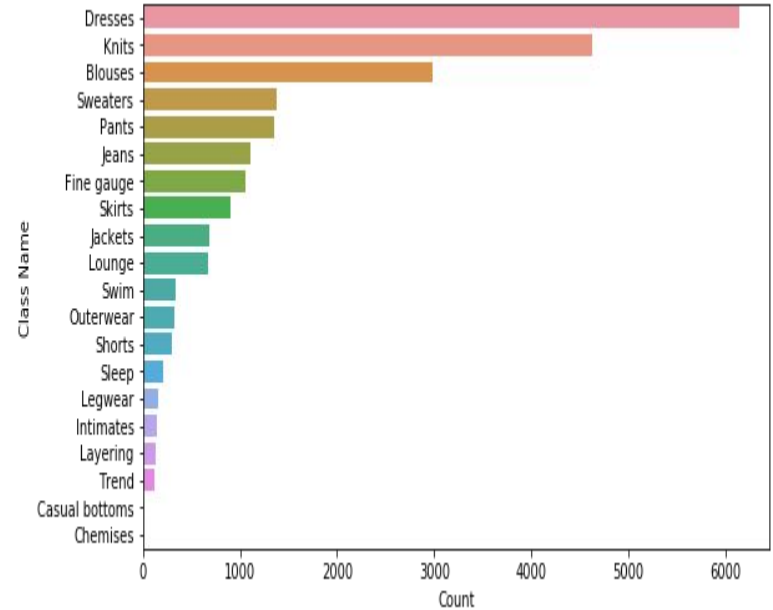
Frequency Count of Clothing ID  
Top 30



Frequency Count of Clothing ID  
Top 30 to 60



Frequency Count of Class Name



# Kelly



- 21 - 30 anos.
- 4.17
- Vestido, Calça e Camiseta.

# Carol



- 31 - 40 anos.
- 4.14
- Vestido, Calça, Bermuda, jaqueta e roupa íntima.

# Raiana



- 41 - 50 anos.
- 4.15
- Vestido, Calça, Bermuda e roupa íntima.

# Lívia



- A partir 50 anos.
- 4.23
- Vestido, Calça e Camiseta.



# **Por que criar personas?**

- Comunicação com a equipe de produto e marketing.**
- Campanhas de produtos para alavancar as vendas.**
- Representação de um grupo de pessoas.**

# Top 3 mais vendidos



**6145 Vestidos**



**2983 Blusas**



**1350 Calças**

A decorative graphic in the bottom right corner featuring a grid of colored squares (blue, green, yellow, orange, grey) and a black pen resting on a yellow square.

# Machine Learning



- **Naive Bayes:** Calcular a probabilidades das palavras serem positivas ou negativas.
- **Regressão Logística:** Medir a precisão algoritmos, dando 89%.
- **TensorFlow:** Processador de linguagem natural.
- **ELI5 - “Explain Like I’m 5”:** Calcula o peso das palavras.



# Funcionamento do ELI5

**y=Recommended** (probability **0.999**, score **7.057**) top features

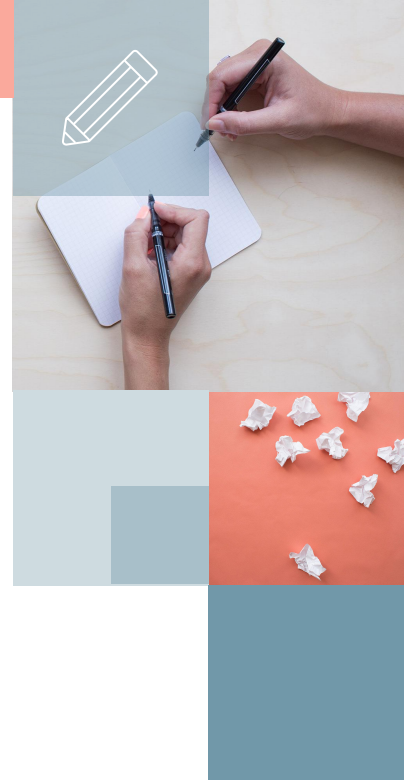
Contribution?	Feature
+5.998	Highlighted in text (sum)
+1.060	<BIAS>

this dress is not only beautiful, it's so comfortable to wear. it's also very flattering. i love that i can wear the dress with sandals or boots. great buy!

**y=Not Recommended** (probability **0.638**, score **-0.566**) top features

Contribution?	Feature
+1.625	Highlighted in text (sum)
-1.060	<BIAS>

this looked like such a cute, casual skirt when i picked it up but like other reviewers have said, it runs small. i'm usually a xs in retailer skirts but they only had a small to try on. i was able to get it on but did notice it was snug pulling on past my hips. however once on, i couldn't figure out how i'd wear this. i wouldn't pair this with a flowy top but tucking something in didn't seem like a good idea either. between the pleats and elastic waist it will make almost anyone look like they ha







# Vanessa Boaventura



nessa.boaventur@gmail.com



(11) 96080 - 3007



LinkedIn: vanessa-boaventura

## Obrigada!