# SHOPEE FASHION PRODUCTS RECOMMENDER

Author: Yuyan Wu

# MOTIVATION

When shopping for clothes on eCommerce websites like Shopee, many people can be overwhelmed by the enormous options they get or get discouraged when they can not find their desired pieces after scrolling for a long while. This app is therefore designed to recommend users fashion garments on Shopee that suit their needs and preferences.

# LINK TO THE APP

# DATA

## Raw

Product file with 905 fashion products, rating file with 50K+ reviews (from Kaggle)

## Interim

Aggregated product information, consistent granularity for products and reviews

## Results

7 recommendations for each selected product, with descriptive information like price, discount, average rating about the recommended products
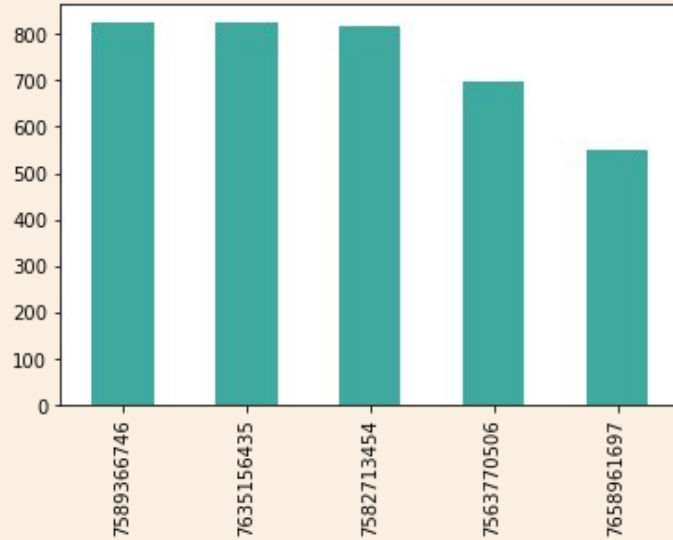
# ALGORITHM

- Offline model
- K-nearest neighbors
- Cosine similarity

# EVALUATION

- Recommendation accuracy
- User engagement

# INSIGHT



Based on the frequency of recommended items, shopee could stock items accordingly.

Users could also know which products are on trend.

# THANK YOU!

Feel free to connect with me by the following contact information:

- Email:yuyanwu2022.2@u.northwestern.edu
- LinkedIn:https://www.linkedin.com/in/yuyan-wu-a13ba5159/