

PROJECT PRESENT

Ethical Fashion Evaluation

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2018.03.09

Overview

*Built a web application that
helps people make conscious choices when shopping:*

integrates | Third-party evaluation about different fashion brands

allows | users to search a brand / company and get feedback

introduces | the concept of an ethical consumer

Demo Time



Data

191 companies & 473 brands

Web Crawling
✓ BeautifulSoup

rating	
<small>PK</small>	company_id
	company_name
	rating

assessment	
<small>PK</small>	company_id
	company_name
	abstract
	detail
	aspect
	post_negat

company_to_brand	
<small>PK</small>	company_id
	company_name
	brand_id
	brand_name

✓ Jellyfish

labour	
<small>PK</small>	brand_id
	brand_name
	rating

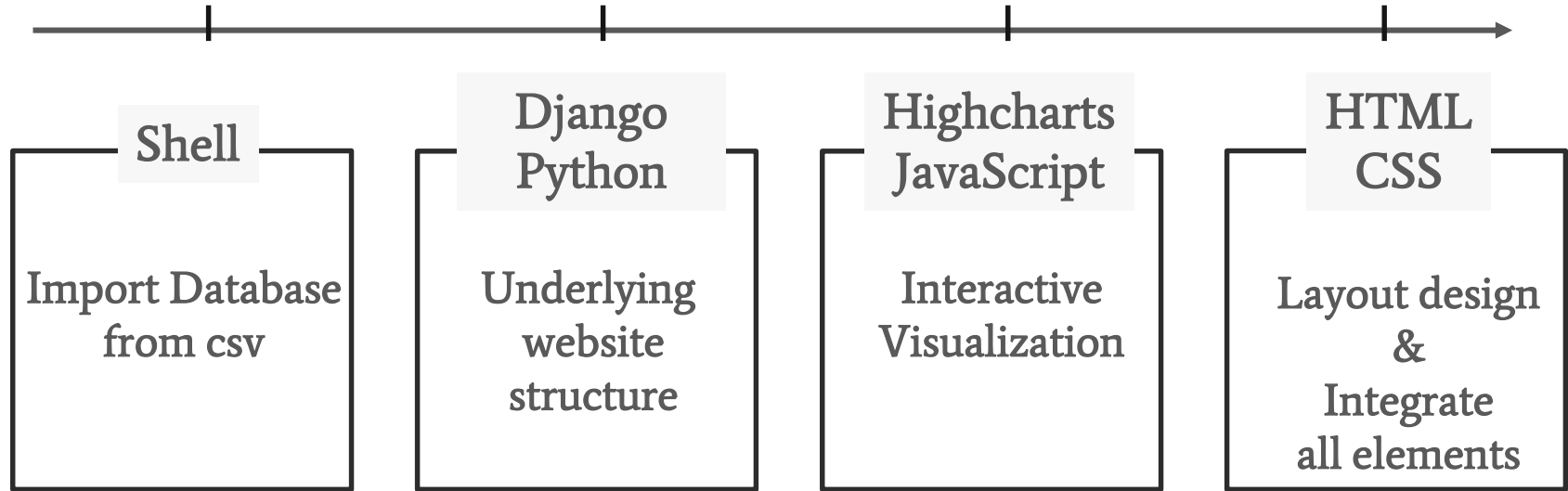
evaluation	
<small>PK</small>	brand_id
	brand_name
	evaluation

transparency	
<small>PK</small>	brand_id
	brand_name
	policy
	tracking

Reports

✓ Regex
✓ Pandas

Website Building & Design



Record linkage



Brand_name_1:	r.m. williams
Brand_name_2:	R M Williams
jellyfish.jaro_winkler:	0.9015734265734265

Highcharts



Challenge & Surprises

During project:

- Dirty & Incomplete
- Learning to code in Javascript with no previous exposure to it

Overall:

- Give up using News API and NLP
- Integrate multiple reports that potentially have different evaluation criteria

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Any question?

2018.03.08