

SEPHORA

Chatbot Introduction

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Agenda

What is Chatbot

Data Gathering

Model

Conclusion & Limitations



Chatbot?

What?

- Computer program
- Simulation of conversation
- New way businesses interact

Why?

- Save time
- Save labor power
- Better data gathering and storing

How?



“Hi, I’m Epho.

How can I help you today?”



Get the Data

API Reddit.com

r/Sephora

Anything Sephora-related

r/Makeup

Makeup tips and advice



Model

Natural Language Processing (NLP)

- CountVectorizer
- TfidfVectorizer

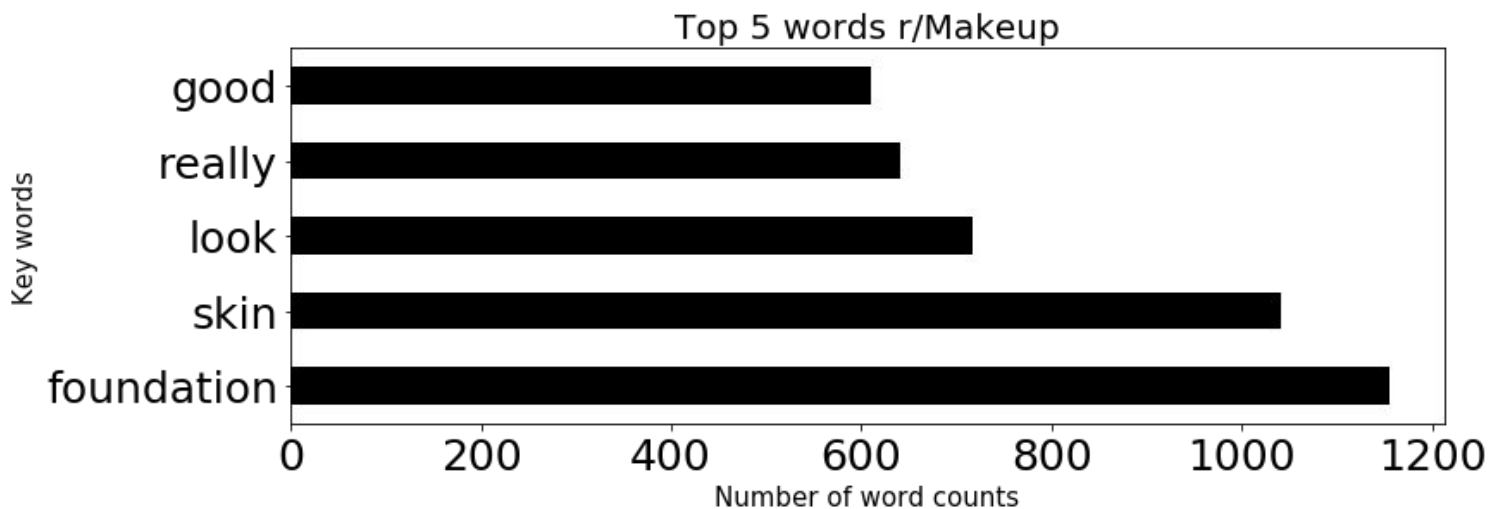
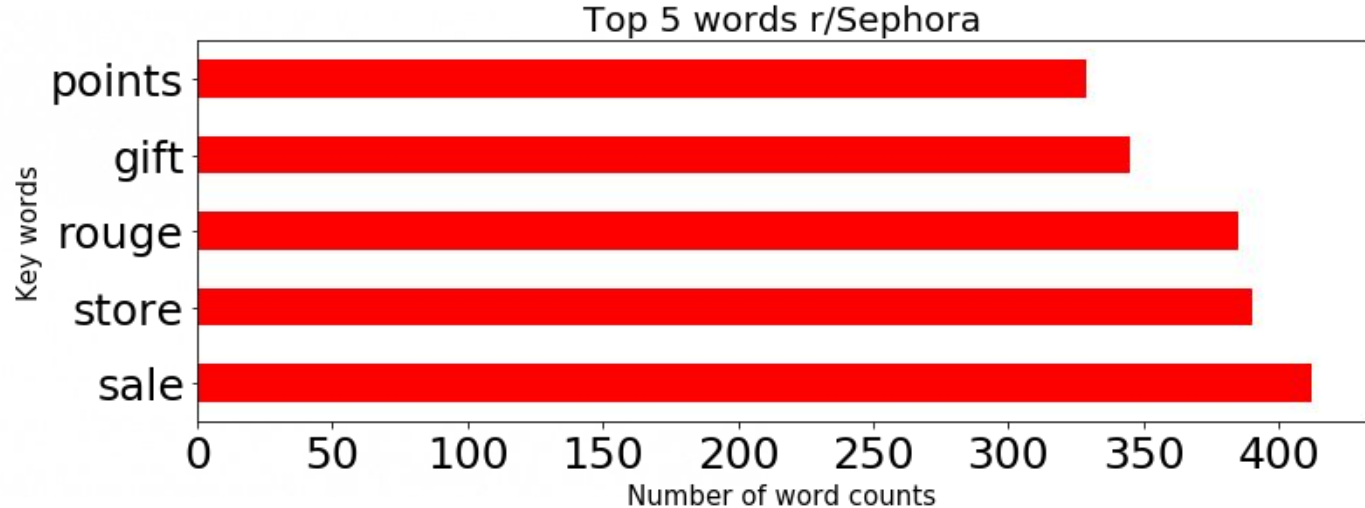
Pipeline

→ Logistic Regression

Accuracy:

88.92% CountVectorizer

91.20% TfidfVectorizer



Conclusion

- Chatbot
- TfidfVectorizer

Limitations

- Ad blocker
- Texting preference (e.g. Languages)
- Miscommunication



Questions?

