

INTRODUCTION

Delta Faucet Company is the world's leading innovator in faucets, flush valves and related accessories.

Goal: Identify current and future consumer design/feature preferences for kitchen and bathroom faucets using social media and other websites. Based on the scope of the project, it is divided into three problem spaces –

Problem Space 1:

- Scan and summarize latest feature trends
- Identify market and design opportunity using Social Media sites (Twitter)

Problem Space 2:

- Use online social and other data to scrape product information
- Analyze the scraped data to prioritize existing or trending features/concepts

Problem Space 3:

- Analyze customer satisfaction data to identify areas of opportunities
- Categorize and prioritize the opportunities to improve customer service

METHODOLOGY

Problem Space 1: Our project is split into the following phases:



Data Collection: Used Tweepy API through Python

- Utilized keywords, date, and location to filter
- Extracted username, images, number of likes and comments

Data Cleaning: Removed irrelevant tweets

Identifying Consumer Design Preferences Using Social Media **ELTA** Alexander Gibbs-Poe, Avi Patel, Ayush Krishnamony, Benjamin Huang, Bhargavi Katuru, Darby Blum, Marcus Orciuch, Michelle Dunn, Prabodh Sonalkar, Oscar Su, Shelja Sarin

METHODOLOGY

Data Analysis: Sentiment Analysis and engagement analytics to	<u>P</u>
rank tweets based on popularity	D
Identify:	
Zero-shot text classification model	
Basic image classification model	
Compile Results: Retrieved topics from the most popular tweets	
Problem Space 2:	
Web Scrapers:	
 Utilized BeautifulSoup and Selenium 	Se
• Scraped product specifications for various retailer's websites	
e.g. – Amazon, Home Depot etc.	
• Analyzed the data for popular trends	
Automation of web scrapers:	
Scrapers feed system with data continuously	
 Back-end connects database to system 	
Front-end displays results to Delta Faucet employees	Te
React Dotnet Core Prontend Dotnet Core Backend RabbitMQ Uter Core Dotnet Core Dotnet Core Dotnet Core Uter Core Dotnet Cor	
Figure 2.1: Diagram of Automation System	In
Troplem Space 5 :	
 Other Python's Beautiful Soup and Selemum indraries Soilit loom library for supervised elessification 	
 SCIKIT-learn indrary for supervised classification. Built a dataset of seronad reviews 	
 Built web app to display the detect of well of come basic 	
analytics and periodically scrape the web for additional reviews.	

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RESULTS

<u>roblem Space 1</u>:

Data Collection:

• Scraped 60+ tweets, with their text, images, username, location, number of likes, & number of retweets

	text	name	location	favorite	retweet
17	Hey friends that have a good sense for design/	jessedriftwood1	NaN	39	1
15	@kareem_carr @arthur_affect I was in one of th	anng27	Seattle, WA, USA	9	0
31	The organically shaped ZA #faucet matches the	TOTOUSA	NaN	7	3
39	We're here to say it and spray it. We've been	deltafaucet	Indianapolis, IN	4	1
33	Eleganza is a contemporary collection with min	LacavaBathroom	Chicago, IL	3	0

Figure 1.2: Table of Data Collected

entiment Analysis:



Figure 1.3: Distribution of Sentiment Score of Text from Tweets (Negative: -1.0 to Positive: 1.0)

umber of Tweets in Each Categor

ext Classification:

• Built a "Zero Shot" Classification Model using HuggingFace

- Used it to filter relevant tweets
- "Zero Shot" model is a
- Form of unsupervised learning
- Categorized tweets based
- on different topics

mage Classification:

Figure 1.4: Tweets Per Topic • Built an image classification model on a test dataset using Keras and TensorFlow to serve as a building block for next year's



Figure 1.5: Some Images from Tweets Collected



RESULTS

Problem Space 2: Web Scraping: • Pull out spray wand, advanced spray and secure docking are some of the most popular features • Pull down type faucets are most popular. However, standard faucets are preferred over pull out ones • Matte Black is the most popular finish followed by Arctic steel and Champagne Bronze **Popular Brand Popular Features** 360 Deg Swivel Spot Resistant Secure Docking Advanced Spray Pull out spray wand 4.5 Percent Occurance Figure 2.2: Brand vs Rating Figure 2.3: Popular Feature Popular Faucet Types **Popular Finish** Matte Black Arctic Stainless Champagne Bronze Vibrant Stainless Spot Resist Stainles: Pull Out Pull Dowr Figure 2.5: Popular Finish Figure 2.4: Popular Type **Automation of web scrapers:** The front-end, back-end, and scraper integration templates are nearing completion. . .

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Problem Space 3:

- Built dataset of 300 reviews from 3 online review websites
- Trained prediction model in scikit-learn using Delta Faucet CSAT data (Fig 3.1)
- Model scores text from 1-5 (1 denotes high difficulty) (Fig 3.2)
- Model currently runs at 68% accuracy (Fig 3.1) \bullet
- Construct a web scraper app using the review dataset to display dataset & new reviews







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CONCLUSION

- With the analysis models that we have built, Delta Faucet can look at the top faucet features being talked about and the trending topics in different regions of the US.
- Delta Faucet should focus on –
- Pull down type faucets
- Pull out spray wand, advanced spray and secure docking • Matte black and stainless steel finishes
- The automation platform will show the current innovations in the market.
- Delta Faucet can predict the difficulty of a customer support case based on customer feedback with reasonable accuracy, and created a web app to scrape and display online reviews.

FUTURE GOALS

Problem Space 1:

- Develop a working computer vision model that can identify faucets and their different features, such as finish
- Gain access to other social media data, such as Pinterest, to get more relevant data.

Problem Space 2:

Scrape more websites and integrate all the scrapers into the automated feed

Problem Space 3:

Continue working on our web app and look into hosting it using AWS or some similar webservice.

ACKNOWLEDGEMENT