



INTRO

APPROACH

AESTHETICS

USING AI

FRONT END

DEPLOYMENT

BACKEND

*A data driven tool for product descriptions*

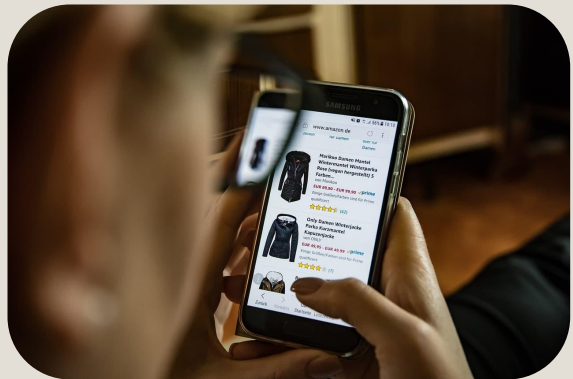
# Sale Sense

*Solutions that bring engagement and increase conversion for your listings*

01	INTRO
02	OUR APPROACH
03	AESTHETICS
04	USING AI
05	FRONTEND
06	DEPLOYMENT
07	NEXT STEPS

# OUR APPROACH

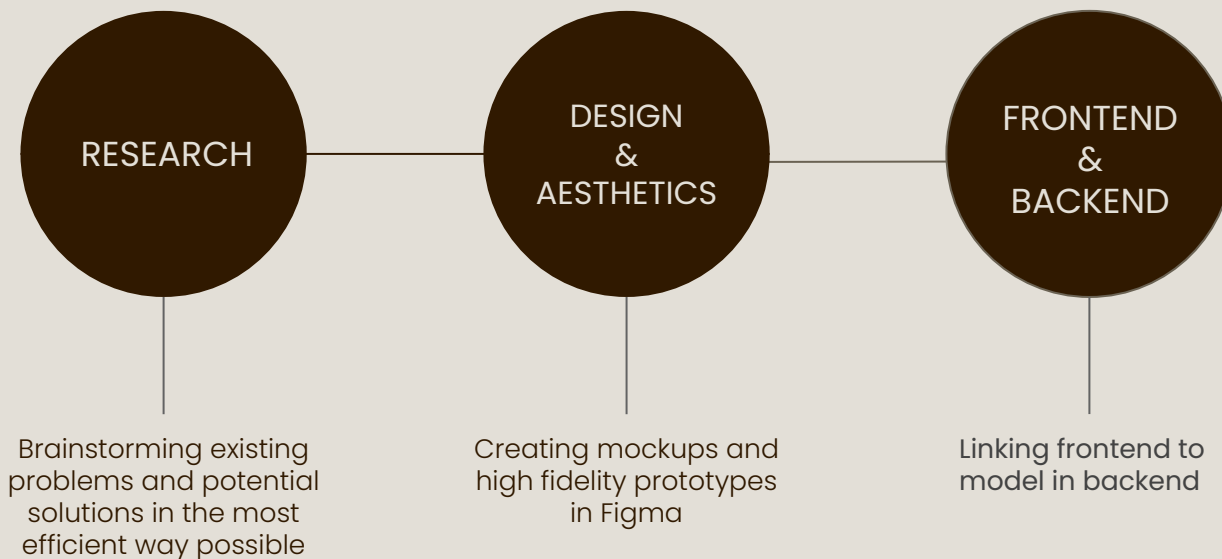
The average person does not have the power of a whole marketing firm to advertise their second handed clothes the best way, we wanted to empower them...



We wanted to create a **data driven application that would formulate the best way to word clothing descriptions** for when you decide to sell

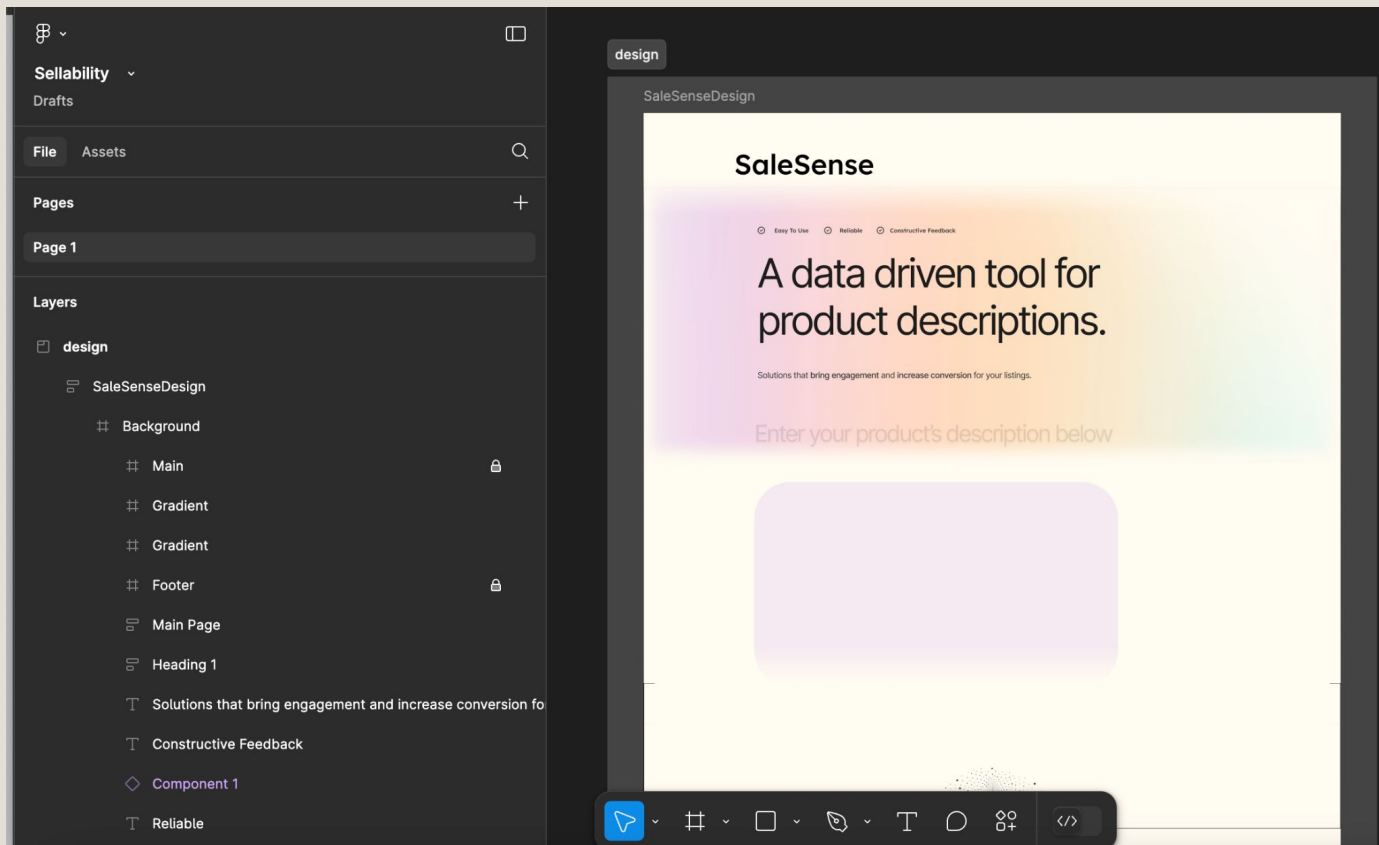
# PROJECT TIMELINE

4



# THE DESIGN PROCESS

5

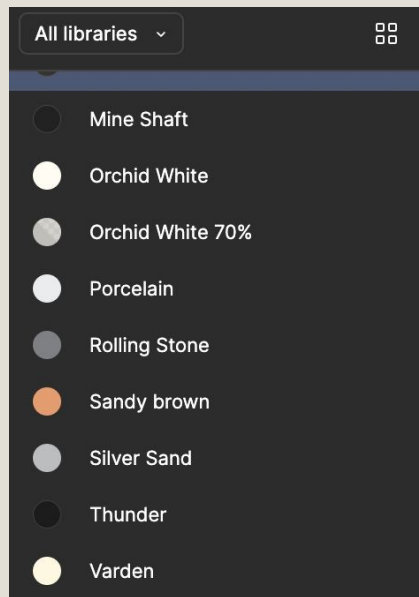
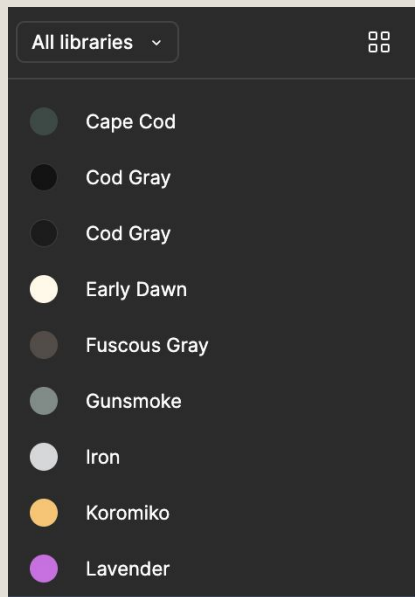


❖ *Put yourself in the user's shoes, what do they need?*

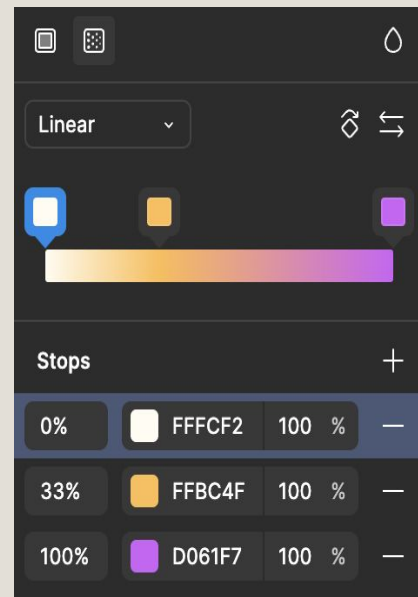
- Simple & Easy to use
- Straight to the point
- Concise Instructions/Description
- Minimal Clutter

# COLOR PALETTE

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## *Color Gradient*



# SaleSense

🕒 Easy To Use   🕒 Reliable   🕒 Constructive Feedback

## A data driven tool for product descriptions.

Solutions that bring engagement and increase conversion for your listings.

Enter your product's description below

01

✓ Easy To Use   ✓ Reliable   ✓ Constructive Feedback

# A data driven tool for product descriptions.

Solutions that bring engagement and increase conversion for your listings.

Enter Your Product's description below

Type here...

Generate Feedback

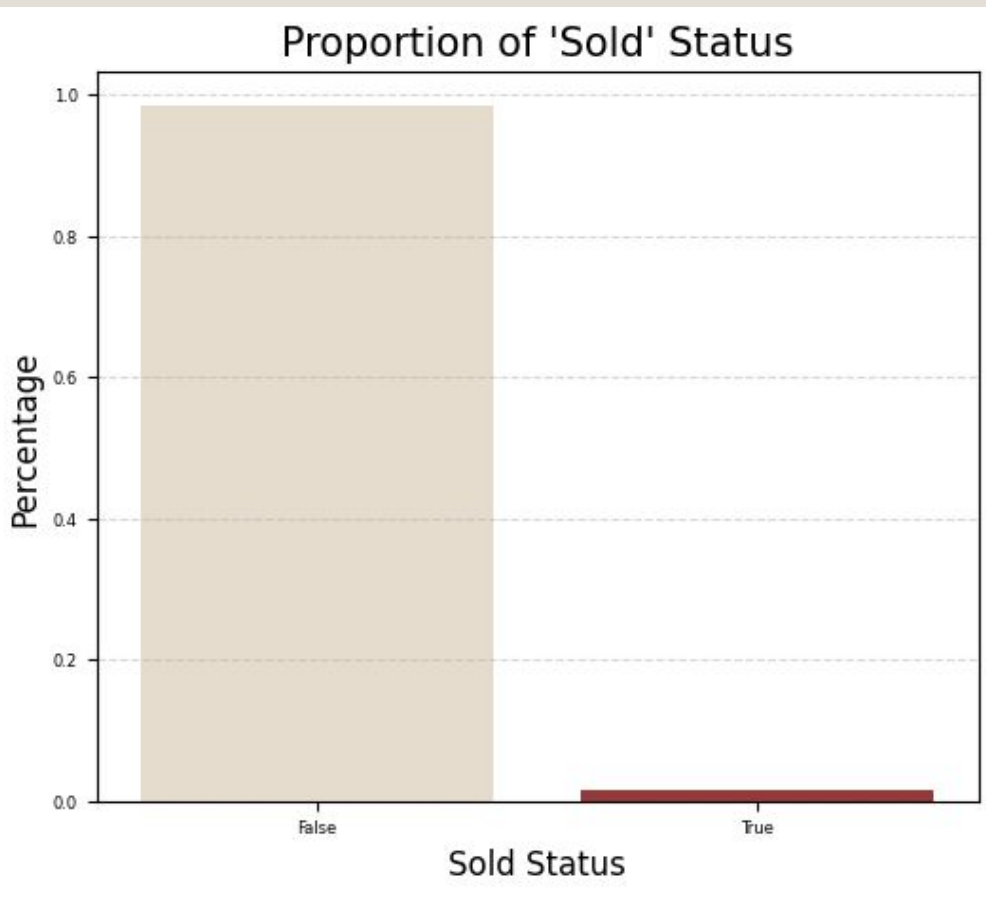


**False** (Products that have not been sold) – **886, 771 | 98.5%**

**True** (Products that have been sold) – **13, 736 | 1.5%**

Fine-tune **BertClassifier** using all the data to have a binary prediction.

**Did not work** 😅

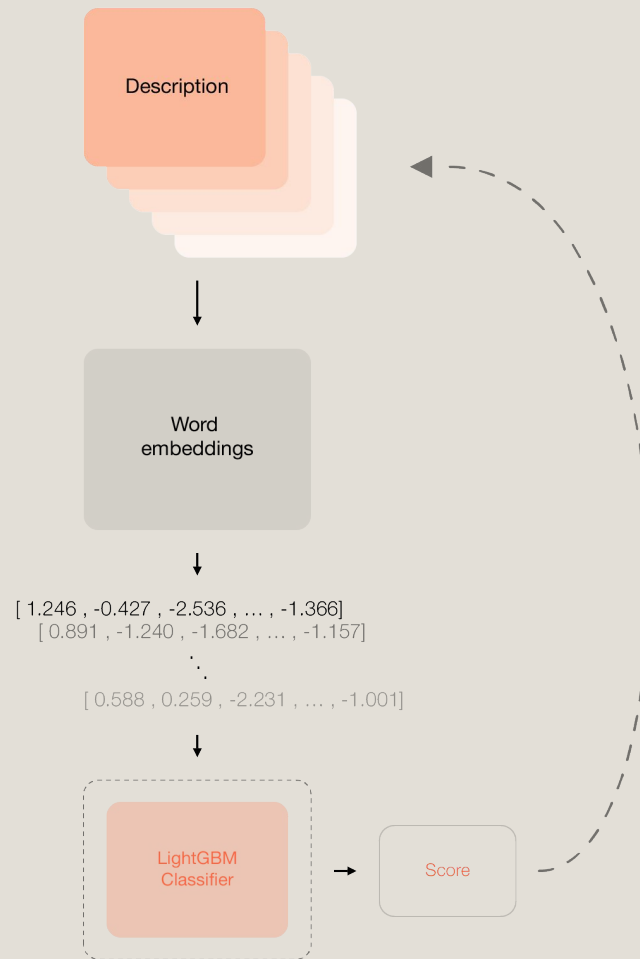
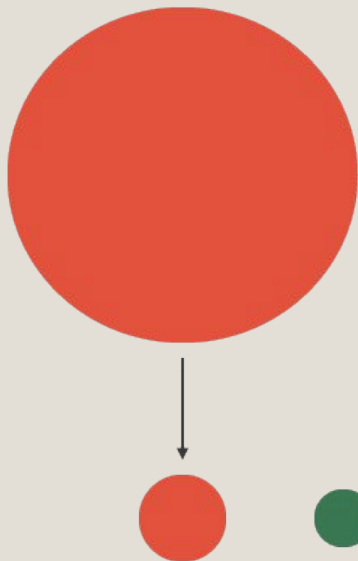


Downsample **False**  
examples to be 1.3x the size  
of the **True** examples.

**True** examples - 13, 736

**False** examples - 17, 856

**Total** - 31, 592 examples

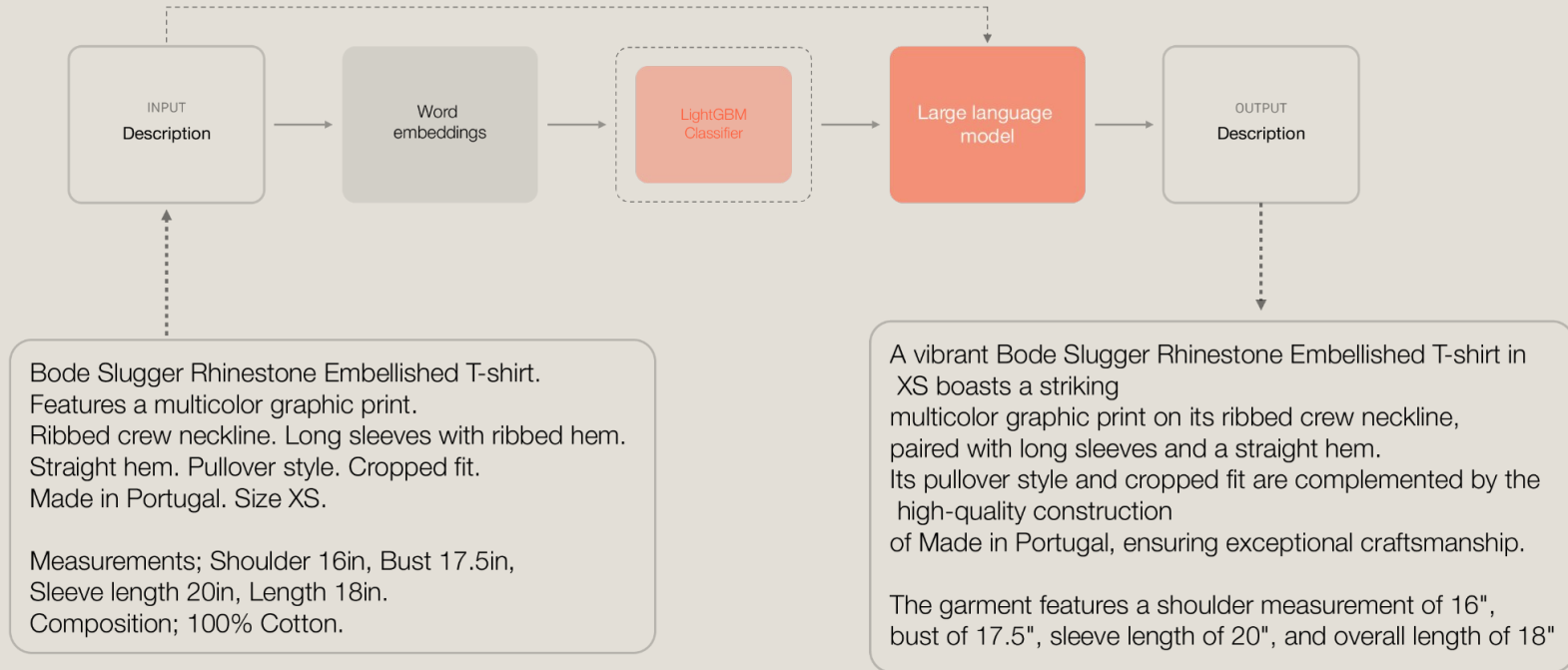


# Large Language model (LLM):

Distill **LLama 3.2** 3B

Original Idea of using **Reinforcement Learning from Human Feedback (RLHF)**

Instead we use **feedback loops**



# FRONTEND/DEPLOYING

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## 1 TailWind CSS

All the CSS and custom designing was done according to the Figma file with Tailwind CSS which is a library of custom css functions which makes it easier to customize on the go



## 2 JavaScript

Java Script was used it to create different components like buttons and the navbar



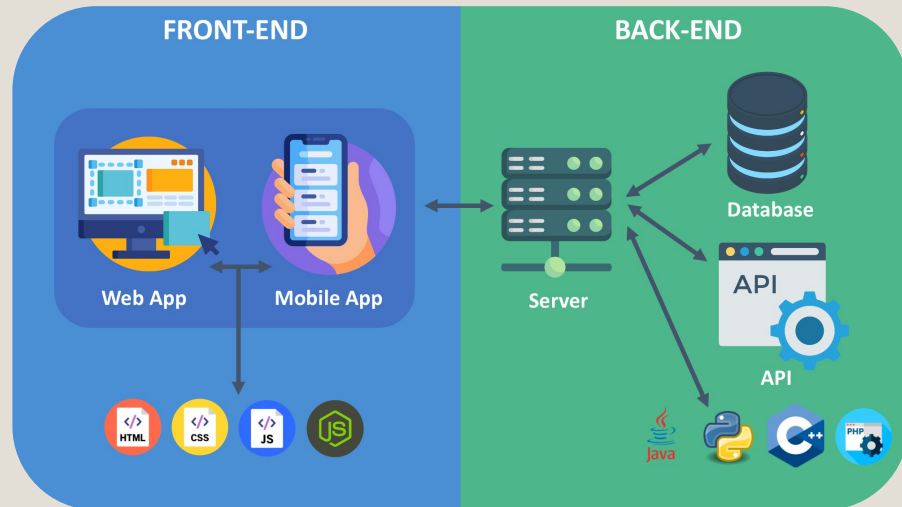
## 3 Vercel

I used Vercel which is a free hosting service to put my static front end design online. It has integration with github meaning updating your website is as easy as pushing to your repo.



# CONNECTING FRONT-END TO OUR BACK-END

- ❖ Our major issue was designing the model and the front end completely individually then trying to figure out a way to combine them together
- ❖ We realized that there are many ways to do what we want without spending a lot of money so we shifted gears



# Streamlit

- ❖ We decided to use streamlit instead which is a **free hosting service similar to vercel** except it is much more data oriented
- ❖ Cons
  - **Limited RAM** usage forcing us to reduce the size and complexity of our model
  - **Limited UI** design options







Streamlit

A data driven tool for clothing resale descriptions.

# SaleSense: Optimizing Clothing Resale

Easy to Use  | Reliable  | Constructive Feedback 

Solutions that bring engagement and increase conversions for your listings.

Elevate your resale business with Salesense, the intelligent tool that **leverages data**  to craft compelling, accurate descriptions for your clothing  listings. Harness the power of analytics  to make every product stand out and drive more sales .

*Enter your original description:*

Authentic vintage Chanel made out of luxurious black lambskin. Featuring gold CC closure. Size W: 25cm H: 17cm Size D: 2cm. Shoulder height: 94cm. Inside lining has been fully replaced. Comes with ribbon.

Improve Description



# Thank You

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Atharva Nevasekar

Shaurya Sansanwal

Pedro Tajia