CUSTOMER CASE
PARTYBOSS

Squadra Machine Learning Company

About Partyboss

Partyboss is the company behind Feestkleding.nl and Carnavalskleding.nl. The range of these webshops consists of 40,000 costume, accessory and decorative items. This makes Partyboss the owner of the largest webshops in this field in the Benelux.

Partyboss has the ambition to grow to 100,000 products. To achieve this, providing the correct product information for products is essential. Partyboss depends on various suppliers and delivery methods. This customer case focuses on automating and enriching Partyboss product information.

40.000 articles

Biggest party clothing webshops Benelux

Ambition 100.000 products

The challenge

Partyboss has a PIM system where all product data is collected, but wants to automate it. PIM stands for Product Info Management and focuses on supporting the sales process by providing product information. This requires characteristics of the products. With 40,000 products in the range, it is a huge challenge to manually provide all products in the range with the correct product information.

In addition, suppliers provide incorrect or incomplete product information Also, there are various delivery methods for product data. Because not everyone uses the same product descriptions and categories, there are no standards against which all product information is scaled. Partyboss asked Squadra Machine Learning Company to look at a solution where automated product data can be classified, converted, scraped and enriched.

Automate PIM system

Classify, convert and enrich data

Squadra MLC asked for a solution

The solution

The solution for Partyboss is twofold. First, it looks at the functionality of classifying, converting and enriching a product file and secondly at the functionality for scraping products from competing websites. By using our products from PowerSuite.ai, Partyboss now has a central database with product descriptions that are classified into classes and comply with standards. The data is automatically enriched through feature extraction and extracting information from similar web pages.

Partyboss can upload files via a web portal, where the enriched product data can be downloaded after processing PowerSuite.ai.

Classify, convert and enrich data

Scraping and feature extraction from websites

A central database

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The result

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The result is a completely enriched data model with automatically controlled product characteristics and classifications based on data from competitor websites, the Partyboss database and the supplied data from suppliers.

With the PowerSuite.ai solutions from Squadra Machine Learning Company, Partyboss saves time and personnel costs, which is beneficial for turnover. In addition, PowerSuite.ai stimulates the sales process. The database offers a clear overview of products in the range with rich specifications. This makes it easier for customers on the Partyboss webshops to get to the intended product.

Want to know more about our PowerSuite.ai products? You can find more information on the PowerSuite.ai website.

- Completely enriched data model
- Automatically controlled product features
- Stimulated sales process