

OUR DATA TEAMS

Product Data Science

We build state of the art machine learning models to enrich all parts of the customer experience. We handle all of the e-commerce 'must haves' like search, ranking and recommendations, plus we explore cutting edge applications for things like knowledge graphs and computer vision. Every day we work closely with engineers and product managers to build something amazing for our customers.

Operations Data Science

We develop disruptive data science models to help FARFETCH achieve operational excellence by providing frictionless services and pervasive automation, as well as by augmenting teams. We support a wide range of business areas such as Logistics, Customer Excellence, Creative Operations, Fraud & Payments and a research area - iFetch. Some of our delivered projects include Estimated delivery date, Returns predictor, Argus - Catalogue error detection. Our solutions use state-of-the-art approaches from general machine learning to computer vision, neural networks and natural language processing.

iFetch

iFetch aims to deliver a new generation of task-oriented conversational agents that interact with users seamlessly using verbal and visual information. Through the conversation, iFetch will provide targeted advice and a “physical store-like” experience while maintaining user engagement. This project is being run in close partnership with two Portuguese Universities (Universidade Nova de Lisboa and Instituto Superior Técnico) and Carnegie Mellon University.

Marketing Data Science

We automate Marketing operations, leveraging our understanding of billions of data points and millions of customers to improve the way we communicate with them across multiple channels. We are a pragmatic team and use several different techniques to solve our challenges, including but not limited to, Deep Learning, Gradient Boosting, Graph Modelling and Recommender Systems. We keep an eye on what's happening in academia and in the industry to stay on top of recent developments.

Commercial Data Science

We support the Commercial team to monitor, predict and act on the health of our supply and the effectiveness of our Pricing strategy. We achieve this through large-scale time series forecasting of our supply and demand, experimentation and A/B testing around commercial actions, and using optimisation methods to apply commercial levers in the most impactful way.

Private Client Data Science

We leverage our understanding of billions of data points and millions of customers to build data products that enhance the experience for our most loyal customers. We do this by building machine learning-based products that are robust and scalable. We are a multi-disciplinary team, including Data Engineers, Software Engineers, and Data Scientists. This wide range of expertise allows us to

create end-to-end solutions from predictive modelling to recommendation systems with a massive business impact.

Product Matching Data Science

Our main product is a competitor intelligence dataset linking products across online luxury retailers and brands, and tracks stock levels and prices for each size variant in key markets. Our dataset grows on a daily basis including tens of millions of products and billions of price points. We are a team of engineers and data scientists supported by a product manager and data quality analyst. We follow engineering best practice and apply classical machine learning along with deep learning techniques to problems in NLP, computer vision, ranking and information retrieval, crowdsourcing, A/B testing and web scraping at scale. Our stakeholders come from across the business and have needs as varied as price competitiveness, data quality and duplicate detection.

Reporting, Analytics and Data Science Solutions

The Reporting, Analytics and Data Science (RADS) Solutions team is a central Data function that serves the analysts and data scientists around the business, as well as Engineers within the Data Org. We do this by developing and iterating the company's analytics platform (including BI toolset), machine learning platform, productionised data science models, and Non-Core and Extended data models. We also support the Data Platform team by providing additional data platform services.

Marketing Analytics

We partner with our Marketing and Private Client teams to drive business initiatives leading to significant revenue generated or saved. We ensure the quality and usefulness of Marketing data whilst staying abreast of mitigation initiatives for data privacy measures. We build reporting solutions to measure and deep-dive into performance by building data models and self-serve reporting and dashboards. We analyse data to answer business questions and we communicate these insights and actions to our partners. We initiate and iterate on setting up and understanding experiments. We keep on top of industry developments across all these areas and look to share our learnings with our community.

Data Product

We support key business objectives across Marketing, Commercial & Pricing by working alongside key stakeholders, Data Science, Analytics and Engineering teams to build and deliver automated, scalable solutions, tooling and tech; defining the products strategy, vision and roadmap.

Data Quality

We're responsible for managing and ensuring the quality of data used across the company to make informed decisions. Our mission is to standardize the way we define, detect, measure, report and address data quality issues at the root cause. We're inspiring a mindset of accountability and a culture of Data Quality across the company by providing communications, guidelines and processes to our teams.

FARFETCH Central Analytics Projects

A new team to provide additional Analytics resource and collaboration on key priorities for FARFETCH, Data and the Analytics Community. We are a central analytics resource that is not Business Unit dedicated, rather focused on key FARFETCH and Data Org priorities that we currently struggle to resource. We can quickly pivot as priorities change.

The types of project / business priority broadly fall into 3 categories: Capability development, Business Topics & Guidance, ie: this team have Analytical skills they can apply to any set of data, and any business problem, that is a priority to Data & FARFETCH.

Experimentation

Experimentation team is a central data function that focuses on nurturing a culture of experimentation by making experimentation an integral part of decision making processes at FARFETCH. We help the teams in making faster and reliable decisions by providing tools to support the teams throughout the experiment lifecycle (e.g. experiment design, choosing evaluation framework, data analysis and visualisation). We know that our ability to make scientifically informed, rapid iterations is key to our success, so we are focused on increasing the rigour and efficiency of the experimentation platform by incorporating state of the art methodologies in our technology stack.

Product Analytics & Insights

Our data analysts help our Product teams achieve better performance through data. We have expertise in all aspects of e-commerce data, and it's our job to share this knowledge. We do this by building automated insight tools like Looker dashboards, through analytics deep dives using SQL and Python, and by taking centre stage to communicate our discoveries. We're addicted to data and love helping our stakeholders make better decisions.