Product Recommendation for leading US Retail Chain

**BUSINESS REQUIREMENT**
- Improve Product Recommendation System for 25,000+ products across all retail stores (kiosk) and online stores
- Current model cannot recommend products for new items / categories
- Existing model doesn’t take contextual information

**OUR SOLUTION**
- Create Store Clusters based on demographic, weather & location data and create recommendations for each store cluster using Big Data Platform
- Identify similar products for new items / categories and create cross-sell / up-sell recommendations based on Machine Learning algorithms.

**BUSINESS IMPACT**
- Enhanced Product Recommendation System improved Cross Sales from 10% to 12%
- Algorithms are applicable for web, mobile and stores (kiosks)

***Sample Use Case***
- Data Ingestion
- Data Processing
- Big Data and Predictive Analytics
- Product & Price Recommendations

**Disclaimer:** All logos are the property of their respective owners

**About Us**
Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital . Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edtech, e-commerce, banking, insurance, Hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

**Business Contact**
business@happiestminds.com