

## 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.



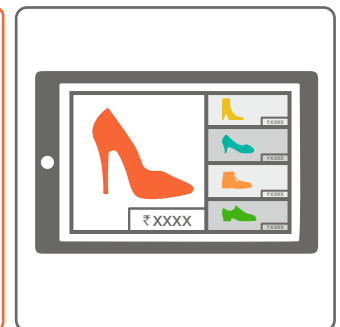
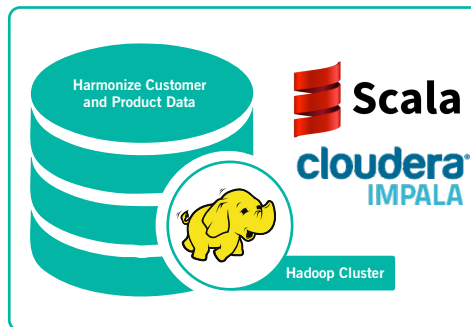
### BUSINESS IMPACT



Enhanced Product Recommend System improved Cross Sales from 10% to 12%



Algorithms are applicable for web, mobile and stores(kiosks)



Data Ingestion

Data Processing

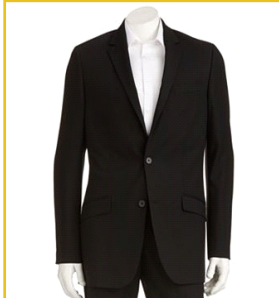
Big Data and Predictive Analytics

Product &amp; Price Recommendations

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### Sample Use Case

<< back to results



Apt. 9® Slim-Fit Solid Charcoal Suit Jacket - Men

Like 2 Dislike Email

Select Color: Black

Sale \$100.00  
Regular \$180.00


Size: Please Select a Size

40 SHORT 42 SHORT 36 REG 38 REG 40 REG 42 REG 44 REG 46 REG  
42 LT 44 LT 36 SHORT 38 SHORT 40 LT


Roll over image to zoom in

More Views

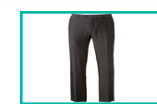
IF YOU LIKE THIS, YOU'LL LOVE...




Apt. 9 Modern-Fit Herringbone...  
\$100.00



Apt. 9 Slim-Fit Sharkskin Flat-Front...  
\$31.99



Apt. 9 Slim-Fit Flat-Front Gray Suit...  
\$49.99



Van Heusen Studio Modern-Fit Black...  
\$59.99

### 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, edutech, 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

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