



# 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.

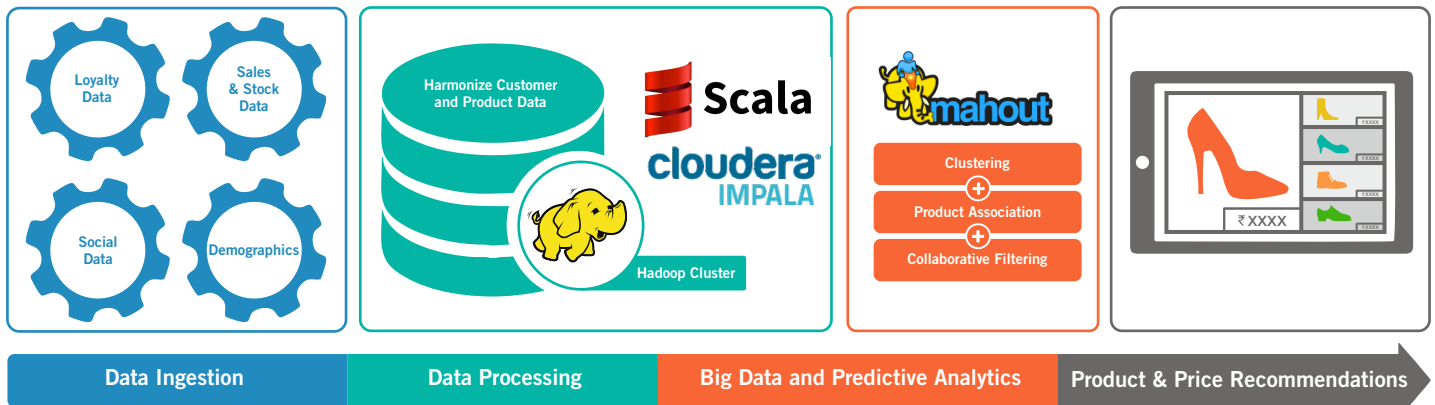


**BUSINESS IMPACT**

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



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



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### Sample Use Case

The screenshot shows a product page for a "Apt. 9® Slim-Fit Solid Charcoal Suit Jacket - Men". The page includes a product image, a price tag (Sale \$100.00, Regular \$180.00), and size selection options. A recommendation engine section titled "IF YOU LIKE THIS, YOU'LL LOVE..." displays four related products: a Herringbone jacket, a Sharkskin Flat-Front jacket, a Flat-Front Gray Suit, and a Studio Modern-Fit Black jacket.

### About Happiest Minds Technologies:

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.

To know more about our offerings. Please write to us at [business@happiestminds.com](mailto:business@happiestminds.com)

