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**

About Us
Happiest Minds has a sharp focus on enabling Digital Transformation for customers by delivering a Smart, Secure and Connected experience through disruptive technologies: mobility, big data analytics, security, cloud computing, social computing, M2M/IoT, unified communications, etc. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a $52.5 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com

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