RECOMMENDER SYSTEM

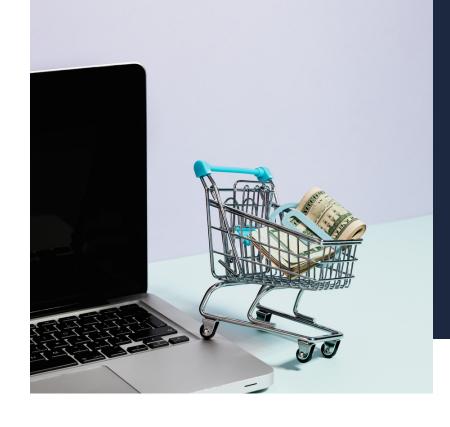
Recommender System for a large clothing retail chain

Background

Clothing retailer with 53 online markets and 4850 stores wished to develop a personalized product recommendation system (over its universe of over 100,000 unique products).



- Experienced Professionals with multidecade business experience
- Hands-on project involvement by partners
- Proven fast prototyping-solutioning approach
- Relentless focus on innovation and technology management
- Success-based engagement models tailored to clients' needs.



Requirements

Adaptive recommendation system using its customer demographic data for 1.3 million customers and purchase information over 33 million transactions.

Solution

Feature engineering to remove features that had no significant impact on buying behavior. Unsupervised clustering to group similar customer groups. A ML algorithm used these inputs to make product recommendations.

Benefit

Deepened customer engagement and drove sales through accurate product recommendations.

