

# 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).



## WHY CHOOSE CLOUDCRAFTZ?

- Experienced Professionals with multi-decade 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.