



Artificial Intelligence Technologies for Ecommerce

The importance of data is increasing with every single click on the internet. In order to make sense out of this huge amount of data and use it for company's benefits, we should use the Data Science and Machine Learning technologies.

Industry

Ecommerce - Any industry dealing with online sales and services.

Business Needs

All businesses are struggling with the amount of diverse data and trying to reach their target audiences to increase their sales.

Solution Benefits

- Automated reports showing key metrics.
- Recommendation system.
- Customer analytics.
- Fraud detection models.
- Periodical analysis of customer reviews.
- Chatbots for customer support.

The Challenge

To keep customers engaged with the Ecommerce website or to improve customer's experience, one needs to recommend a customer only goods/services that he or she would potentially be interested in, i.e. develop a recommendation system using all available historical data.

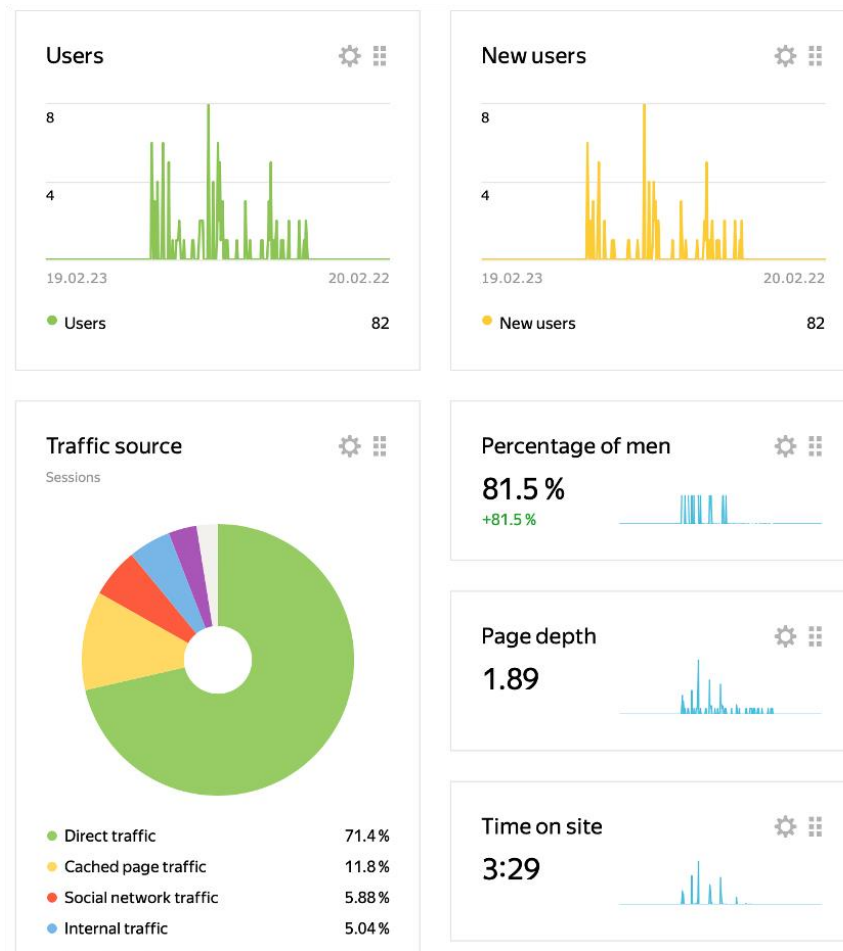
It is also important to know what customers are most valuable. We have to know the customer's lifetime value, i.e. predicted net profit, amount which customer will bring into the company during the entire future relationship with a customer. Living in a digital world where millions of transactions happen, with every single click, it is easy to get some fraudulent activity online.

To reveal weak and strong sides of the business and products, and timely take necessary actions, one needs to know what customers say about the company.

The Solution

- Automated insight generation.
- Data storage.
- Real-time recommendation system.
- Automated training of predictive models.
- A/B testing.
- Usage of Open Source tools.

Automated reports showing key metrics and their relationship with customer data in an online regime – example.



Solution Benefits

- Automated reports showing key metrics and their relationship with customer data in an online regime.
- Recommendation system, suggesting specific goods and services to different customers.
- Customer analytics, prediction of customer lifetime value, cost of attracting customers, churn analysis.
- Run fraud detection models to predict main factors causing the fraud and timely take actions to prevent them.
- Periodical analysis of customer reviews.
- AI chatbots can facilitate automated customer support to the customers and help resolve many of their basic support needs online.

USA 📞 +1 408 221 6976

501 Gibson Dr, #2624, Roseville, California - 95678

India 📞 +91 701 261 9339

ES 11, Heavenly Plaza, Padamugal, Kochi – 682021, Kerala