

## Personalisation using Artificial Intelligence in eCommerce



## 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 to offer personalized experience for the customer we should use the Data Science and Machine Learning technologies.

### Industry

Ecommerce - Any industry dealing with online sales of products or 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 operational metrics.
- Recommendation system.
- Customer analytics.
- Analyze the customer activities on ECommerce website.
- Market basket analysis.
- Customer churn analysis.
- Personalized recommendation system.
- Fraud detection models to predict and prevent fraud.
- Integrated omni channel platform.
- Warranty analytics.
- Price optimization.
- Inventory management.
- Analyze the location of new stores.
- Periodical analysis of customer reviews.
- Customer sentiment analysis.
- Customer lifetime value prediction.
- Marketing analysis.
- Merchandising.
- 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 the goods or services that he or she would potentially be interested in, i.e. we should develop a recommendation system using all available historical data.

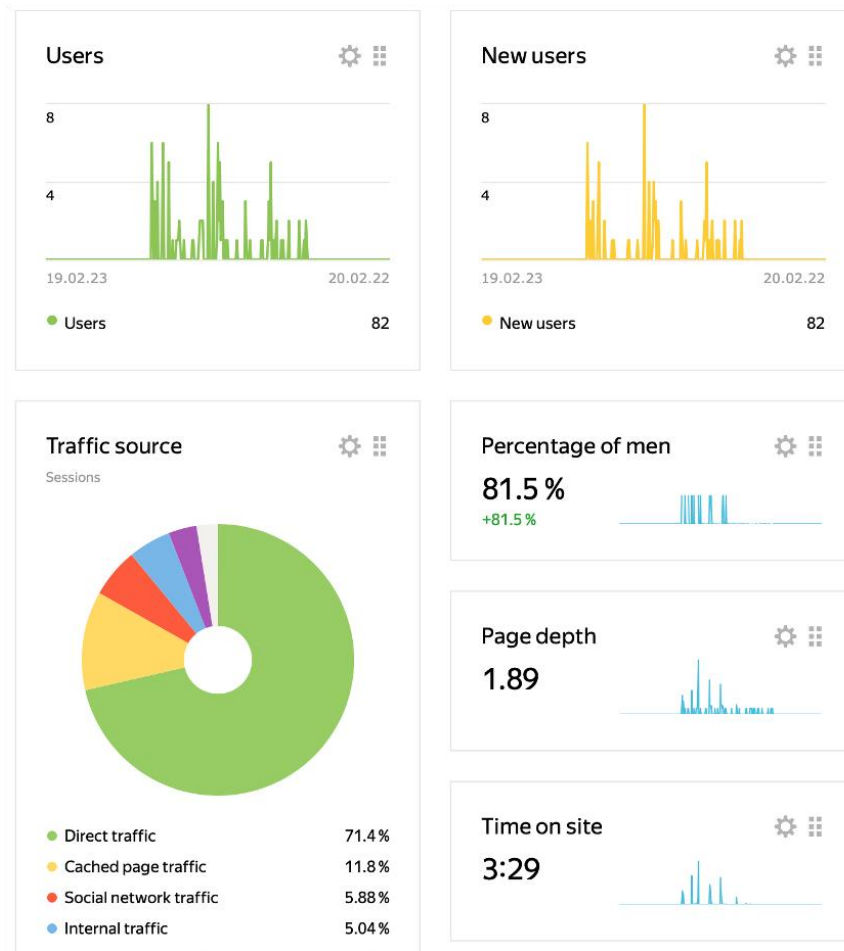
It is also important to know what customers are most valuable. We have to know the customer's lifetime value, i.e. predicted net profit, amount which customer will bring into the company during the entire future relationship with a customer. Living in a digital world where millions of transactions happen,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

- Analyze the customer activities and behaviors on the Ecommerce website.
- Personalized, real-time recommendation system.
- Fraud detection models to predict and prevent fraud.
- Automated training of predictive models.
- A/B testing.
- Customer sentiment analysis.

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.

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