

# Personalized Recommendation Engine for a **Leading Indian Retailer**



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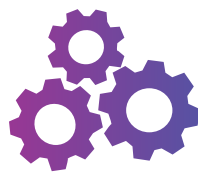
*aspire*   
SYSTEMS  
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## THE CUSTOMER

Our customer is a leading Indian fashion and lifestyle retailer with 65+ large format department stores and a strong online presence.



## THE CHALLENGE



The rise of e-commerce coupled with the fickle and unpredictable shopping habits of a new generation of customers has increased the demand for personalized, omni-channel interactions among today's retailers.

The key challenge for the retailer was to enable a phygital retail experience by linking the customer's digital journey into the physical store in a frictionless and contextualized fashion and empowering their store associates with key customer data.

As a result, they were in need of a data-centric platform that would not only improve the level of personalization but also enable the customer to seamlessly navigate their store and online site with the help of real-time customer insights.

## THE SOLUTION



Provided real-time product recommendations based on the customer's online as well as in-store behavior. Enabled highly targeted, cross-channel promotions based on customer interests and preferences.

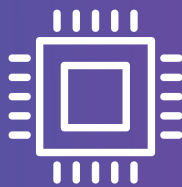


## TECHNOLOGY SNAPSHOT

After performing an in-depth analysis of their requirements, Aspire devised a solution that would address the customer's pain points and channel the flow of information through intense data analysis.

### Our overall scope of engagement was as follows:

- 1 Used big data technologies to process massive amounts of user data in a fraction of time. All possible user interactions from a variety of sources are recorded, gathered, cleansed, normalized and then aggregated together. This helps to create an extensive inventory of actionable user data to mine user personas and enable **user segmentation**.
- 2 Built an open source recommendation system using Machine Learning and Predictive Analytics to **automate personalization**.
- 3 Provided real-time product recommendations based on the customer's online as well as in-store behavior.
- 4 Enabled highly targeted, cross-channel promotions based on customer interests and preferences.
- 5 API interface was used to provide access to mobile and web.
- 6 Results were stored in Apache Solr, an enterprise search platform, for faster access to end users.



Hortonworks Hadoop/HDFS

Mahout ML

Sqoop

SparkR

Kafka

Apache NiFi

Apache Solr

# RESULTS

The solution enabled a new phygital reality with a consistent and seamless experience for customers and store associates alike. Broadly, it helped in delivering the following benefits while optimizing their product recommendation strategy in an efficient and cost-effective manner.



Tailored cross-channel offers led to decreased cart abandonment. Resulted in an average increase of 15% in conversion rate.

Personalized loyalty programs/discount boosted user satisfaction and retention.



Also led to improved up-sell and cross-sell growth.

Enhanced the efficiency of marketing campaigns.



Empowered store associates with key information points about the shopper, driving one-on-one connect and higher customer engagement.

## FUTURE IMPACT

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Aspire's solution would be a key landmark in their phygital retail strategy boosting customer engagement and retention. By providing access to insight opportunities that had not been discovered before, it would enable them to level the playing field with high-growth e-commerce competitors, increase profitability and grow faster.

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## ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

SINGAPORE  
+65 3163 3050

NORTH AMERICA  
+1 630 368 0970

EUROPE  
+44 203 170 6115

INDIA  
+91 44 6740 4000

MIDDLE EAST  
+971 50 658 8831

For more info contact  
[info@aspire.sys.com](mailto:info@aspire.sys.com) or visit [www.aspiresys.com](http://www.aspiresys.com)

