DRCloudFixIT

Any Cloud, Anytime, Anywhere...
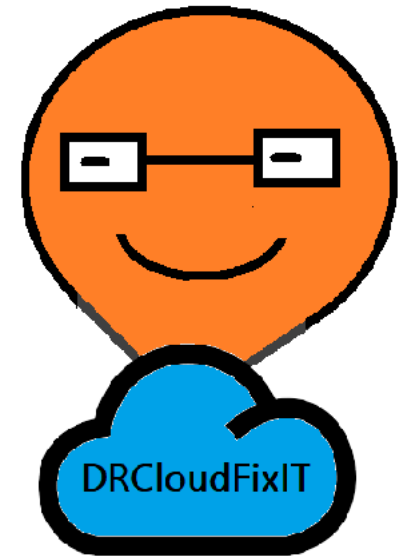
IBM **Cloud**

Azure

aws

(-) Alibaba Cloud

ORACLE®
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What are you buying today?
Can I recommend something?

I do remember when I was recommended 'lighter' and 'cigarette' when I was shopping for warm clothes

Predictive Analysis in retail

These days, recommendation systems empower social networks, healthcare, finance, and e-commerce and many more.

What does it mean?

Like e-commerce entrepreneurs, retailers can now send customers personalized offers based on their behavior. In other words, when you purchase your morning coffee, you'll be automatically offered a fresh muffin. When you buy steaks for grilling, you will get a reminder offering mustard, ketchup, or whatever else you'll need for a barbecue.

How Recommendation Engine Helps Retailers?

- Increased customer loyalty by sending offers based on specific customer needs.
- Increased revenue.
- An understanding of what customers really need.
- A demand for new products by adding them to suggestions.

How it works?
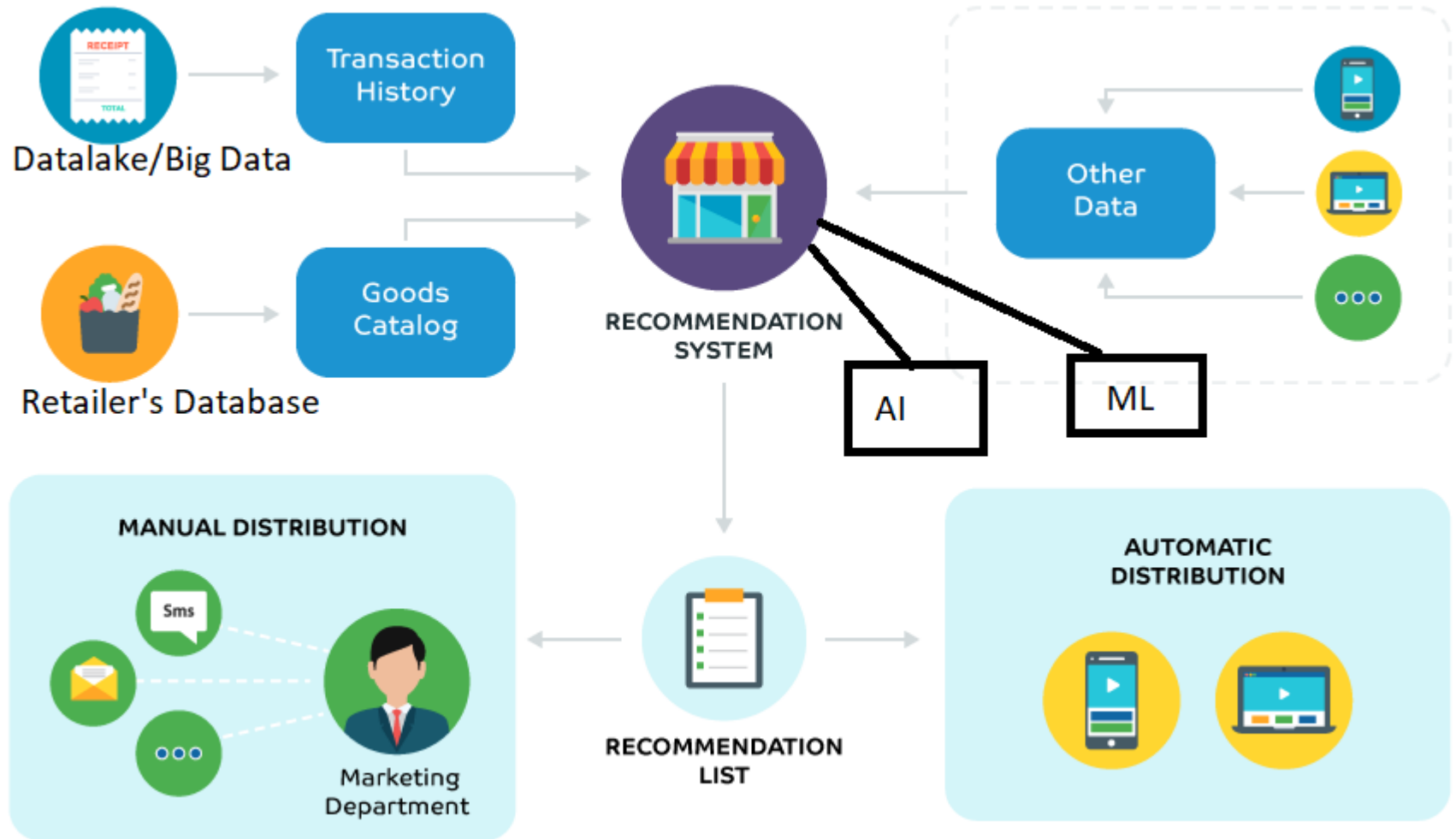
Role of AI and ML

- AI and ML can be used to put association rules more effectively and uptodate

Thank you

Q/A