

# Data and Applied Sciences

## Sales Product Recommendation



### INTRODUCTION

Bosch delivered an AI-powered Sales product recommender solution to position/ recommend the right products to the dealer for a multinational paint company

- Performed predictive analytics using:
- Collaborative Filtering Technique
- Hyperparameter Tuning



### BACKGROUND



- Customer's ask was to improve top line by upselling newer products offerings through data-driven SKU level product recommendations to Depot Sales Personnel.
- The proposed POC includes 4 depots - Kolkata-2, Kottayam, Thrissur -2, Alleppey

### SOLUTION OFFERED



- AI-powered Sales product recommender solution to position/recommend the right products to the dealers based on historical buying patterns.
- After Data acquisition & processing the data went through the following steps
  - Collaborative Filtering
  - Technique
  - Hyperparameter Tuning

### BENEFITS/OUTCOMES



- Overall improvement in sales of products with customized SKU level recommendations to sales team across different regions
- Augment recommendation of newer product variants through AI Powered Recommendation Engine
- Improve productivity of sales teams with a customized recommendations to upsell/bundle products

Technology Stack

