



**DATA ANALYSIS:** MAKING  
PERSONALISED RECOMMENDATIONS  
FOR CURRENT CUSTOMERS

# BACKGROUND

- H&M Group is a family of brands and businesses with 53 online markets and approximately 4,850 stores.
- The online store offers shoppers an extensive selection of products to browse through. But with too many choices, customers might not quickly find what interests them or what they are looking for, and ultimately, they might not make a purchase.
- To enhance the shopping experience, product recommendations are key. More importantly, helping customers make the right choices also has a positive implications for sustainability, as it reduces returns, and thereby minimizes emissions from transportation.

# BUSINESS QUESTIONS

- How can we make it easier for customers to find what they're looking for?
- How can we make sure customers make the right choice, in order to reduce returns and transport emissions?
- How can we increase number of purchases by showing customers items they might be interested in?

# DATASETS

- **ARTICLES.CSV:** Detailed metadata of every product available for purchase
- **CUSTOMERS.CSV:** Details of each customer
- **TRANSACTIONS\_TRAIN.CSV:** Details of every transaction from September 2018 to September 2020
- **IMAGES:** Images corresponding to every article id

# EXPLORATION & ANALYSIS

# INSIGHTS & CONCLUSIONS

# FINDINGS