

Recommender



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The team



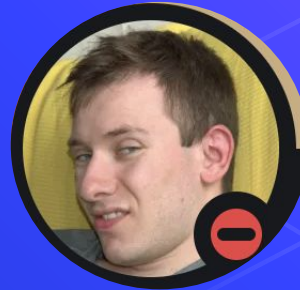
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“

“Un bon vendeur n'arrache pas une vente, il se la fait offrir.”

- Mohamed Fillali

1 Billion

Value from recommendation on Netflix

1300

Recommendation clusters by Netflix on users preferences

17.30\$ Billion by 2028

Market size

Our solution

Infrastructure

Rapid access to large amounts of static data

2



Admin Interface

1

Easy usable graphic interface.
All data KPI's in the same place

Recommendation accessible
with any client uuid

3

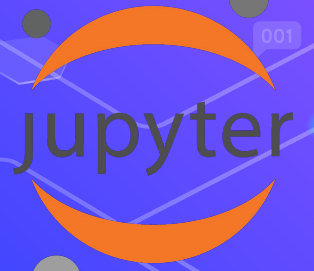
Recommendation system

Robust, flexible and high accuracy

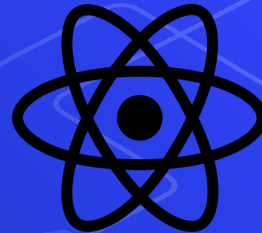
Technologies in use



draft

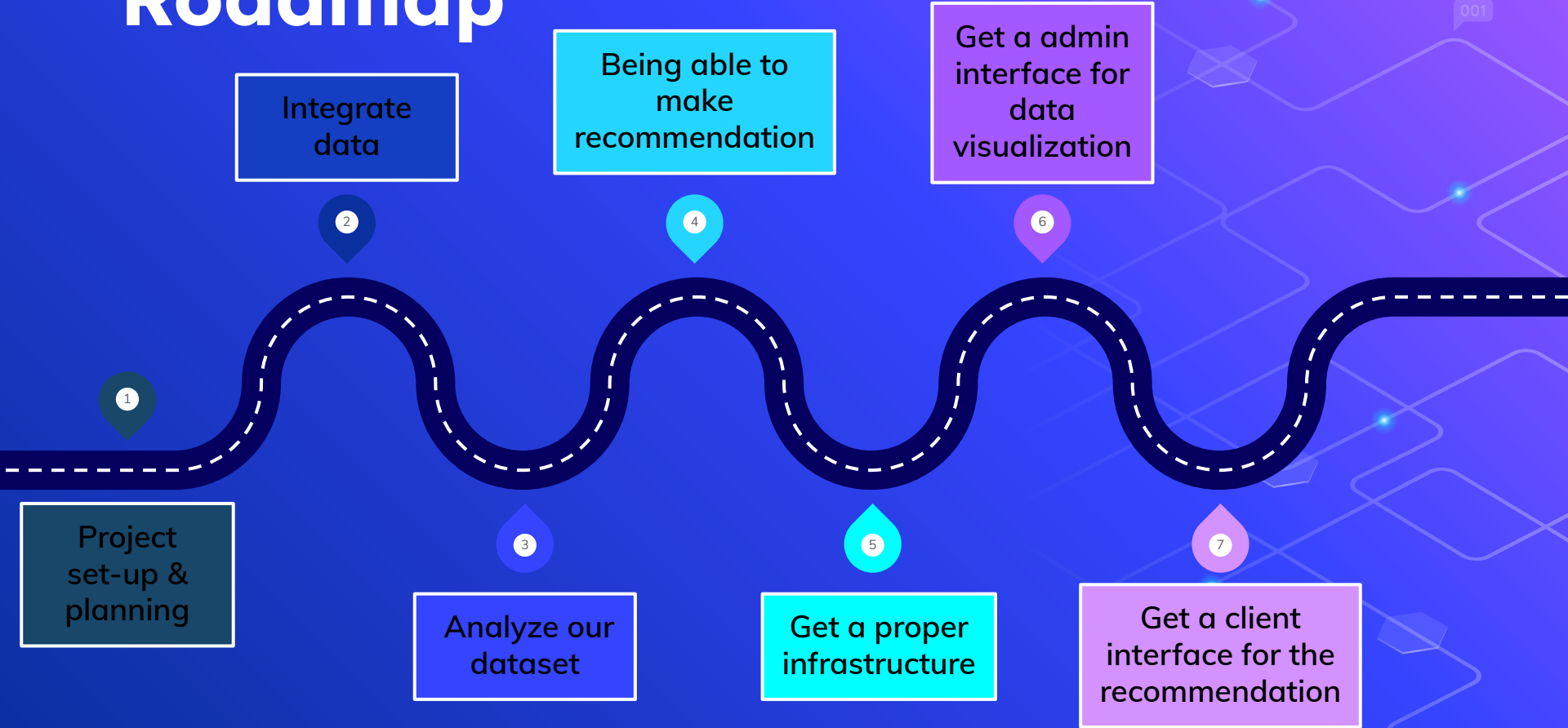


Trello

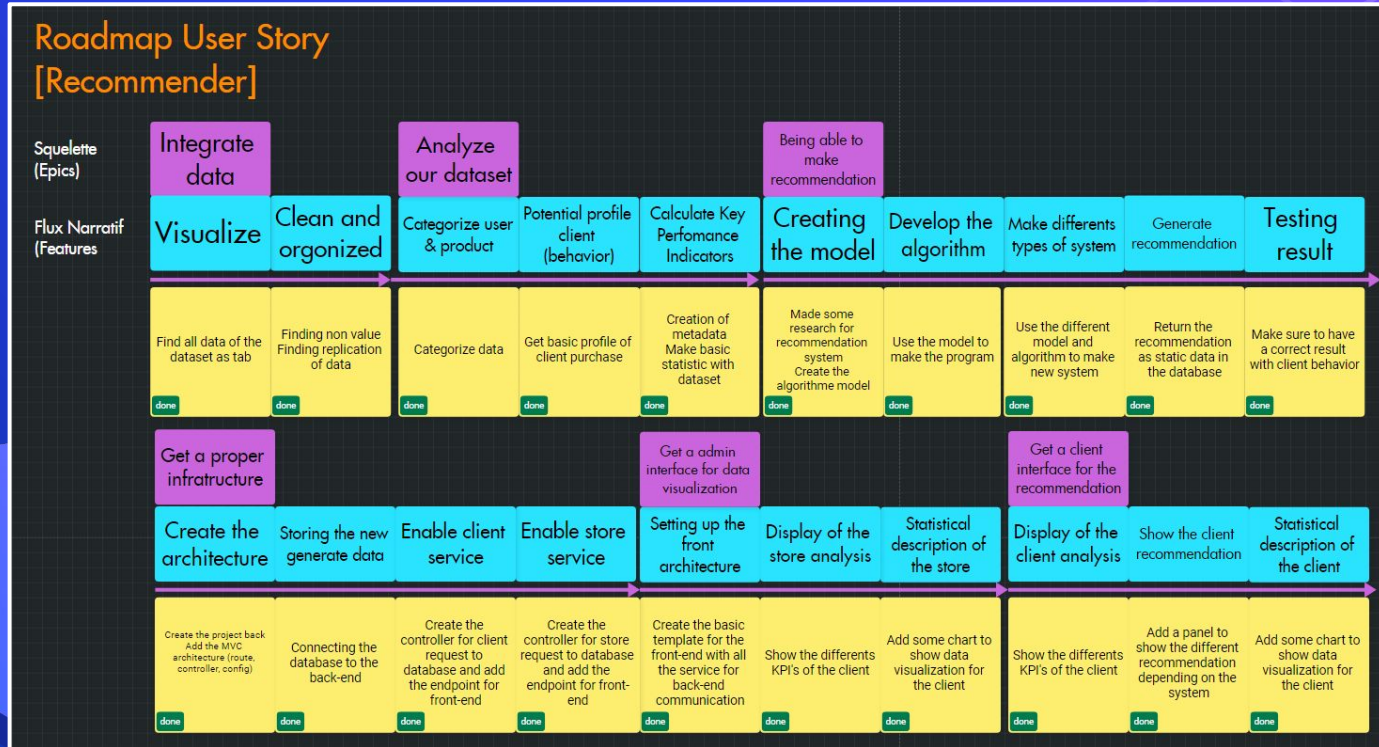


React

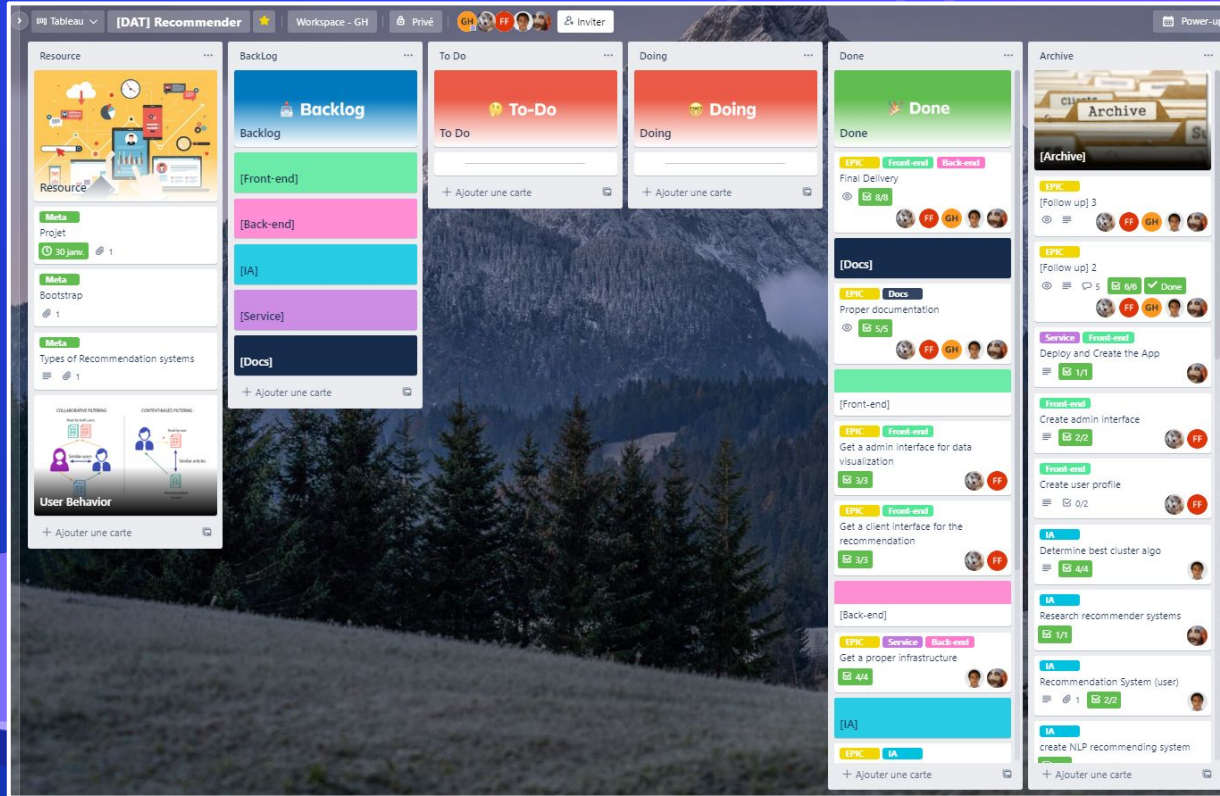
Roadmap



Narrative Flow



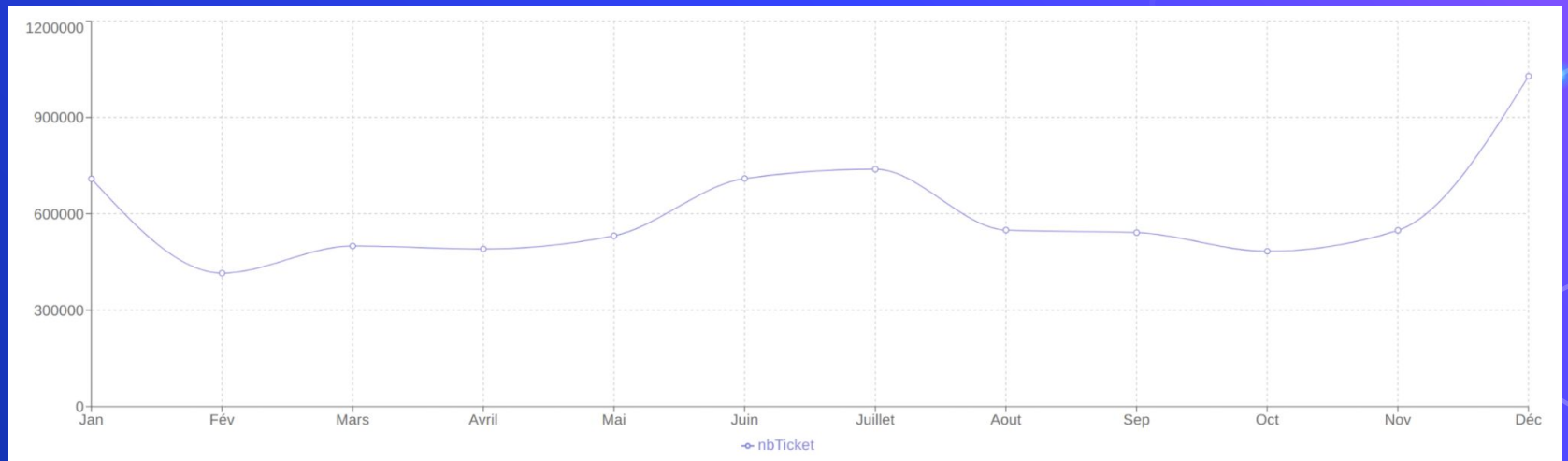
Board Kanban



1. Analyze Dataset



Sales



7 245 522

That's a lot of sales

853 514

And a lot of clients

1 484

Total products

Unique Famille	9
Unique Maille	34
Unique Univers	105
Unique Mois	12

2. Pre-processing



Key Performance Indicators (KPI)

- ⬡ Define the cart (all purchases by client)
- ⬡ Extract the highs and lows
- ⬡ Calculate averages, totals, frequencies
- ⬡ Input only the data used for calculations



3. Application : Store & Client Data



Store and Client

- ⬡ Group together the data used for recommendations
- ⬡ Input only the data used for calculations

Client Table

CLI_ID	PROD_ID	QTY	RATING
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Store Table

PRIX_NET	FAMILLE	LIBELLE	UNIVERS	MAILLE	PROD_ID	PROD_CAT
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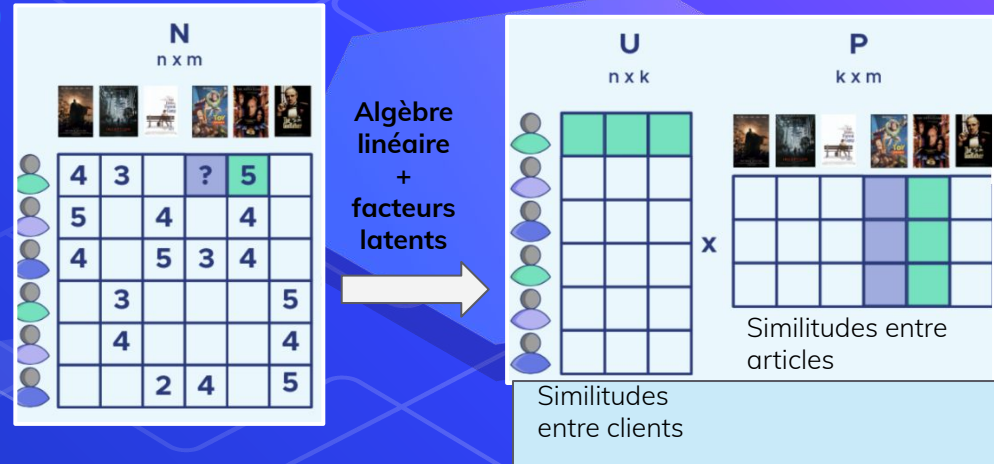
4. Recommendation System



Collaborative Filtering

Singular Value Decomposition (SVD)

=> Prédire combien d'exemplaires le client est susceptible d'acheter pour chaque article du magasin.

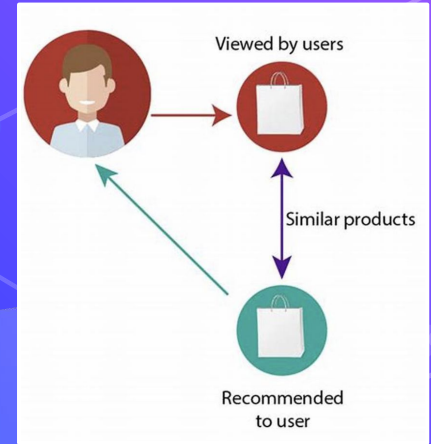


Content based filtering

Natural Language Processing

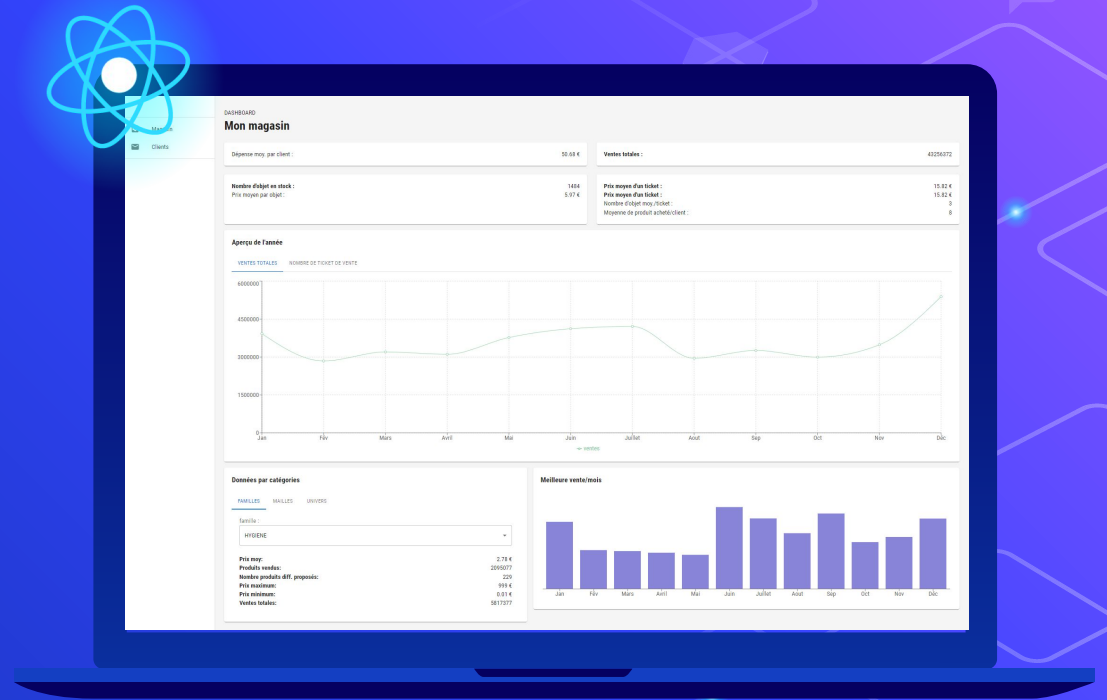
=> Trouver les articles les plus similaires aux articles les plus achetés par un client.

Similarité cosinus



	the	red	dog	cat	eats	food
1. the red dog →	1	1	1	0	0	0
2. cat eats dog →	0	0	1	1	1	0
3. dog eats food →	0	0	1	0	1	1
4. red cat eats →	0	1	0	1	1	0

Demo app



Thanks!

Any questions ?

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