1. **BDM**
   1. Smart pricing
      1. Based on the purchase history of customers, farmer expenses and competitors prices, establish a daily(weekly/monthly?) price for our baskets.
   2. Storage
2. **SDM**
   1. Basket building
   2. Growing suggestions
   3. Logistics
      1. Optimized chain distribution (shortest path)

* Push client profile into our database (the format we will use considering the updates) ps. My idea was to offer a discount code if they complete their profile and become our users for the first time.
* Suggest product types based on the profile preferences (vegan, vegetarian ect)
* Suggest the nearest supermarket to buy our products, based on client location.
* Manage the farm visit free slots and reservations.
* Purchase behavior (Market Basket Analysis)
  + Create personalized marketing message
  + Discounts and benefits
  + Recommendation system
  + Most sold products
  + Create baskets based on association rules

Ideas

* Sentiment analysis
  + Streams?? Have a cycle between customer feedback and promoted products.
* Smart pricing
  + Spark
  + MapReduce
* Farming experience visits

Questions

* How linked should the BDM and SDM projects be? Right now, we are addressing two separate ideas for each project.
* Should it be customer oriented? Or can it be business oriented?
* Should the BDM implementation be innovative? Or can we implement an existing algorithm/solution?
* Is the sentiment analysis cycle enough?