MSDS 7330

Unit 10: Homework

Using our EcommerceDB , build a recommendation rest service that takes in a customer as input and returns the item for which a promotion can be offered for that customer.

Your recommendation model can be as simple as finding the most frequently bought item by that customer or anything else you choose.

Turn in your HW with the codebase and a small write-up describing your model.

See next page for code. The model asks for the CustomerID input and then provides the most purchased item and the quantity of that purchase for the item. With additional refinement, this model could be used to notify the customer of sales on that item when they are live. It could also be improved to analyze recurring purchases and predict when the next sale would be in order to remind the customer. Put together, the sale notification could go out to the customer when it believes a purchase would likely be made in the upcoming days.

