Context: Retail is one of the largest industries in the global economy with a growth potential that is only matched by the complexity of changing market and consumer dynamics. Consumers are often confused by an information overload in the form of ads, discount sales etc. Click’n’Buy is an online commerce site that is a platform for selling goods ranging from electronic appliances to paper napkins. They are able to compete with Amazon and Flipkart by underpricing. However, they are struggling to retain customer loyalty. Project Statement: Create a system for Click’n’Buy to capture their consumer’s preferences in different categories of shopping along with the preferences for close family & friends and identify products/services that would interest the consumer. If the consumer is willing to provide their social media handles such as Facebook, Twitter or Instagram – analyze their posts to get additional information on their preferences. Also, capture important dates such as anniversaries and birthdays of family members and recommend gifts for them based on approaching date and preferences. Goal: Manage the project in JIRA