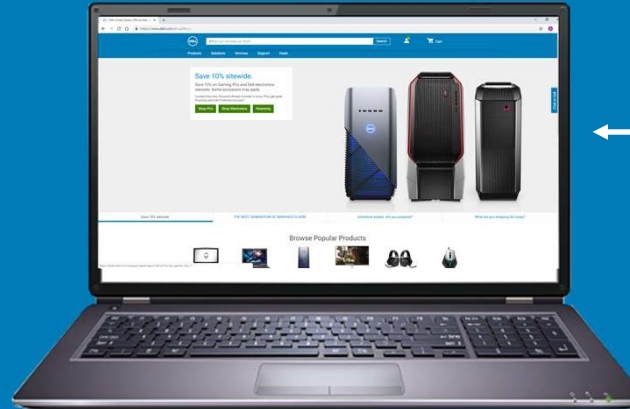


Problem Statement:

When a customer logs into Dell.com, there is no personalization, nor are there recommendations for the returning customer!

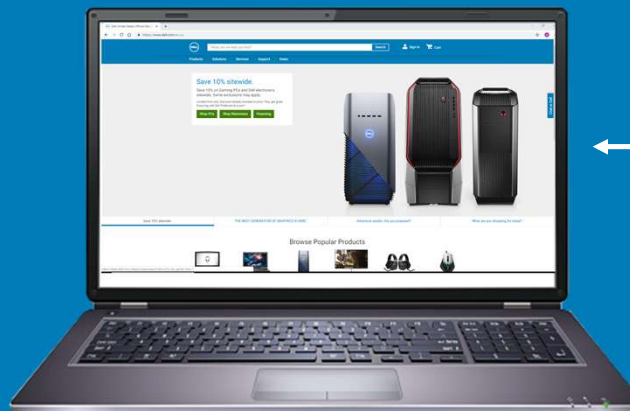
According to McKinsey:

"Already, 35 percent of what consumers purchase on Amazon and 75 percent of what they watch on Netflix come from product recommendations based on such [recommendation] algorithms." [1]



← Logged in

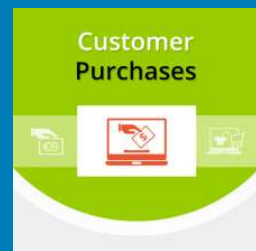
Exactly the same



← Not logged in



Solution



Customer with user_id 9999 purchased:
['Alienware 34 Curved Gaming Monitor', 'Briefcase', 'G3']

Here are our recommendations for customer with user_id 9999:

	items	score
0	Backpack	0.745619
1	Inspiron Gaming Desktop	0.684899
2	Alienware headset	0.684445
3	UltraSharp 27 4K	0.683748
4	Alienware Mouse	0.676621
5	G7	0.663440
6	Gaming Keyboard	0.656125
7	Alienware 15	0.654901
8	Visiontek Universal Dock	0.652539
9	Alienware Area-51	0.644498

Items similar to G3

	item	score
0	G3	0.111819
1	XPS Tower	0.092033
2	Wyse 7030 Zero Client	0.085919
3	XPS 15	0.085275
4	Scanner	0.084258
5	XPS 15 2-in-1	0.081221
6	Education Chromebook 11	0.080350
7	OptiPlex XE	0.079457
8	G7	0.078779
9	Precision Fixed 5000 All-in-one	0.076728

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Welcome back, Rich Caputo!

Here are some recommendations for you

Dell Venture Backpack 15

~~\$64.99~~ **\$58.49**

- Manufacturer Part # KNTPW
- Dell Part # 460-BBZS

Market Value ¹	\$64.99
Total Savings	\$6.50
Standard Delivery	Free
Dell Price	\$58.49

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IOGear Kaliber Gaming by IOGEAR IKON Gaming Keyboard - Keyboard - backlit - USB

\$59.95

- Manufacturer Part # GKB703L
- Dell Part # A9910089

Standard Delivery	Free
Dell Price	\$59.95

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Dell ALIENWARE WIRELESS GAMING HEADSET; AW988

~~\$229.99~~ **\$199.99**

- Manufacturer Part # VR27C
- Dell Part # 520-AANP

Market Value ¹	\$229.99
Total Savings	\$30.00
Standard Delivery	Free
Dell Price	\$199.99

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Dell New Alienware Advanced Gaming Mouse: AW558

~~\$41.99~~ **\$33.29**

- Manufacturer Part # 4DJ5H
- Dell Part # 275-BBCP

Market Value ¹	\$41.99
Total Savings	\$8.70
Standard Delivery	Free
Dell Price	\$33.29

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VisionTek VT1000 Universal Dual Display USB 3.0 Dock

~~\$129.99~~ **\$89.99**

- Manufacturer Part # 901147
- Dell Part # AA099817

Market Value ¹	\$129.99
Total Savings	\$40.00
Standard Delivery	Free
Dell Price	\$89.99

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