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Enrique

Daniel

Hugo

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PROBLEM

Not efficient to buy
a new cell phone

Expenses and
loss of money

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TARGET

70 million sold units

2,400 departamental stores

34 Market retails

4,500 points of sale

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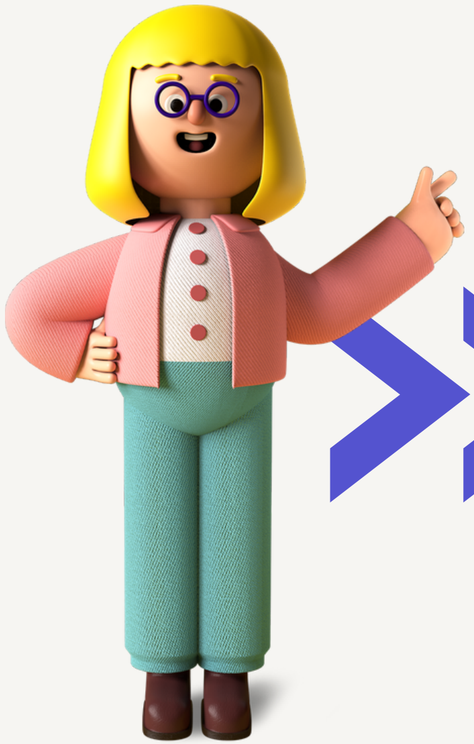
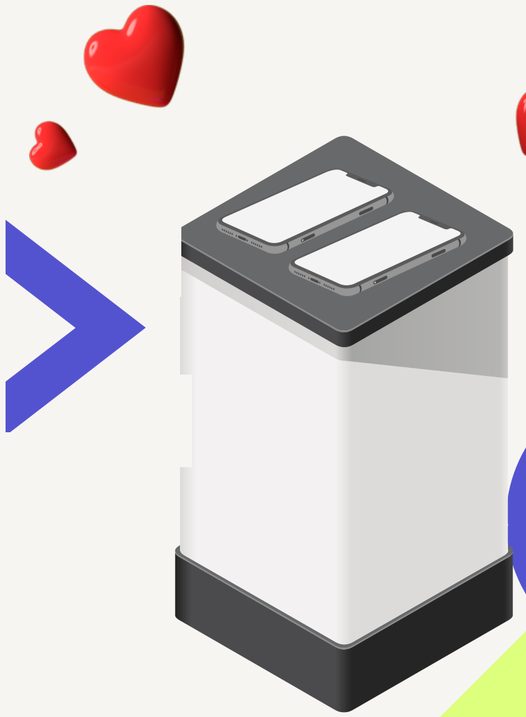
Solution

Client



Seller

US



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AI tool

- K-prototypes
- Extension of the k-means algorithm
- Numerical and categorical features

Training data set

- Mobile phones released from 2012 to 2021 that can be bought in Ukraine
- 1224 record and 13 columns
- Categorical: Branch, Operating System and Memory Size
- Numerical: Price, Battery Size and Screen Size

Strategy

CLASSIFICATION

Cataloging a given device in a group where there are others with similar characteristic

RECOMENDATION

For each user according to the characteristics that they're looking for

how it works?

Recommendation

Input: brand_name = 'Huawei', os = 'Android', memory = 64,
ascending = True, filtter = 'battery'

Output:

brand_name	model_name	...	memory_size	battery_size	cluster
SONY	Xperia 10 I4113 Black	...	64	2870	16
SHARP	Aquos D10 4/64GB Black	...	64	2900	16
HONOR	9i 4/64GB Blue	...	64	3000	16

how it works?

Classification

Input: brand_name = 'OnePlus', os = 'OxygenOS', price = 7000,
screen_size = 6.1, memory = 128, battery_size = 2700

Output:

Cluster: 1

brand_name	model_name	...	memory_size	battery_size	cluster
Meizu	16Xs 6/128GB Pearl White	...	128	4000	1
ALCATEL	1SE 4/128GB Agate Green (5030E-2BALUA2)	...	128	4000	1
ALCATEL	1SE 4/128GB Agate Green (5030E-2BALUA2)	...	128	4000	1

Why us?

EXPANSION

INTUITIVE APP

USE OF AI

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BUSINESS MODEL

FIRST CLIENT

July 2022, initial rent of 1,050.00 dollars per month

BREAKEVEN POINT

February 2024, with 23 clients

TOTAL PROFIT

83,600.00 dollars with a margin net before taxes 39.33%

INITIAL INVESTMENT

60,500.00 dollars required.

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