Hi Richard,

Thank you for your help regarding my thesis project, and of course for the very fast grading of my final exam last week.

I spoke with my company and got better information from them. The bottom line is that they have two ideas for me, but I both have freedom to define those ideas and the theoretical angle as I wish, and they are also open to other ideas that I might come up with. They would then provide suitable data for the project. The following are the two ideas that they came up with:

1. Market Basket Analysis

Find highly correlated items, i.e. items that are frequently sold together, using e.g. association rule learning.

Company motive: When planning a promotion of item X, they can see the estimated % of increased sale of its correlated items.

2. Content-Based Recommender

Train a content-based recommender system to find items similar to item X, based on the item‘s profile which contains both structured and unstructured data.

Company motive: By showing the cannibalization items (items negatively affected by the promotion of item X), the retailer can make better informed decisions when planning promotions, knowing more about how it will affect the total profit.

I am very interested in working with you, do you think that we could define a project of this nature that would fit with your research interests? Like I said, I am very free when it comes to the angle of the project, or even to define something other than they suggested.

I just finished the 1st year of my MSc degree in Software Engineering at Chalmers focusing on data science, in particular machine learning. I am diligent, my grades are very good, and both my written and oral English is excellent.

As I said above, AGR will provide the data for the project. We have a lot of large retail customers all around the world, so it would be possible to get a large amount of data from a company that best suits the project.

Attached is my resume and the grades I have received at Chalmers thus far. I hope you will consider supervising me and that we can define a project that is of interest to both of us.

Best regards,

Helena Olafsdottir

Hi Morteza,

My name is Helena and I was in your Algorithms in Machine Learning and Inferences course this semester. I am a 1st year Software Engineering student at Chalmers focusing on data science, in particular machine learning.

I am starting to think about the masters thesis I will write in January 2019, and I have some ideas that I would like to discuss with you. I currently work at an Icelandic company called AGR Dynamics, which is an inventory optimization company. They are starting to implement an intelligent promotional planning solution and I have a possibility to do my thesis in connection with that.   
  
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Best regards,

Helena Olafsdottir