1. Recommendation System
2. Real Time Pricing Model
3. Customer analytics –
   1. Segmentation -- Base on Age | Gender
   2. Attrition Analysis -- Amazon customer now they are using Flipkart
   3. Next best offer
   4. RFM score - Recency - when last time visited ... How many time visited ... Avg Buscket size
   5. Customer life time value -- What can i do so customer to retain.