Hi, I’m Jason!

ATCOM MAKEATHON

We brought a real-life challenge with real data, involving:

- eCommerce
- Behavioral Economics
- Artificial Intelligence

Upload your photo or mention @Nike on Instagram for a chance to be featured.

Upload Your Photo

Complete the

1/8

England (Men's Team) 2024/25 Stadium Home Men's Nike Dri-...
2 Colors

£84.99

SHOP

Nike Dri-FIT Academy Men's Dri-FIT Football Pants
9 Colors

£35.99

SHOP

Nike Phantom GX 2 Elite FG Low-Top Football Boot
4 Colors

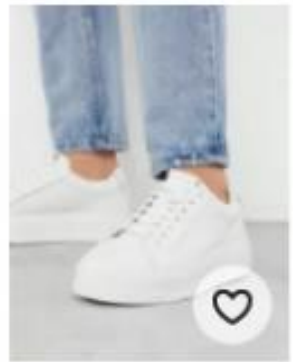
£239.99

SHOP

BUY THE LOOK

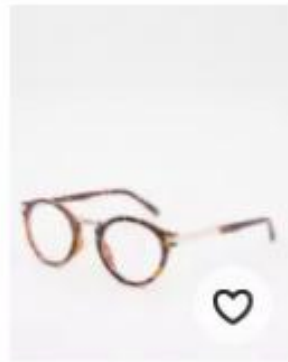
COLLUSION seam detail branded

£23.00



Vagabond Judy flatform trainers in

£101.00



ASOS DESIGN round clear lens

~~£9.03~~

£6.29 (-30%)

Buy more & save

Total price: **$199.00** ~~$249.99~~

Add bundle to cart

BUNDLE AND SAVE 10%

Big Kids Travel Bundle

Logan Suitcase

Carry-On | 5 Colors

$195.00

ALMOST GONE!

Kane Kids Travel

Recycled Polyester Canvas | 4 Colors

$95.00

Share Image

Bensen Dopp Kit

Printed Canvas | 11 Colors

$50.00

ADD BUNDLE TO CART

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BACKGROUND STORY

In today's e-commerce landscape, merchants manage thousands of SKUs. Identifying and pricing optimal product bundles - whether complementary (e.g., lipstick + foundation + makeup brush, shoes + belt + handbag) or based on other logical criteria (e.g., skincare set, seasonal fashion trends) - can help overcome common fundamental retailer challenges such as boosting average order value, reducing excess inventory, selling out unpopular sizes, and enhancing customer engagement and satisfaction overall.

Additionally, effective bundling strategies can maximize revenue by leveraging cross-selling opportunities and promoting high-margin items.

By analyzing customer behavior and preferences, retailers can create personalized bundles that cater to specific segments, further driving sales and loyalty.

Furthermore, incorporating real-time data on stock levels and replenishment schedules ensures that bundles are timely and relevant, ultimately leading to better inventory management and increased profitability.

Build a tool (leveraging AI technologies) to help ecommerce managers to create appealing bundles and price them effectively

AI-Powered Bundling & Pricing Strategist

WHY BOTHER?

Boost average order value

Reduce excess inventory

Sell out unpopular sizes

Enhancing customer engagement & satisfaction

AI-Powered Bundling & Pricing Strategist

HOW?

Leverage cross-sell opportunities

Promote high-margin items

Create personalized bundles based on customer behavior

Ensure bundles are timely & relevant for better inventory management & increased profitability

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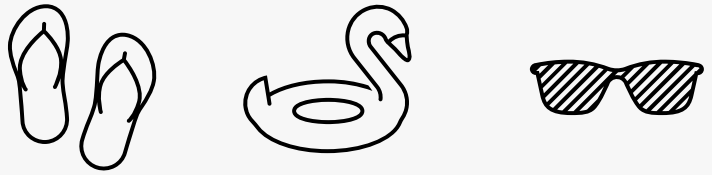
PRODUCT BUNDLE EXAMPLES

PRODUCT 1 + 2 + 3 = ↑ 15% AOV*

Which three products, when bundled, can increase average order value by at least 15% over the next two weeks?



SUNGLASSES + TOY + FLIP FLOPS

What price should we set for a summer-themed bundle of sunglasses, toy, and flip flops to maximize margin without sacrificing demand?

* Average Order Value

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YOU'LL GET REAL DATA

NOTOS.COM

Fashion, beauty, home, and lifestyle

68.000

SKUs – UNIQUE PRODUCT IDs

81.770

LAST 12-MONTHS ORDERS

13.000

UNIQUE CUSTOMERS

700

UNIQUE BRANDS

2,02

AVERAGE UNIQUE ITEMS PER ORDER

Thank you!