



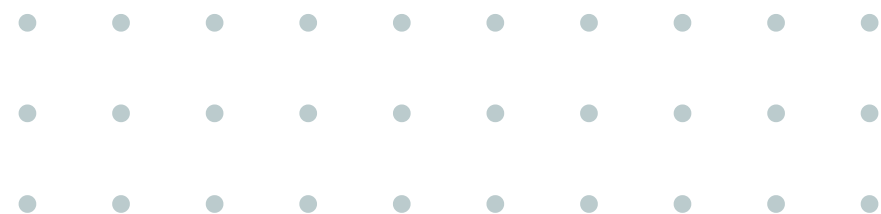
# MEETING THE UNEXPRESSED NEEDS

*LUSH – Industry Project*








# POS SYSTEMS DO A LOT OF THINGS

keep inventory, payments, shopping options, customer profiles, and loyalty integrations.



## Top Points of Sale Technologies

Shopify POS has the top spot for best Points of Sale by market share. Followed by ICR and Microsoft Dynamics 365 for Retail

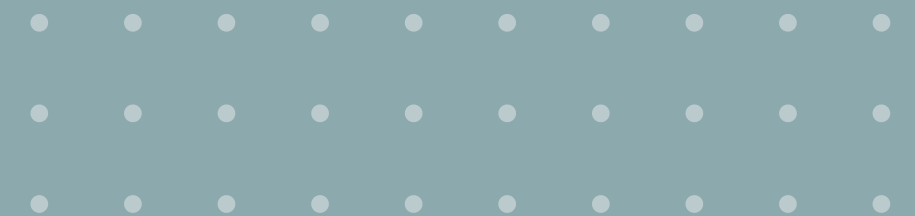
- 1  Shopify POS
- 2  ICR
- 3  Microsoft Dynamics 365 for Retail
- 4  Microsoft Dynamics POS
- 5  Lightspeed POS





# VISION = PERSONALIZATION

anticipating the customers' **expressed** and  
**unexpressed** needs.



# HOW: CUSTOMER PROFILE, REVIEWS AND INCENTIVES

Incentivize customer to provide information that describes their personality together with recommendations about the products they use

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Create A New User Profile

\*Add Customer Name

\*Add Customer Email

\*Add Customer Phone Number

Add Recording Of Pronunciation

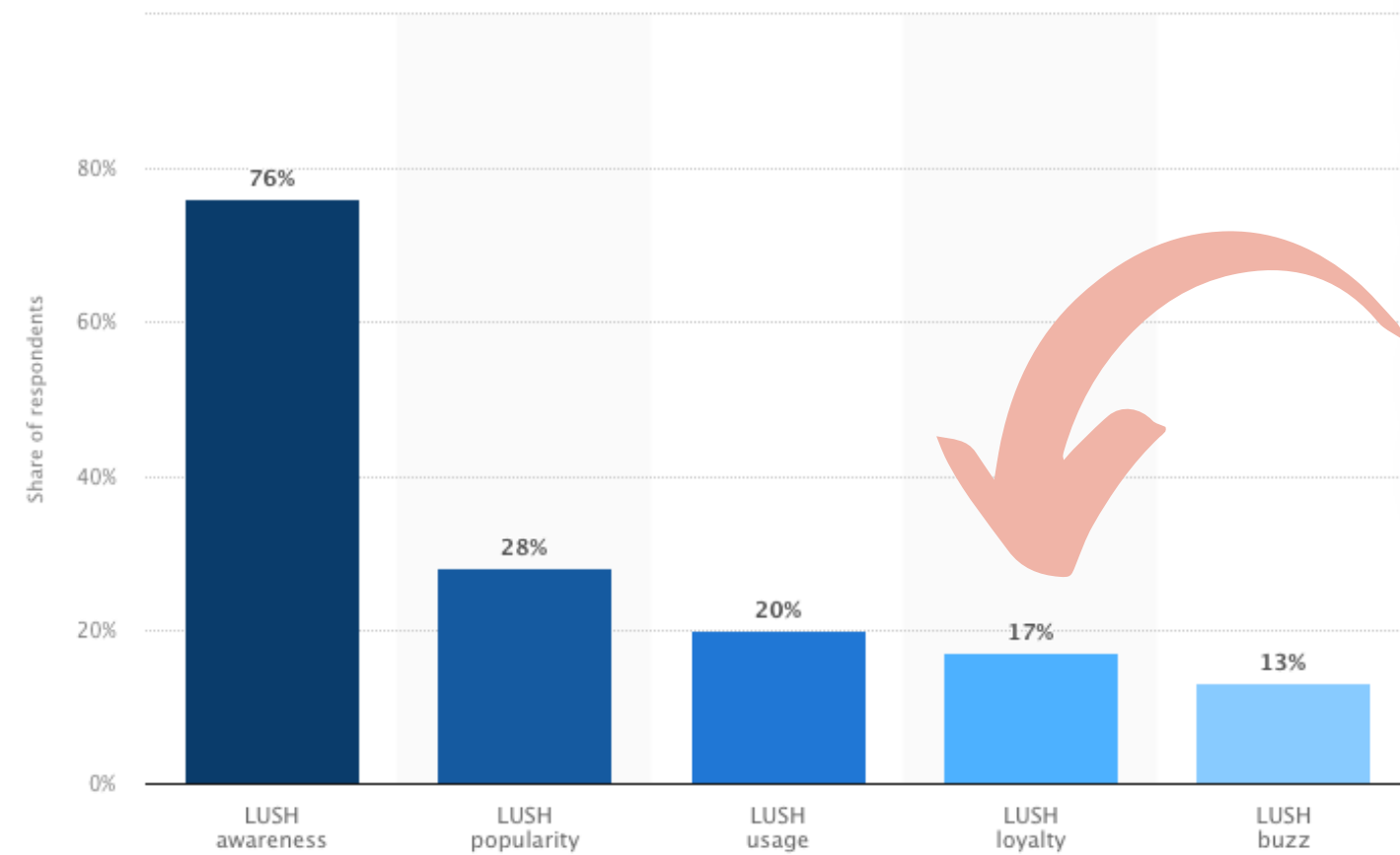
Customer's Preferred Pronouns

CREATE

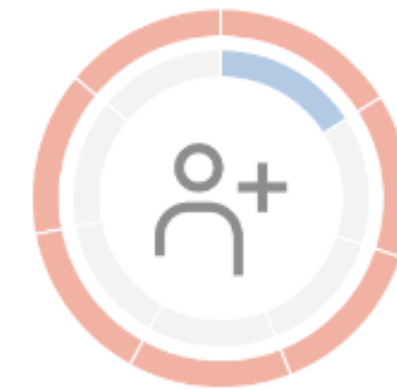
Click an image to highlight:

A decorative graphic consisting of a grid of small, light grey dots. The grid is 3 rows high and 10 columns wide, totaling 30 dots.

# WHY: INCREASING RETENTION IS THE KEY



## STUDIES HAVE SHOWN THAT...



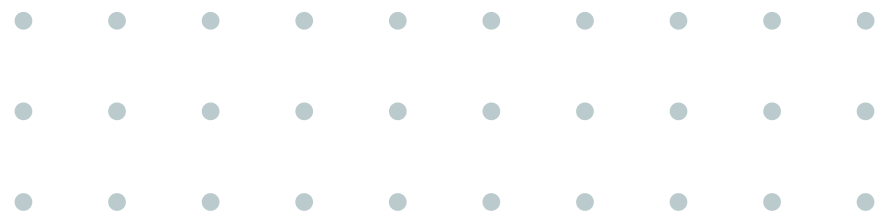
Acquiring a new customer can cost **up to 7 times more** than retaining **an existing one**.



Increasing customer retention by just **5%** can increase profits by **up to 95%**.



Selling to an existing customer has a **success rate of 60-70%**, compared to **5-20%** for a new customer.



# PREDICTIVE RECOMMENDATION MODELS

1) User Independent

i. Highest Reviews

product_id	product	sub_brand	brand	rating_mean	rating_count
9	barbie bubble	Bubble Bars	Bath	2.702028	641
11	lord of misrule	Shower Gel	Shower	2.660317	630
19	imperialis	Moisturizer	Face	2.630137	657
15	happy hippy	Shower Gel	Shower	2.593323	659
6	lord of misrule	Bubble Bars	Bath	2.592920	678

ii. Highest Sales Number

product_id	product	sub_brand	brand	quantity_sum
18	enzymion	Moisturizer	Face	1444
7	bonehead	Bubble Bars	Bath	1425
2	bat art	Bath Bombs	Bath	1389
6	lord of misrule	Bubble Bars	Bath	1352
20	skin drink	Moisturizer	Face	1350

2) Content based on Ingredients similarity

Similarity to “bat art” – Bath Bomb

product_id	product	sub_brand	similarity
2	bat art	Bath Bombs	1.000000
1	lord of misrule	Bath Bombs	0.631354
3	screamo	Bath Bombs	0.584653
4	magic potion	Bath Bombs	0.583923
12	snow fairy	Shower Gel	0.538345
10	sleepy	Bubble Bars	0.473677
9	barbie bubble	Bubble Bars	0.473677
5	barbie bath	Bath Bombs	0.441480
6	lord of misrule	Bubble Bars	0.386868
7	bonehead	Bubble Bars	0.355988



# PREDICTIVE RECOMMENDATION MODELS

## 3) Collaborative

### i. Similar Users

product_id2	customer_predicted_rating_per_feature	product_id	product	sub_brand
13	2.680243	10	sleepy	Bubble Bars
19	2.671491	4	magic potion	Bath Bombs
12	2.634509	8	alien	Bubble Bars
20	2.630842	18	enzymion	Moisturizer
15	2.597036	5	barbie bath	Bath Bombs

### ii. Similar Items

product_id2	item_predicted_rating	product_id	product	sub_brand
1	4.116339	1	lord of misrule	Bath Bombs
2	4.084980	12	snow fairy	Shower Gel
13	4.025977	10	sleepy	Bubble Bars
15	4.016411	5	barbie bath	Bath Bombs
4	4.015937	6	lord of misrule	Bubble Bars

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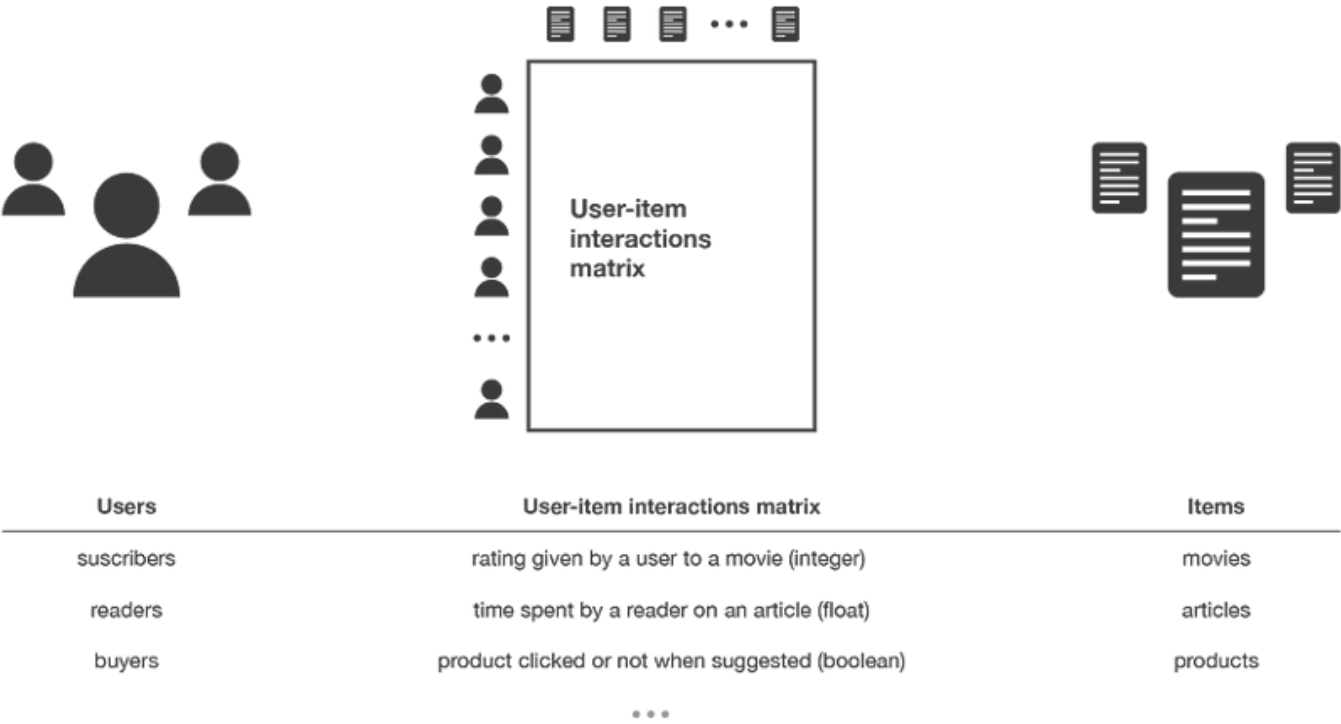
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# PREDICTIVE RECOMMENDATION MODELS

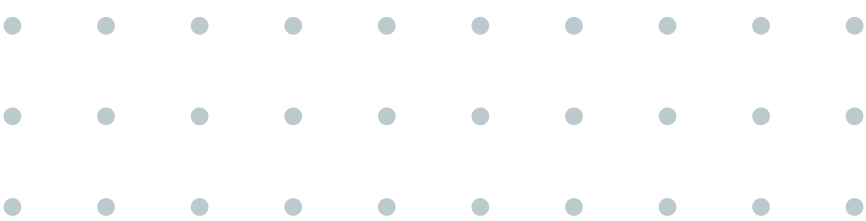
## 4) Market Basket

For product\_id: 19  
product name: imperialis  
Sub Brand: Moisturizer

antecedents	consequents	lift
[19]	[12]	1.438682
[19]	[14]	1.402677
[19]	[10]	1.342011

Lift: How much we have lifted the purchase likelihood of the consequent product by having bought the antecedent. In other words, how much probable is to add the consequent product to the basket.

product_id	product	sub_brand
12	snow fairy	Shower Gel







# BUILD A STORY :

Casey, maybe you would like to have a look on the A,B,C products that are getting very good reviews.

Or maybe you might be interested in the D,E,F products that most of the other customers are buying.

Also, I have seen other customers that liked the same product you are like also liking these other ones.

Or, actually, I think you might like these other products more. The aroma is similar to the ones you have chosen before

