

SMART RECOMMENDATIONS AT SCALE: MARKET BASKET INTELLIGENCE WITH BIG DATA + AI

 instacart : We need a real-time customized recommendation system

⚠ Business Issue



Low Average Order Value
Customers buy only the minimum



Poor Customer Retention
Lack of repeat purchases



Inefficient Promotions
Mistargeting lowers margin



Slow Implementation
System development takes too long

Our Solution



Centralized Storage

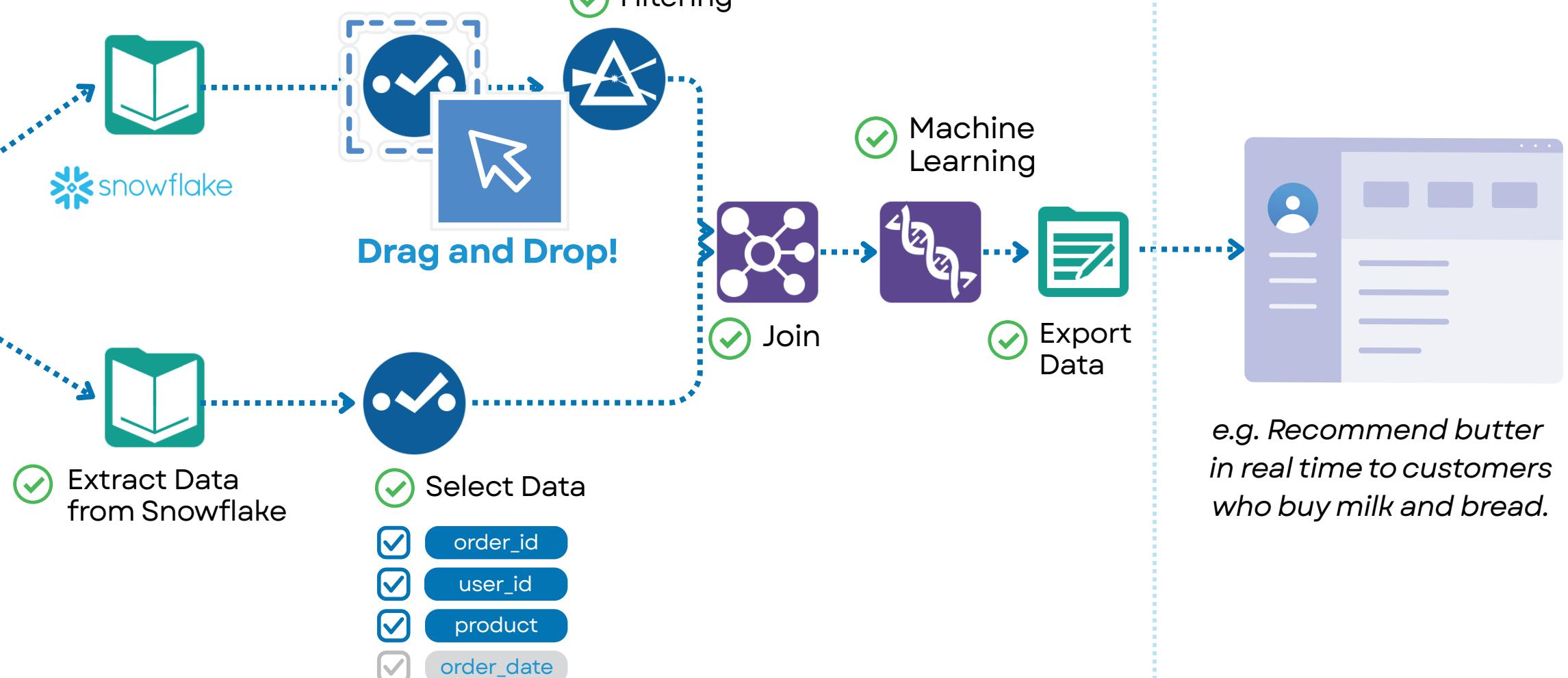
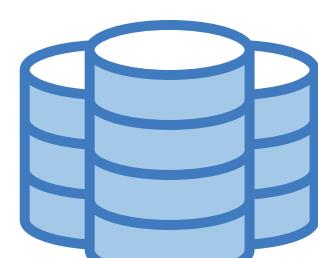
- Scalable & secure Data warehousing for analysis

No-Code Modeling

- Drag-and-drop interface
- FP-Growth / Apriori Algorithm
e.g. Customers who buy Milk & Bread often buy Butter

Real-Time Insights

- Interactive dashboard For business users



BUSINESS VALUE



Revenue & Order Value Growth

Boost revenue by recommending the right products at the right time.



Faster Time to Insight

Build and test recommendation strategies in hours, not weeks.



No Heavy IT Dependency

Empower analysts with no-code tools like Alteryx and Streamlit.

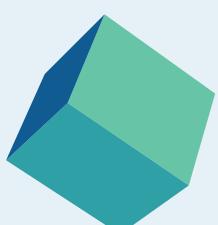


Scalable & Cloud-Ready

Securely scale with Snowflake — no infrastructure worries.

TECHNICAL HIGHLIGHTS - 3V

VOLUME



- ✓ In-Database Power
- ✓ Efficient Big-Data Handling

VELOCITY



- ✓ Blazing Bulk Loads
- ✓ Elastic Compute, Zero Tuning

VALUE



- ✓ Low-Code, High-Impact
- ✓ Cloud-Smart Economics

INDUSTRY APPLICATIONS: WHEREVER & WHENEVER DATA DRIVES DECISIONS

Media & Entertainment



Content suggestions based on viewing behavior
e.g. Netflix, Instagram

Retail & E-commerce



Suggest the next item before customers check out
e.g. Brand online mall, Amazon

HR & Talent Platforms



Recommend the best-fit job or candidate
e.g. LinkedIn

[Explore the Demo](#)

