

SENSE

RECOMMENDED SYSTEM

APPLICATION DEMO





User/Product Input

Email:

yi.jin@ssense.com

Product (sku/pid):

181035M202006

☐ By productID?

Submit

Algorithm Output

☒ PDP Rec'4U

☐ Explorer

Bonus

☐ Browsing History

New

☐ Purchase History

New

☒ Products Rec'4U

New

Browsing Mode

☒ Rec'4U on SSENSE

Product in PDP



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | stock: 7
SKU: 181035M202006 | Price:350

Ranking Tune

Top N user preference:

50

☒ Capped user pref at last brx

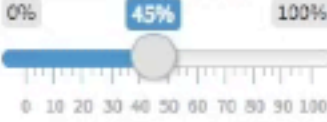
PID Score Rounding to:

0.1

Which Distance?

Manhattan/TaxiCab

Personalized Level



Suggested Business Rules

Top N product:

8

☒ Remove Out Of Stock?

☒ Only Same Gender?

Others: Region Restriction

Other Business Rules

☐ Only Same Dept?

☐ Only Same Category?

☐ Only Same Subcategory?

RANKby®: Distance to personalized level (option 1)



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | Stock: 8
SKU: 181035M202005 | Price:350
Score Pref/Sim: 0 / 1



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | Stock: 31
SKU: 181035M202001 | Price:350
Score Pref/Sim: 0 / 0.9996



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | Stock: 12
SKU: 181035M202002 | Price:350
Score Pref/Sim: 0 / 0.9922



Common Projects

> Men > ACC > WALLETS & CARD
HOLDERS > WALLETS | Stock: 9
SKU: 181133M164005 | Price:185
Score Pref/Sim: 1 / 0.0098



Common Projects

> Men > SHOES > SNEAKERS > LOW
TOP SNEAKERS | Stock: 37
SKU: 181133M237030 | Price:425
Score Pref/Sim: 1 / 0.0067



Common Projects

> Men > SHOES > BOOTS > CHELSEA
BOOTS | Stock: 25
SKU: 181133M223006 | Price:530
Score Pref/Sim: 1 / 0.0033



Common Projects

> Men > ACC > WALLETS & CARD
HOLDERS > WALLETS | Stock: 13
SKU: 181133M164002 | Price:155
Score Pref/Sim: 1 / 0.0024



Common Projects

> Men > SHOES > SNEAKERS > HIGH
TOP SNEAKERS | Stock: 30
SKU: 181133M236004 | Price:445
Score Pref/Sim: 1 / 0.0023

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Product in PDP



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Top N user preference:

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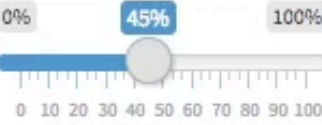
PID Score Rounding to:

0.1

Which Distance?

Manhattan/TaxiCab

Personalized Level



Suggested Business Rules

Top N product:

8

☒ Remove Out Of Stock?

☒ Only Same Gender?

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☐ Only Same Category?

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RANKby®: Distance to personalized level (option 1)



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> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | Stock: 31
SKU: 181035M202001 | Price:350
Score Pref/Sim: 0 / 0.9996



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES
& ZIPUPS | Stock: 12
SKU: 181035M202002 | Price:350
Score Pref/Sim: 0 / 0.9922



Common Projects

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HOLDERS > WALLETS | Stock: 9
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Score Pref/Sim: 1 / 0.0098



Common Projects

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Score Pref/Sim: 1 / 0.0067



Common Projects

> Men > SHOES > BOOTS > CHELSEA
BOOTS | Stock: 25
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Score Pref/Sim: 1 / 0.0033



Common Projects

> Men > ACC > WALLETS & CARD
HOLDERS > WALLETS | Stock: 13
SKU: 181133M164002 | Price:155
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Common Projects

> Men > SHOES > SNEAKERS > HIGH
TOP SNEAKERS | Stock: 30
SKU: 181133M236004 | Price:445
Score Pref/Sim: 1 / 0.0023

APPLICATION DEMO 1

PDP Rec'4U Demo

User/Product Input

Email:

yi.jin@sense.com

Product (sku/pid):

181035M202006

By productID?

Submit

Algorithm Output

PDP Rec'4U

Explorer

Browsing History


Purchase History

Products Rec'4U

Browsing Mode

Rec'4U on SSENSE

Product in PDP



Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES & ZIPUPS | stock: 7

SKU: 181035M202006 | Price:350

Ranking Tune

Top N user preference:

50

☒ Capped user pref at last brx

PID Score Rounding to:

0.1

Which Distance?

Manhattan/TaxiCab

Personalized Level

0%

45%

100%

Suggested Business Rules

Top N products:

8

☒ Remove Out Of Stock?

☒ Only Same Gender?

Others: Region Restriction


Other Business Rules

☐ Only Same Dept?

☐ Only Same Category?

☐ Only Same Subcategory?

RANKby®: Distance to personalized level (option 1)




Balenciaga Boy

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SKU: 181035M202005 | Price:350

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Balenciaga Boy

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SKU: 181035M202001 | Price:350

Score Pref/Sim: 0 / 0.9996




Balenciaga Boy

> Men > RTW > SWEATERS > HOODIES & ZIPUPS | Stock: 12

SKU: 181035M202002 | Price:350

Score Pref/Sim: 0 / 0.9922




Common Projects

> Men > ACC > WALLETS & CARD HOLDERS > WALLETS | Stock: 9

SKU: 181133M164005 | Price:185

Score Pref/Sim: 1 / 0.0098




Common Projects

> Men > SHOES > SNEAKERS > LOW TOP SNEAKERS | Stock: 37

SKU: 181133M237030 | Price:425

Score Pref/Sim: 1 / 0.0067




Common Projects

> Men > SHOES > BOOTS > CHELSEA BOOTS | Stock: 25

SKU: 181133M223006 | Price:530

Score Pref/Sim: 1 / 0.0033




Common Projects

> Men > ACC > WALLETS & CARD HOLDERS > WALLETS | Stock: 13

SKU: 181133M164002 | Price:155

Score Pref/Sim: 1 / 0.0024



Common Projects

> Men > SHOES > SNEAKERS > HIGH TOP SNEAKERS | Stock: 30

SKU: 181133M236004 | Price:445

Score Pref/Sim: 1 / 0.0023

SSENSE

APPLICATION DEMO 2

PDP Rec'4U Demo

User/Product Input

Email:

yi.jin@ssense.com

Product (sku/pld):

181035M202006

By productID?

Submit

Algorithm Output

PDP Rec'4U

Explorer

Bonus

Password:

Browsing History

New

Purchase History


New

Products Rec'4U

New


Browsing Mode

Rec'4U on SSENSE




Thom Browne

> Men > BAGS > BRIEFCASES > BRIEFCASES | stock: 4
SKU: 181381M167001 | Price:2700
Date: 2018-03-10 | Hits/Time: 1/7.6 s




Master & Dynamic

> Men > ACC > TECH > HEADPHONES | stock: 6
SKU: 181770M152001 | Price:400
Date: 2018-03-10 | Hits/Time: 2/9.1 s




Burberry

> Men > BAGS > BRIEFCASES > BRIEFCASES | stock: 1
SKU: 181376M167001 | Price:1515
Date: 2018-03-10 | Hits/Time: 2/14.6 s




Master & Dynamic

> Men > ACC > TECH > HEADPHONES | stock: 3
SKU: 181770M152003 | Price:400
Date: 2018-03-10 | Hits/Time: 1/2.7 s




Saint Laurent

> Men > BAGS > BRIEFCASES > BRIEFCASES | stock: 11
SKU: 181418M167001 | Price:1890
Date: 2018-03-10 | Hits/Time: 1/4.3 s




Paul Smith

> Men > BAGS > BRIEFCASES > BRIEFCASES | stock: 13
SKU: 181260M167001 | Price:495
Date: 2018-03-10 | Hits/Time: 2/21.5 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 8
SKU: 162014FD61027 | Price:875
Date: 2018-01-15 | Hits/Time: 1/1.9 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 9
SKU: 172014FD61005 | Price:1095
Date: 2018-01-15 | Hits/Time: 1/2.2 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61012 | Price:825
Date: 2018-01-15 | Hits/Time: 2/7.6 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61004 | Price:525
Date: 2018-01-15 | Hits/Time: 1/1.3 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61017 | Price:875
Date: 2018-01-15 | Hits/Time: 1/4.8 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61016 | Price:895
Date: 2018-01-15 | Hits/Time: 3/23.6 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 162014FD61009 | Price:895
Date: 2018-01-15 | Hits/Time: 1/6.2 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61020 | Price:925
Date: 2017-11-19 | Hits/Time: 1/34.2 s




Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 172014FD61001 | Price:925
Date: 2017-11-19 | Hits/Time: 1/25 s





Canada Goose

> Women > RTW > JACKETS & COATS > DOWN | stock: 0
SKU: 162014FD61009 | Price:895
Date: 2017-11-19 | Hits/Time: 1/2.6 s





Canada Goose








KENZO











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