

USE CASE – INSIDE SSENSE

Type	Data	Scenario	Feasibility	Difficulty
Popularity Ranking	Sales Data	On-website/Email	Feasible	★
Buy with Cohort	Purchase History	Email/Checkout	Feasible	★★★
Surf with Cohort	Browsing History	Browsing Session	Depends on Engineering	★★★★
Style with Stylist	Stylist Suggest	In-Store, Product Page	<a href="#">Clothes Matching</a>	★★★★★



Information Overload

Information Filter

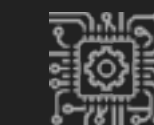


Web Directory



Search Engine

Personalization



Recommendation

$P(\text{Prod} | \text{user's history})$

Assess how a user will like / purchase / visit an item that has never seen before.

# MODELLING

2017-12