Michaels wants to build predictive models for enhancing their recommendation system

Situation

- Michaels sends out mass emails annually for recommending categories to users in order to enhance their experience and personalization
- Michaels believes that a customer centric analytical framework would enhance their efficiency in the retail sector
- The mails comprise of random suggestions/promotions of a product/category which isn't customer specific
- Michaels wish to rank categories/departments according to users needs
- Hence, an autonomous model should be build in order to recommend top ranking categories for every customer

Complication

- Michaels currently does not have an existing analytical framework to understand its customer buying patterns
- Transactional Database is huge in order to process and analyze

Key Question

- What techniques can be used to create customer specific scalable solutions ?

End State

- Michaels succeeds in building an analytical framework for recommending various categories to customers thereby enhancing customer experience and growth of the organisation

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