**Opinio Hackathon, 2016**

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With the number of start-ups increasing on daily basis, a common user is confused with the lot of options that he gets. To lure the customer on their platform, a company sends various promotional messages along with mouth-watering discounts. However, in this act to kill the competition, the industry ends up in flooding the customer’s phone with lots of messages and notifications. This not only frustrates the user, it also ends up in user discarding most of the messages without even taking a look what the message says. So how do we tackle the problem?

**Problem Statement:**

Try to stream line the masses for promotional messages. Unable to get user’s pattern of purchasing until he makes a sufficient transactions and use it target the audience accordingly.

**The Solution!**

We have come up with a simple but elegant solution for the customer relationship management. To tackle this problem, the more the data we get about the user’s spending culture, we will be able predict with more accuracy about his likes and dislikes. So we have built up a simple API which collects the simple but useful data about the users spending. We plot the spending and get pattern out of it.

**How does it work?**

The API is given to all the partners (the merchants) and the API call is made with certain predefined parameters. This helps us in collecting the current order patterns of the user. We try to come up with his likes and dislikes as the data increases in our database. Given a sufficient time, the data about the user will be sufficient enough to predict his likes and dislikes and now the merchant can send targeted messages and notifications.

**The Second way!**

But what if the user has come for the first time on an online portal. The merchant’s don’t have any knowledge about the user. In this scenario, we tackle the problem by using his social data. On making him login through any social login, we get his tagged places, posts he has been tagged in, and various other useful data he has made public. We try to get his likes from the social data he has shared. Thus, we extrapolate his spending culture and thus can be helpful in targeting the promotional messages.

**Assumptions:**

* The assumptions that we have made is that people like to share their likes and dislikes on social login.
* The merchants that will be using this API will have social login in their application.
* Merchant’s will use this API on all final order confirmation so that we get more accurate data.

**Product flow:**



**Conclusion:**

We are successfully getting the users data from his history and can make a good amount of suggestions about his spending culture.