

**PES UNIVERSITY**

**UE20CS303-SOFTWARE ENGINEERING**

**PROJECT TITLE AND ABSTRACT**

**CUSTOMER LOYALTY AND RANKING BASED SOFTWARE**

**TEAM DETAILS:**

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Customers' data is tracked using a platform that tracks their purchase history, average time in store, money spent, products purchased, ratings and more. In order to improve customer retention, each customer could be categorized, given a Rank, and handled differently.

As a consequence, they are rewarded with loyalty points based on the RFM model. This ensures optimum customer satisfaction and keeps them engaged even after the sale is completed. Machine Intelligence algorithms are used to develop a Recommendation System that maximizes sales returns and simplifies operations.

Due to the convenience of the product being readily available, customers are also more likely to return. AI could build a model that proactively performs Sentiment Analysis, enabling retailers to address issues more quickly by proactively understanding their customers' emotions.