

All-around, data-driven tools to boost your e-commerce



NTT 360

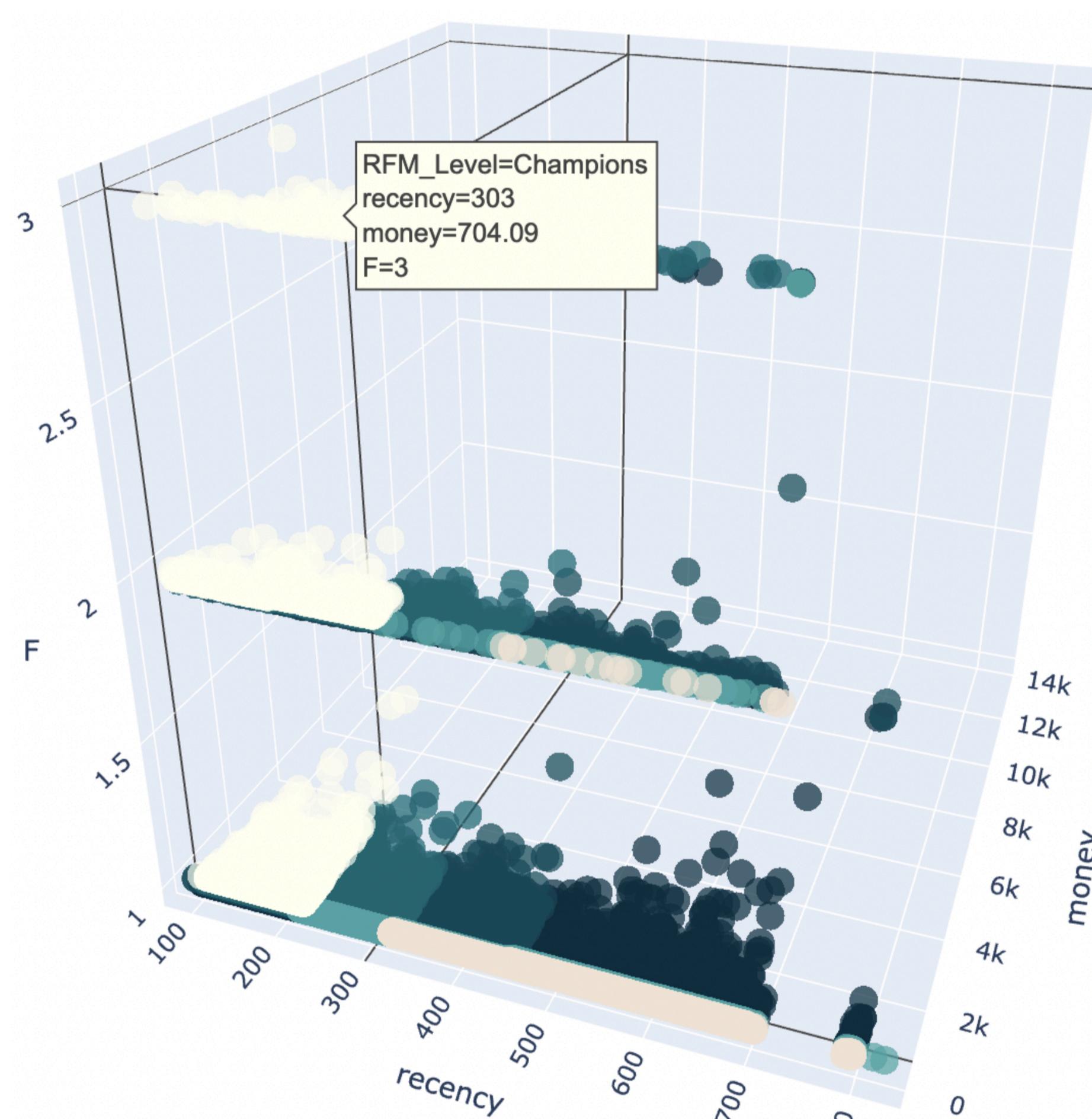


NTT DATA ITALIA challenged us with a **project management**, data-driven game where we had to leverage their **data** to build statistics-based, machine learning models to enhance profits improving 3 key activities for a spanish e-commerce.

SEGMENTATION & MICROMARKETING

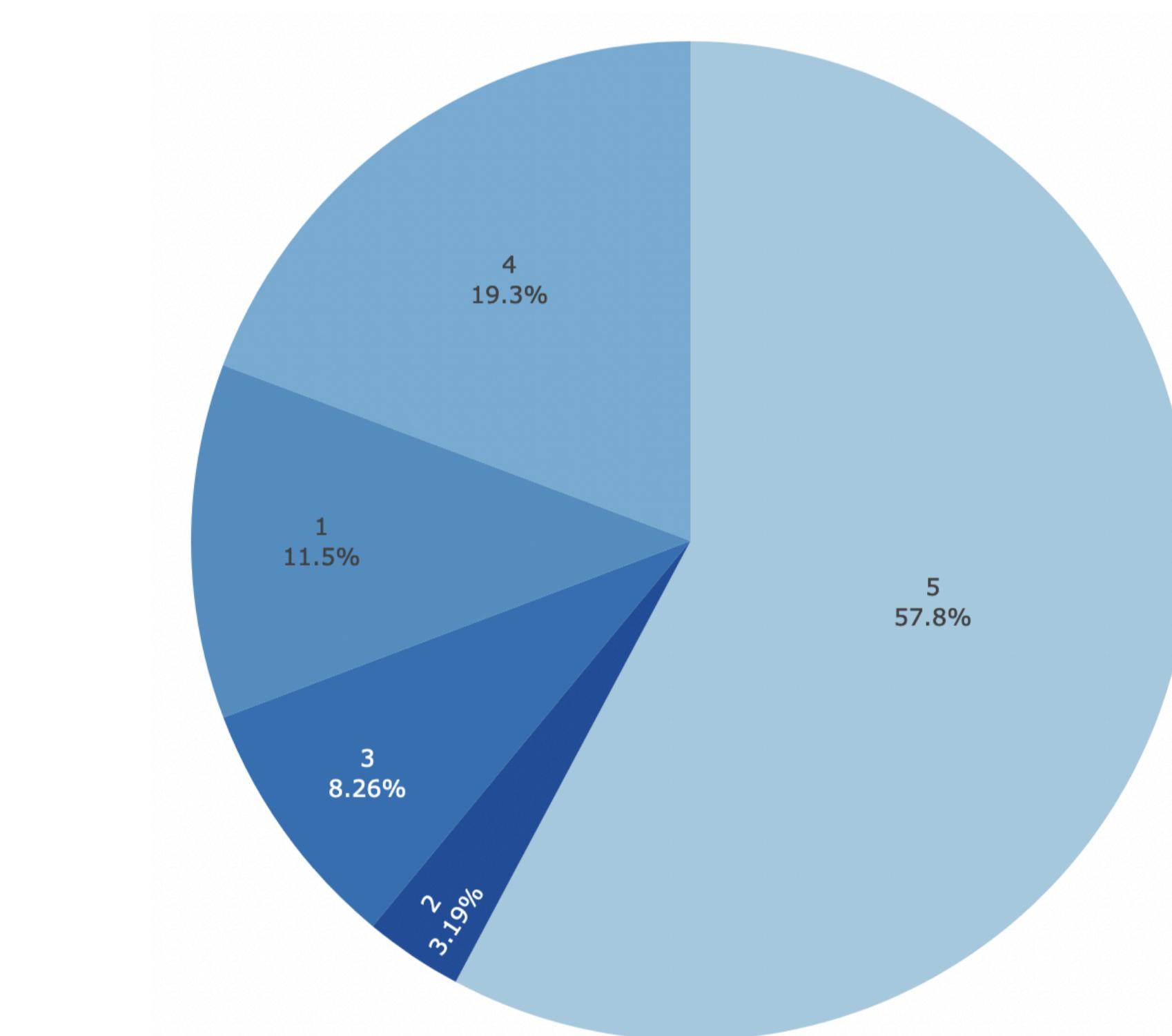
PRODUCTS RECOMMENDATIONS

DELIVERY TIME PREDICTION

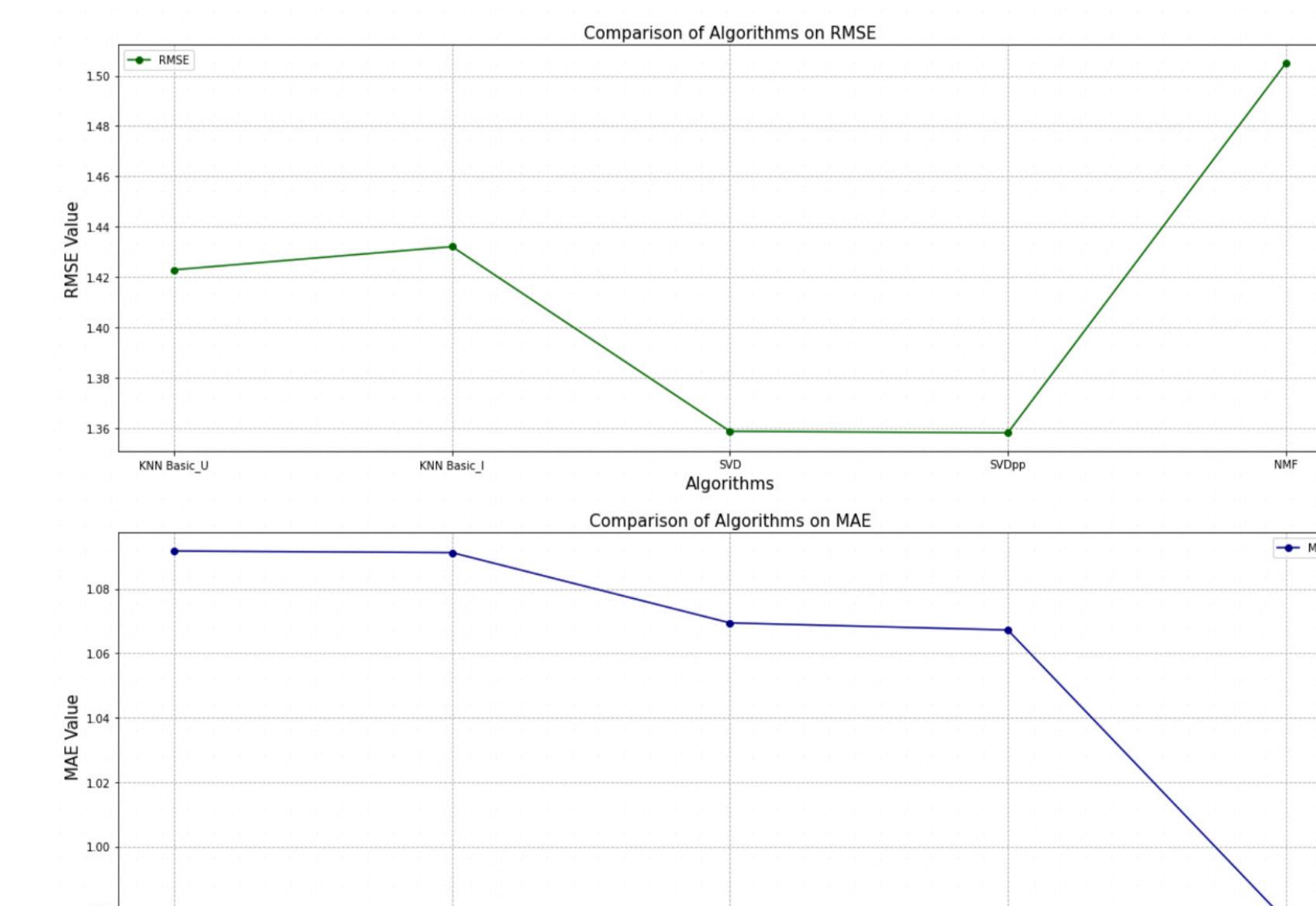


70% of historical revenues come from **one-time customers**.

Our marketing strategies aim to increase the **Customer Lifetime Value** and induce a second purchase.



One of our recommendation systems can **precisely predict** the potential **rating** a customer would give to a product she doesn't know already based on the **similarity** in preferences she has with another customer.



Our delivery time model **predict the shipment time** with an average error of 1 day, and we can tell that the **volume**, distance, and logistics delay badly influence the shipping time.

