



# Machine Learning for Customer (ML4C) – Product Trends



**Function:** Customer Relationship Management  
**Processes:** Marketing, E-Commerce, Customer Lifetime Value, Brand Loyalty  
**Industry:** Retail, Consumer Products, Wholesale and Distribution, E-Commerce, and Direct Selling

For more information contact [sap@deloitte.com](mailto:sap@deloitte.com)

## Business Driver

Identifying product trends before wide adoption can inform thought leadership and drive informed business decisions. By monitoring product trends, organizations can see what customers are more likely to buy and focus on developing offerings that are relevant to customers. Existing products can be optimized and innovative solutions that resonate in the marketplace may be delivered, improving brand loyalty and attracting new customers.

## Solution Overview

Part of the Machine Learning for Customer (ML4C) solution, Product Trends are generated from machine learning services, such as Topic Detection, in the SAP® Cloud Platform allocations by monitoring product search trends.

## Features

### Social Media Data turned to Predictions & Recommendations

- ✓ Forecast sales and optimize budgeting allocations by monitoring product search trends.
- ✓ Anticipate demand for a product and leverage insights in production planning.
- ✓ Design advertising that highlights popular features from product trends.

### Effective Product Portfolio Management

- ✓ Identify product lines or SKUs to discontinue based on marketplace popularity.
- ✓ Identify new and existing product lines to augment based on emerging trends and competitor success.

## Potential Benefits

- ✓ Leverage product trend insight to make better strategic decisions, capitalize on profitable opportunities, and overcome competition.
- ✓ Improve brand loyalty and win over new consumers with new products and services from product trends.
- ✓ Improve forecasting ability by understanding current product trends in the marketplace.
- ✓ Make strategic product portfolio decisions based on real-time product trends.



Machine Learning

- Smart Data Streaming
- SAP® Leonardo
- Topic Detection API



Core SAP

- SAP Cloud Platform
- Smart Data Integration



Analytics

- Android & iOS Mobile Application
- SAP® UI5 Cloud Application



Data Intelligence

- SAP® Predictive Service
- SAP® Automated Predictive Library
- SAP® Predictive Analysis Library