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Machine Learning for SAP Hybris® (ML4H) - Product Recommendations

Function: E-Commerce
Processes: Product Offering, Product Recommendation, Up-/Cross-Selling
Industry: Cross-industry

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Business Driver

Customers spend more money online on an average, but they spend less per retailer. Increased competition and ease of accessibility has resulted in a decrease in the average size of a single cart. Offering relevant recommendations to potential customers can be the key differentiator in increasing the average order size.

Solution Overview

Product recommendations suggest which products can be interesting for the customer. Machine Learning can be used to study user metrics and data and recommendations can be made using those metrics. These metrics can include analysing customer browsing trends, top selling products, promoted and related products.

Features

Part of by SAP S/4HANA® platform

Extensive set of ML algorithms and models (SAP® PAL)

OOTB Integration with SAP Products

✓ SAP Hybris Marketing

✓ SAP Hybris C4C via Marketing Mashup

✓ SAP Hybris Commerce via Marketing

Integration with Non-SAP products via REST API/OData

Potential Benefits

✓ Increases average order value (AOV)

✓ Increased cart conversion rate

✓ Increased customer satisfaction

Machine Learning
- Studying customer behavior
- Defining user metrics

Core SAP
- SAP S/4HANA
- SAP Hybris Commerce
- SAP Hybris Marketing

Analytics
- Feed customer analytics data to ML
- Frequently viewed
- Frequently ordered

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