



Machine Learning for Customer (ML4C) - Sales Volume Prediction & Product Recommendations



Function: Customer Relationship Management

Processes: Marketing, E-Commerce, Customer Service, Customer Lifetime Value

Industry: Consumer & Industrial Products (C&IP) - Retail, Wholesale & Distribution; C&IP – Cross-industry

For more information contact sap@deloitte.com

Business Driver

Before launching a new product line or discontinuing an existing SKU, it is critical that companies have the ability to predict sales volume impact. Seeing which products are recommended for customers can enable product managers and executive leadership to effectively manage their product portfolio.

Solution Overview

Based on the historical sales transactional data, predictive and machine learning algorithms forecast sales volume of new and existing products. This provides organizations insight on the trend before new products are introduced or existing ones are discontinued. The product & price recommendation engine analyzes customer behavior and order history to predict most likely to buy products at certain price. With this information, e-retailers can offer the right products & prices to their customers at the right time.

Features

Analyze Sales Volume

- ✓ Self-learning models calculate the sales trends using current and historical sales order data

Discover Most Likely to Buy Products

- ✓ Visibility to recommended products for individual customers and customer segments
- ✓ Real-time access to time sensitive product recommendations, including seasonality

Provide Price Recommendations

- ✓ Price recommendation based on supply and demand information as well as customer profiles

Potential Benefits

- ✓ Deeper insight into sales and product data
- ✓ Insight to sales opportunities
- ✓ Improved planning and inventory management



Machine Learning

- Smart Data Streaming
- Virtual Machines for R
- Business Services for YaaS



Core SAP

- SAP® Cloud Platform
- SAP® Hybris® Commerce
- SAP S/4HANA® Cloud
- SAP® Hybris® Marketing



Analytics

- SAP® UI5 Cloud Application
- SAP® Analytics Cloud



Data Intelligence

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