

Machine Learning for Customer (ML4C) – Product Trends

Function:

Customer Relationship Management

Processes:

Marketing, E-Commerce, Customer Lifetime Value, Brand Loyalty

Industry:

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

Business Driver

Identifying product trends before wide adoption can

- Inform thought leadership
- Drive informed business decisions
- Help determine what customers are more likely to buy
- Develop more customer-relevant products and/or services

Solutions Overview

Part of the Machine Learning for Customer (ML4C) solution, Product Trends are generated from machine learning services by monitoring product search trends, such as Topic Detection, in the SAP® Cloud Platform allocations. Existing products can be optimized and innovative solutions that resonate in the marketplace may be delivered, improving brand loyalty and attracting new customers.

Features

Social media data turned to predictions and 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 performance

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 derived 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

For more information contact
sap@deloitte.com