

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

Business Driver

The need to predict sales volumes before

- Launching a new product line
- Discontinuing an existing SKU
- Managing other aspects of the product portfolio

Solutions Overview

Based on the historical sales transactional data, predictive and machine learning algorithms can forecast sales volume of new and existing products. These insights can determine if and when new products are introduced or existing ones are discontinued. The Sales Volume Prediction & Product Recommendations engine analyzes customer behavior at various price points, enabling e-retailers to offer the right products and prices to customers at the most opportune time.

Features

Analyze sales volume

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

Discover who is most likely to buy

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

Provide price recommendations

- Use supply and demand information, as well as customer profiles, to determine price recommendations

Potential Benefits

- Deeper insight into sales and product data
- Discernment of sales opportunities
- Improved planning and inventory management



Machine Learning

- Smart data streaming
- Virtual Machine for R-server
- 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

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