

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

### Function:

E-Commerce

### Processes:

Product Offering, Product Recommendation, Up-/Cross-Selling

### Industry:

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

### Business Driver

#### Need to increase customer spend per cart, due to

- Increased competition
- Ease of online accessibility

### Solutions Overview

Offering relevant product suggestions and recommendations can be the impetus for more purchases and increased average order size. Machine Learning (ML) can inform those recommendations based on analysis of user metrics and other data, such as customer browsing trends, top selling products, promoted products, and other 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

- Increased average order value (AOV)
- Higher 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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