

# Recommendation Engine

## Cloud base, Machine Learning and Data Driven Solution

Bamboo Recommendation Engine is a cloud base, Machine Learning and data driven solution that analyzes the behavior of your consumer and uses a mixtures of custom algorithm to provide personalized product and content recommendation.

### Challenge



Businesses can leverage Recommendation Engine to improve customer experience and increase revenue. However Building a scalable and flexible AI base Recommendation Engine requires significant amount of development as well as operational and maintenance effort.

- Customers want to have better shopping experience that are relevant to their needs.
- Businesses want to better engaging with their customers by providing more individualized content or service
- Online shops want to increase the average order amount by upselling or cross-selling with products customer will be interested in.
- Businesses want to achieve better marketing conversion rate through targeted marketing and personalization.

### Solutions



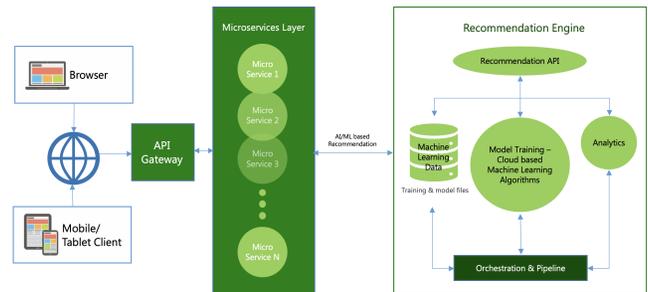
**Data Source** Ingest data source through API, Mobile SDK or LOB applications such as CRM.



**Algorithm** Based on Bamboo's specialized machine learning model which includes Collaborative, Content-based filtering, and Hybrid approach.



**Prediction** Based on user generated event data to generate predictions in a form of recommendations



### Features

#### User Profiling

Provide a 360-degree view of your customers.

#### Multiple Algorithms

A hybrid use of multiple algorithms that analyzes behavior patterns as well as content relationships.

#### Performance

Big Data infrastructure that can support real time processing and continuously update recommendations.

#### Scalable and Flexible

Leverage Azure Cloud scalability and flexibility to provide needed computing resources.

### Industries



Ecommerce



Retail



Media



Entertainment



Finance

### Values

- Increase Conversions
- Improve Customer Retention
- Cost Effective Improve ROI
- Improve Customer Loyalty
- Increase Revenue
- Improve Customer Experience