



Case study

AI based recommendation engine for ecommerce

How would you possibly increase revenues of your online shop? Well, just sell more products and help your customers navigate the huge amount of categories and possible items they can buy!

One easy way to accomplish this is to analyze purchases of other customers, look what could be relevant to your prospect and suggest them something.

So you need a product recommendation engine. - Nothing easier than that: let's query the database. But what if a customer is an automotive company and ordered a hose. Would you recommend the same hose to a bakery? No. And what if there are ten more things which might be relevant? Well, it's getting more difficult but there are still many ways to skin a cat.

After analyzing the dataset and different approaches like collaborative filtering we decided to implement a product recommendation engine as a model in our neuro-bio inspired deep learning system, Vanillatech ML (<https://labs.vanillatech.de>). This allows customers to get suggestions of matching items. At the same time the system is able to be updated in real time and thereby automatically learn with new orders.

The screenshot shows the REIFF online shop interface. The main product is a synchronous shaft (Synchronwelle AT5). A recommendation engine overlay is visible, titled "Kunden kauften auch:" (Customers also bought:), showing a smaller version of the same product. The overlay also includes a technical drawing of the shaft with dimensions L and d. The product name "Synchronwelle AT5" is displayed in red text. The background shows the REIFF logo, navigation menu, and product details.

REIFF Online Shop (<https://reiff-tpshop.de>)