![Equation logo — Powering Data. Empowering Decisions.]

Revolutionizing Sales Strategy:
AI-Driven
Product Recommendations

Case Study

Industry Insight:

A global leader in IT infrastructure, thrives in a competitive tech landscape, offering cutting-edge solutions from hardware to cloud services amidst shifting market trends.

Core Focus: AI-powered recommendations

This project, set in the intersection of technology and AI, aims to optimize client's sales approach through advanced AI recommendations, directly responding to evolving market demands and enhancing revenue potential.
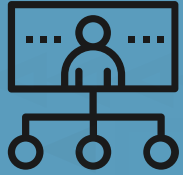
Problem Statement:

Navigating the complex landscape of product recommendations, our challenge was to guide Sales and Marketing teams on product discussions through diverse channels, enhancing order placement efficiency for SB customers, with an eye on a 1% improvement in model recall potentially boosting revenues by $1.94M.
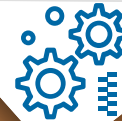
Quation's Solution:

Strategic Analysis:

Employing a Hybrid Recommender system, we outperformed traditional Collaborative Filtering by embracing flexibility, accommodating various interactions, and seamlessly integrating meta-features and customizable loss functions.

Agile Implementation:

Our approach revolutionized interaction handling and recommendation processes, offering a dynamic solution that adapts to evolving market needs and customer behaviors.

Tailored Insights:

The inclusion of advanced sequence models and multi-task learning, coupled with the ability to predict new site recommendations, effectively addressed the Cold Start Problem, paving the way for strategic, operational, and financial advancements.

Impact Delivered:

Outcomes Delivered:

The hybrid model outshone the **ALS model**, marking a **10% recall boost**, **8% more unique buyers**, and an **8% increase** in **revenue coverage**.

Strategic Wins:

Achieving a **5% revenue uplift**, this equated to an impressive **$20 million gain**, showcasing the model's profound impact on **enhancing business outcomes**.