

How Real-Time Recommendations

Increase Revenues, Optimize Margins
& Delight Customers

"You May Also Like" sounds simple, but there's a lot happening behind the scenes:



Real-time recommendations

take into account the user's needs
and your business strategy



User perspective

Finds items of interest to the user, especially surprising items:

- ✓ Use past purchases
- ✓ Similar users
- ✓ Similar or related products



Business perspective

Find items that promote your business strategy:

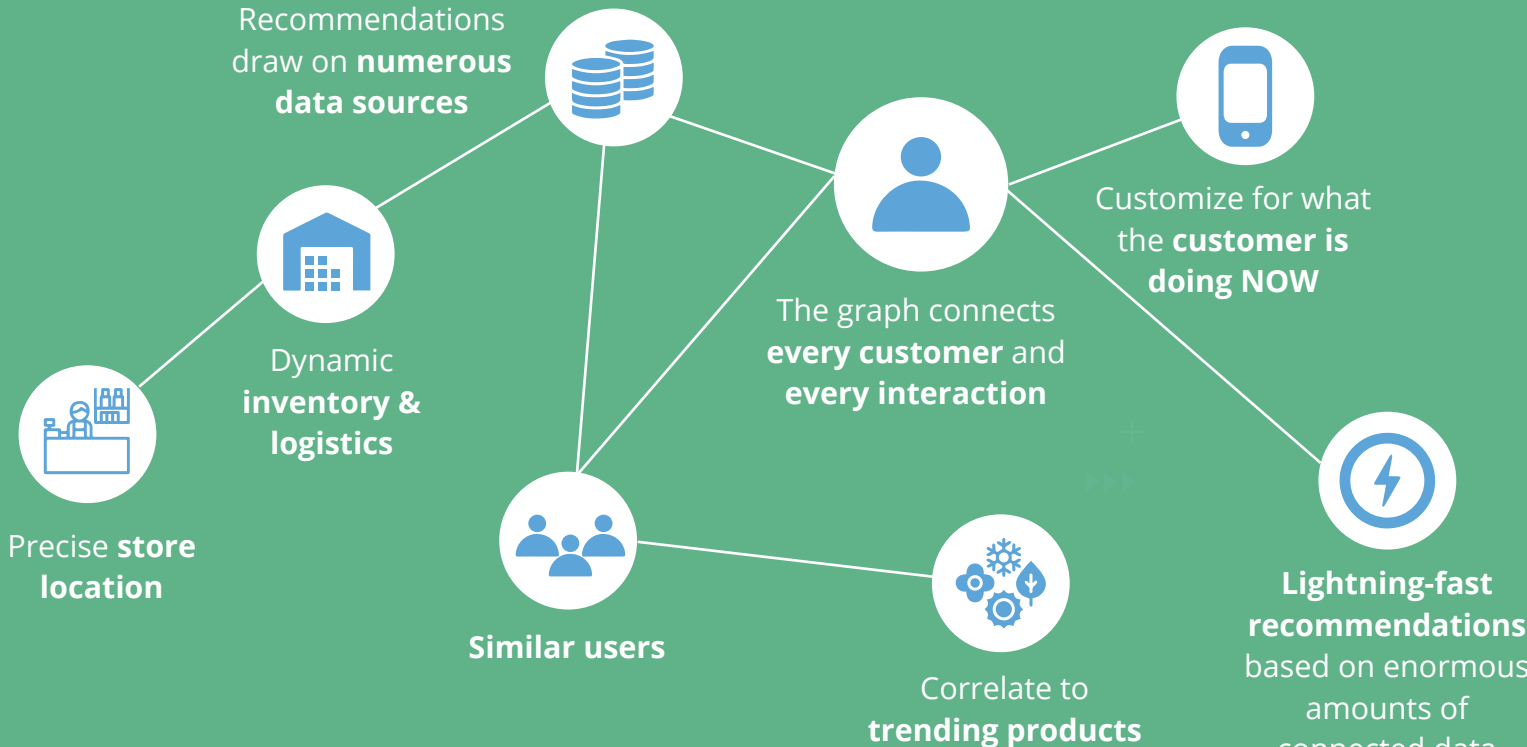
- ✓ High-margin items
- ✓ Overstocks
- ✓ Promotions

Recommendations Are Everywhere



Game-Changing Recommendations with Graph Technology

Graph technology connects all your data



Graph technology enables you to use multiple methods and weight them



Collaborative filtering

Recommend based on similar users or products



Content filtering

Recommend based on user history and profile



Rules-based filtering

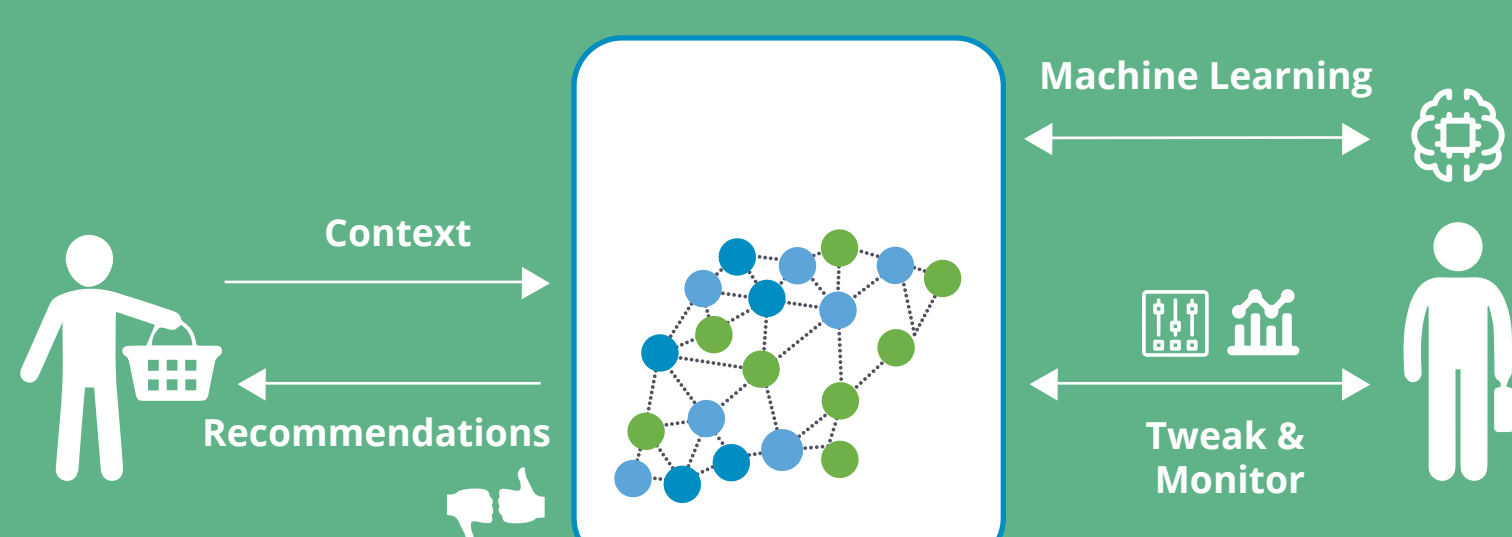
Recommend using rules



Business strategy

Recommend based on business strategy (promotions, margin, inventory)

Neo4j puts your business in control



Results with the Neo4j platform



Deliver blazing speed

ebay
Thousands of times faster than MySQL

Walmart
From batch to real time

4 ms response (target was 20 ms)
– Major US retailer



Support demand-based pricing

Refresh prices 18x faster
and adjust pricing based
on local demand
– Fortune 200 Hotelier



Scale effortlessly

90% of 35M+ daily transactions
handled by Neo4j – Major US retailer



In one quarter, digital sales
rose 34% to a record high
– Major US retailer

Drive more sales



Deliver agile DX

ebay
Faster, easier development
with 90% less code

Dive deeper into how graph-powered recommendation engines make a bottom-line difference

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