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:

Lots of Data
Promotions
Personalization
Blazing Speed

Real-time recommendations take into account the user's needs and your business strategy.

User perspective
Business perspective

Finds items of interest to the user, especially surprising items:
- Use past purchases
- Similar users
- Similar or related products

Find items that promote your business strategy:
- High-margin items
- Overstocks
- Promotions

Recommendations draw on numerous data sources.

Graph technology connects all your data.

Lightning-fast recommendations based on enormous amounts of connected data.

Correlate to trending products

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.

Tweak & Monitor

Context

Recommendations Are Everywhere

Healthcare
Travel
Government Services
Financial Services
Media & Entertainment
Job Search & Recruiting

Game-Changing Recommendations with Graph Technology

Thousands of times faster than MySQL
From batch to real time
4 ms response (target was 20 ms)

- Major US retailer

Deliver blazing speed
Support demand-based pricing
Refresh prices 18x faster and adjust pricing based on local demand

- Fortune 200 Hotelier

Faster, easier development with 90% less code
Deliver agile DX

- Retail

Machine Learning
Matching People & Products

You May Also Like:
I hadn't thought of that!

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

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Get in touch: info@neo4j.com