

Beymen - Product Recommendation Engine

We helped customer to build product recommendation engine based on clickstream and past purchasing data using GCP services.

The challenge

Current product recommendation engine can be run only once a week which may produce inaccurate results because of stale data. GCP project will facilitate automated daily runs with most recent data.

The solution

We used Dataflow , Pub/Sub , Composer to extract data from source systems, BigQuery to transform data, Vertex AI to create training and scoring pipelines to calculate top 3000 recommended products for each web visitor.

The results

More frequent scoring, More accurate product recommendation, More automated data and analytic processes

“ We need to migrate our tailored fit recommendation engine to cloud and with help of Komtaş we succeeded in developing a fully automated,extremely fast processing and strong recommendation engine on GCP. Now,we've versatile,cost efficient,fully governed,daily working with 99.9% service availability ML pipeline by upgrading our static,slow and weekly producing on-prem deployed recommendation engine.

”

Serdar Kiraz, Director of Advanced Analytics, Beymen

B E Y M E N

About Beymen

Since Beymen's launch in 1971, Beymen has always been a forerunner in bringing exceptional ideas to the fashion world in Turkey. BEYMEN is the first “Luxury Retail House” in Turkey. A unique sense of service combined with creativity and design know-how has placed BEYMEN at the top of Turkish ready-to-wear industry.

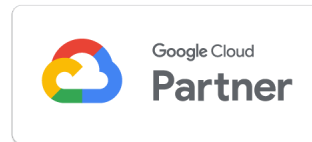
Industry: Retail & Wholesale

Primary project location: Turkey

KOMTAŞ

About Komtaş Bilgi Yönetimi Danışmanlık ve Tic. A.Ş.

Komtaş is data & analytics solution company which has been providing the end-to-end solution in data management & advanced analytics since 1989.



Products

Google Cloud Platform