STUDIOFORTY9 AND NIMBUS PARTNER TO DEVELOP ARTIFICIAL INTELLIGENCE SOLUTIONS FOR E-COMMERCE

BACKGROUND

StudioForty9 is a recognised leader in the Irish digital sector, with an award-winning and proven track record of delivering, maintaining, and continuously improving high-performance e-commerce and omnichannel retail solutions for the Irish retail industry. StudioForty9 is at the forefront of Irish e-commerce, working with Irish companies to not only grow their domestic business but also overseas, by opening previously inaccessible markets and building the integrations, automated processes and workflows needed to help scale an online business for international sales.

THE NEED

In many cases, discontinued products may sometimes still appear as recommended purchases. The problem Studioforty9 needed to address was how to abstract the decision about which new products to recommend, based on historical data for the now discontinued lines and products.

THE SOLUTION

Nimbus worked with Studioforty9 to examine AI solutions to augment an online product recommendation system. This would automatically show customers the products they are most likely to buy as a result of an innovative state-of-the-art personalisation engine using machine learning to instantly match products and people. For example, if a specific blue handbag is regularly purchased together with a specific red dress, and that blue handbag is now discontinued – the AI solution would learn from that prior recommendation, suggesting an alternative product that is both a handbag and blue, that could be recommended to be purchased with that same red dress.

BENEFITS OF THE ENGAGEMENT

One often overlooked aspect of e-commerce is how to properly handle discontinued products. No matter whether these products are temporarily out of stock or permanently discontinued, their product pages have an impact on a retailer's online performance. Customers often arrive on a site looking for these specific products and will often immediately leave if they do not find them. Thus, in conjunction with the Nimbus AI and data science team, StudioForty9 developed a proof-of-concept product recommender tool. By applying data mining to user interactions and data analytics to the collective purchase order history of a retailer's customer base - the refined system can deliver accurate, stock-aware, and time-sensitive 'Next Product to Buy' recommendations. In monitoring and giving due attention to discontinued products and services, StudioForty9 envisages that this work will contribute to greater online sales and customer satisfaction for its retail clients. In addition, it will help its retail partners to better craft more personalised online user experiences.

"WE WERE DELIGHTED TO FIND THAT THE NIMBUS CENTRE HAD THE CAPABILITY TO COLLABORATE WITH US ON THIS INNOVATIVE PROJECT. WE WERE VERY SATISFIED WITH THE OUTCOME AND THE EXPERIENCE AND QUALITY OF THE PEOPLE WORKING WITH US ON THIS PROJECT. WE WOULD HAPPILY RECOMMEND THE NIMBUS CENTRE TO COMPANIES LOOKING TO EXPLORE SOLUTIONS DRIVEN BY AI AND MACHINE LEARNING."

- Gerard Keohane, Director, StudioForty9.

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