HKBN JOS Recommendation Engine

Provide objective hints to answer diverse business questions
Optimize impacts with data-driven decisioning

Recommendation Engine: Answer Your Business Questions

Product	Price	Promotion	Place
Identify & address customer needs for **product line development**	Define **customer's monetary value** (revenue to generate) throughout lifespan	**Evaluate ROI** of communication mix for replicated success	Demographic data & location analytics help you **pick your store location right**
Enable interactive **cross-/ up-selling** with market-basket/ correlation analysis	Make possible **value-based pricing** to earn your product's differentiated worth compared to competitors	Behavioral & predictive analytics help you **refine promotion plan** in response to customers' needs & pain points	**Exhibit at the right spot** to maximize performance & cost efficiency for event marketing
Get to know the **most-wanted product features** among real & potential users	Wisely apply **competitive pricing** to optimize customer acquisition & conversion of prospects	Observance of **competitive strategies & market tactics** help you stay with the latest trend & learn from others' mistakes	**Push notifications to reach the right** audience concisely at relevant time with right content

HKBN JOS Professional Team

Data Scientist

- Find out the best way to capture, store and process of all your data
- Answer your business questions by our consultants with domain knowledge and statistical analysis background

Big Data Architecture Expert

Provide professional advices and help to build your own big data solution

Business Analyst

Understand your need and share good practice across different industries and departments

Dashboard Design

Create user-friendly dashboard to give you meaningful insights and information on KPIs

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