

About the project:

Tesco, UK's largest retailer needed its product induction process to be simplified. Specifically they were looking to auto classify new products into existing categories (For e.g. Dell Laptops under the Electronics category) so as to reduce manual effort and errors associated with the process. The complication here was that Tesco followed a 5 level categorization for each of its products and success meant getting all levels of categorization correct.

Vijay Nair, Reema Malhotra, Supti Mohapatra and Nivedith Maknoor students of the CBA program worked along with Tesco to build a Machine Learning algorithm that used a combination of text mining and complex classification techniques to solve the problem.

Apart from the fact that the accuracy obtained was anywhere in between 70% to 92% depending on the category the algorithm was able to:

- Provide a high level of accuracy even for external data like Ocado and Amazon.
- Provide the business with a way of identifying products with poor product attributes which is immensely useful for improving conversion for the online business.
- Compare product induction processes and provide a recommendation for which one was the best.

This resulted in the project getting wide recognition both within and outside the organization.

NASSCOM Analytics Challenge:



This case study was chosen by NASSCOM to be among the top 5 in the country among entries by 48 different companies to showcase their analytics prowess. This was presented by Vijay, Reema, Supti and Nivedith at Leela Palace, Bengaluru to an audience that was comprised of various analytics leaders across the country.

Jakarta Analytics Leaders Conference:

This case study was presented by Vijay Nair on behalf of Tesco at the Analytics Leaders summit at Jakarta, Indonesia. This was chosen among presentations made by multiple companies across the globe including Alibaba, Malaysian Airlines, Themathworks, DBS Singapore etc.

The link to the event is below:

<https://www.analyticsleaderssummit.com/agenda>