

ABSTRACT

Aspects concern a system for generating a recommendation of an offering to a user, the system comprises: a user-interface module configured to receive an input dataset, the input dataset comprises a performance target value, a performance type, and a budget of the recommendation of offerings; a recommendation of offerings generation module configured to receive the input dataset to determine a performance target inequality equation and generate a plurality of eligible candidates, each of the plurality of eligible candidate comprising a minimum purchase value of the offering and a corresponding discount parameter; wherein each of the plurality of eligible candidates satisfies the performance target inequality equation.

FIG. 1