

ABSTRACT

A METHOD AND A SYSTEM FOR RECOMMENDING LIMITED CHOICES WHICH ARE PERSONALIZED AND RELEVANT TO A CUSTOMER

A method of recommending limited choices which are personalized and relevant to a customer in real-time, in which steps thereof are implemented by a computer, the method comprising: receiving data across different categories of products; configuring a taste graph based on the received data; calculating a net affinity between any two products in the taste graph and exporting them as taste scores to a taste table; understanding the customer based on context and behavior from different customer information sets; generating scores for the different customer information sets; determining different weightages for each score to calculate a net score associated with each product for the customer; and recommending the limited choices which are personalized and relevant to the customer in real-time based on the descending order of the value of the net score associated with the product.

Figure 2