Process Automation

Bidder Recommendation System & Price Estimation
Project Overview

- Bidder notification was a challenge
- No chance of cross selling opportunity of any material
- Price estimation challenge

About The Client

An E-Commerce company, offers a wide range of eSelling, eSourcing, eFinance and Knowledge services across diverse industry verticals that empower businesses with greater process efficiencies.

Case Survey

Clients requirement included:

- Bidder Notification: There is a big challenge in deciding which bidders need to be notified about which auction.
- Cross-Selling Opportunity: There was no such chance of cross-selling opportunity of any material which may be relevant to a bidder though initially he didn’t show interest on that material.
- Pricing Estimation: Estimated Price before the auction through a scientific way as based on this client prepares the reserve price.

Technology
Detailed Flow

Our Solution

Solution for Bidder Recommendation System:

k-means cluster analysis algorithm will be used to develop the bidder recommendation system. We will group the bidders into n (15) number of homogenous groups based on the levels of all parameters.

Business Benefits Delivered

- The main benefit of Cluster Analysis is that it allows us to group similar data together.
- This helps us identify patterns between data elements.
- It reveals associations between data objects and helps to outline structure which might not have been apparent previously but gives much sense and meaning to the data when discovered.
- Once a clear structure emerges, it allows easier decision making.

About InterraIT

InterraIT is a global IT consulting & services company providing business software solutions that improve operational efficiencies, address organization's unique business needs, and manage information at lower TCO & faster ROI. Established in 1996 & headquartered in San Jose, InterraIT is an ISO 9001-2015 SEI-CMM level 5 assessed and certified organization with world class delivery.