

# Daemon Personalize

Fast experiments for accelerated innovation



The customer is at the heart of everything in retail and improving and enhancing that customer experience is vital. Machine learning is being increasingly used to improve customer engagement by powering personalised product and content recommendations, tailored search results, and targeted marketing promotions.

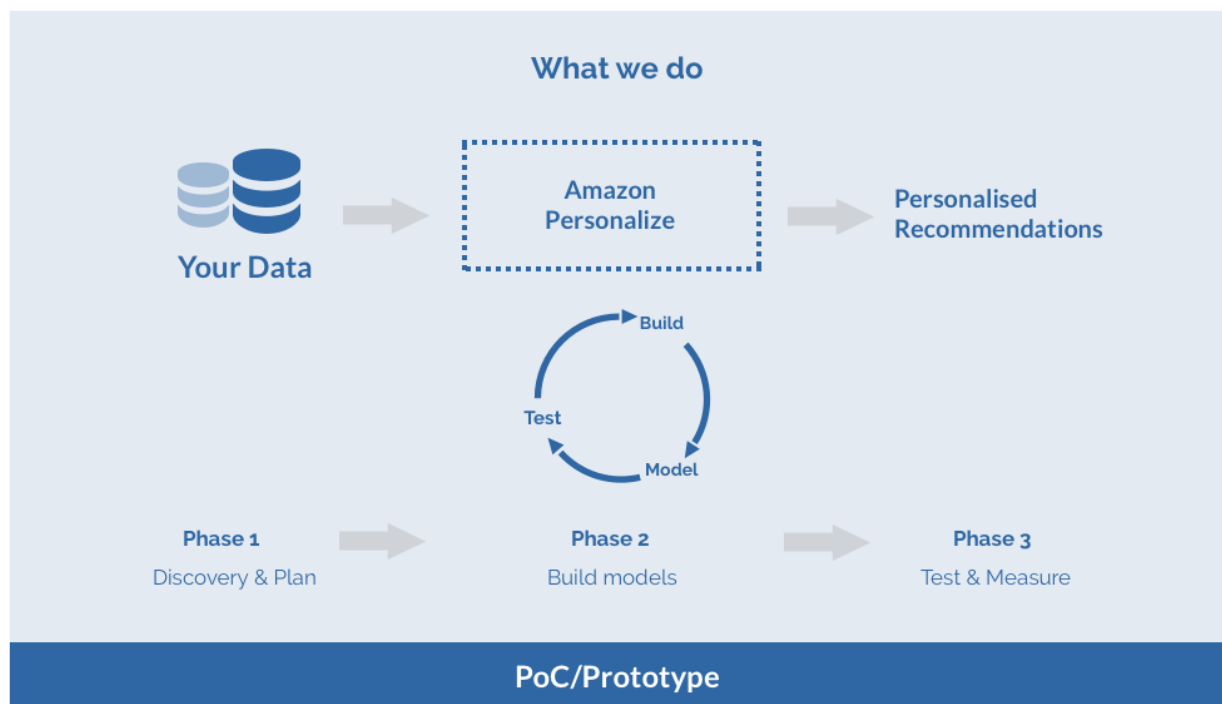
## Benefits to your business

- Revenue - Improved customer experience means higher conversions
- Customer retention - increased loyalty across channels
- Real-time insight - better more informed decision making

## What we do

At Daemon we are working with the latest proven technologies to give you easy access to the power of Machine Learning and Artificial Intelligence.

Daemon Personalize is our managed service that utilises the Amazon Personalize machine learning service to make it easy for developers to create individualised recommendations for customers using their applications.





# Fast experiments for accelerated innovation

We can help you demonstrate 'quick wins' by working work closely with you to prove and deliver value fast. Powered by Amazon Personalize we are able to accelerate ML capabilities so we can run as lean as possible in short feedback loops within three distinct phases.

First we identify the key business questions to answer. In addition to our data scientists and engineers we work closely with designers to go deeper into understanding the project from a human perspective.

Typical phases:

## Phase 1 - Discovery and Plan

- Build understanding of data
- Define scope and clear objectives
- Research and understanding of users and context

## Phase 2 - Build

- Building Models and iterations
- Interpret the data/visualise

## Phase 3 - Test & Measure

- Testing models accuracy and measuring impact

# Why choose Daemon?

- Highly experienced Retail experts
- ML & AI experts
- People first approach
- Engineering is in our DNA



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[machinelearning@dae.mn](mailto:machinelearning@dae.mn)



**Daemon Solutions**

Daemon Solutions Ltd  
Studio 106, The Record Hall  
16-16A Baldwin's Gardens, Hatton Garden  
London EC1N 7RJ  
[info@daemonsolutions.com](mailto:info@daemonsolutions.com)