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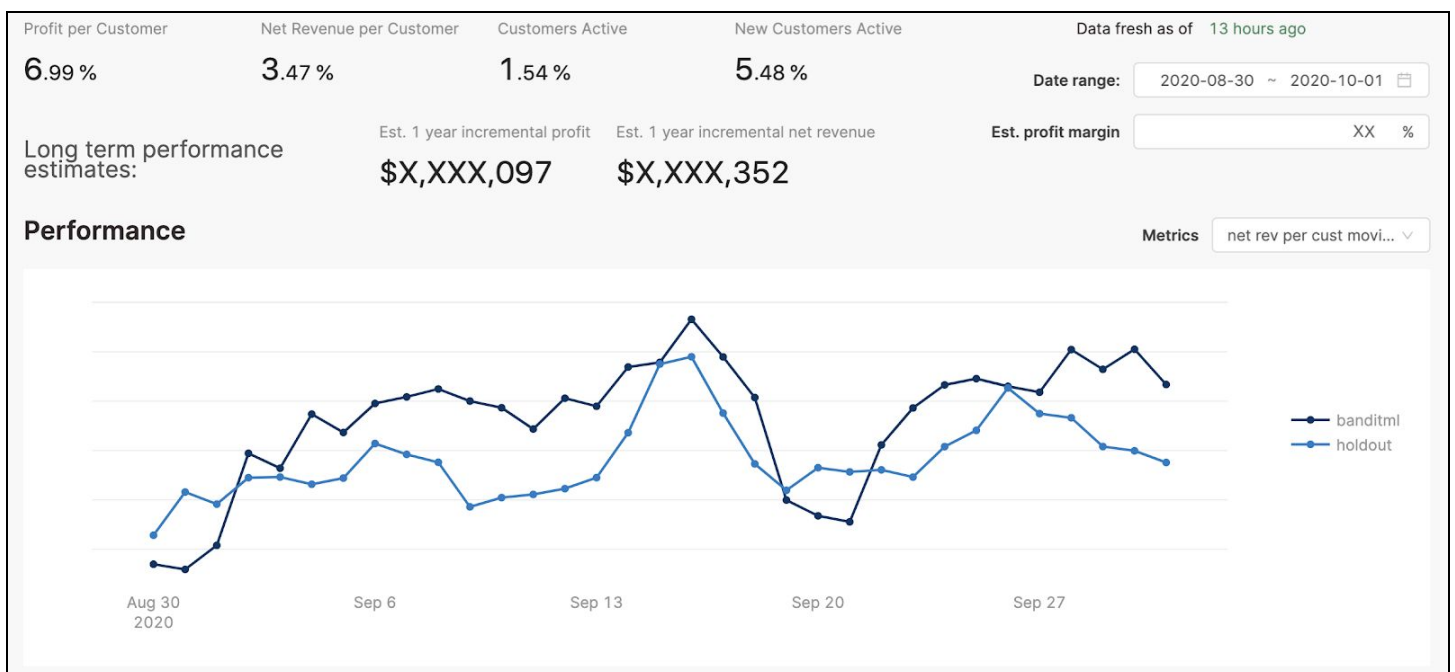
Grocery app increases profit per customer by ~7% using Bandit ML

Details:

- Grocery app uses promotions, e.g. \$3 off next order, frequently for retention & growth determined by simple rules (if this then that).
- We tested using machine learning to determine promotions sent to customers.
- Integration took < 1 day. Promotion recommendations generated daily and delivered to customers via. mobile app.
- 2 weeks to train Bandit ML service running on 50% of the customer base in an A/B test; 50% of customers get Bandit ML recommended promotions, 50% get legacy system.
- Bandit ML significantly outperformed legacy promotion system (see below).
- Bandit ML now powers 100% of promotional activity for grocery store.

Bandit ML results vs. legacy system (~2 month test):

- +6.99% increase in profit per customer
- +3.47% increase in net revenue per customer¹
- +1.54% increase in number of customers making a purchase
- +5.48% increase in number of customers making their first purchase



¹ revenue less promotional spend