CURRYS, FORMERLY DIXONS CARPHONE

3× add-to-basket rates, with bundles built for each shopper.

Currys, formerly Dixons Carphone, used Syntasa inside its own Google Cloud to put personalized product bundles on its websites in real time, from start to production in 12 weeks.

SECTOR
Commercial

INDUSTRY
Retail & eCommerce, consumer electronics

REGION
UK & Ireland and Europe

DEPLOYMENT
Inside Currys' own Google Cloud environment

DATA
Adobe Analytics clickstream, product and order data

USE CASES
Personalized recommendations, Audiences, In-session marketing, Customer 360

ADD-TO-BASKET
3×
more likely to add to basket when shown personalized bundles

PRODUCT COVERAGE
72%
of product views now show a bundle, up from 32% with manual bundling

BUNDLE PERFORMANCE
1.3×
better than manually created bundles, even for shoppers with little history

TIME TO PRODUCTION
12 weeks
from start to recommendations live on the website

> **We wanted to offer bundles to customers that were personalized, based on previous behavior and similar customers. Syntasa was the only tool that could activate in real time on the website to change the experience for the customer.**

Paula Bobbett, Head of Online Performance, Currys

Best Use of AI, eCommerce Awards, London 2019
Recognized for using AI to offer shoppers personalized product recommendations.

CONTEXT

An in-store expert, on every product page.

Currys is a leading omnichannel retailer of technology products and services, with brands including Currys PC World and Carphone Warehouse, and the market leader in the UK & Ireland.

In its stores, sales staff suggest the things that go with a purchase: a case for a laptop, an HDMI cable for a large-screen TV. Online, bundles were set up by hand on commercial grounds, and their uptake lagged the stores. As customers moved online, add-on sales, a key driver of profitability, were at stake.

The eCommerce team wanted the same journey online, with bundles personalized to each shopper and served in real time to drive incremental sales and margin.

CONSTRAINT

Manual bundles, and data that wasn't ready.

- **Bundles were built by hand.** The merchandising team set up a bundle for every product and every add-on, with no personalization.
- **Models stuck in the lab.** The data science team had models, but no way to put them into production on the website.
- **Clickstream data was hard to use.** Adobe Analytics data was not in a shape for analysis at the level of one customer, and there was no large data engineering team.
- **Traffic peaks were extreme.** Volumes rise as much as 10× on days like Black Friday and Boxing Day, so the models had to scale with demand.
- **Data had to stay in place.** Everything ran inside Currys' own Google Cloud, with no third-party copy of the customer data.

TIMELINE

How the work grew.

2017

Proof of concept

Syntasa and the Currys eCommerce data science team prove the approach on real visitor data.

2018

Into production

A production license, with Syntasa's Synthesizer, Composer and Orchestrator running in Currys' Google Cloud.

2019

Best Use of AI

Personalized bundles live across product pages; the work wins at the eCommerce Awards, London.

SINCE

Enterprise personalization

The same data and models extend to the homepage, new product launches, CRM and paid media.

ABOUT CURRYS

Currys plc is a leading omnichannel retailer of technology products and services, with brands including Currys PC World and Carphone Warehouse. It is the market leader in the UK & Ireland, and was known as Dixons Carphone until 2021.

DEPLOYMENT

From clickstream to the basket.

Part of Currys' Supercharge Attach project, built with the data science team in the eCommerce department.

01

Architect the data

Syntasa plugged natively into Currys' existing technology and Google Cloud, turning Adobe Analytics clickstream into tables ready for analysis from day one.

02

Personalize every bundle

Models built on that data choose the add-ons each shopper is most likely to want, as they browse.

03

Serve in real time, at peak

Personalized bundles appear on product pages and in the basket on the Currys PC World sites, scaling with traffic on the busiest trading days.

ARCHITECTURE

The architecture, in Currys' Google Cloud

Adobe Analytics
Clickstream from the Currys websites

→

Syntasa
Analysis-ready tables, in Currys' Google Cloud

→

Personalization
Bundles chosen for each shopper

→

Websites
Product pages and the basket, in real time

→

Activation
Adobe tools, CRM, email and display

HOW IT WORKS

What made it work

Every product page answers the same question: which add-on is this shopper most likely to want?

1 **Analysis-ready data**
Adobe Analytics clickstream architected into tables the data science team could use from day one.

2 **Personalized bundles**
Add-ons chosen for each shopper, instead of one hand-built bundle per product.

3 **Real time**
Bundles served on product pages and in the basket while the shopper browses.

4 **Built for peaks**
Productionized to scale with traffic as much as 10× higher on peak trading days.

> **“One benefit for having Syntasa was in the architecture of the schema, so that once you've deployed the tool, you've instantly got those architected tables that are ready and available for analysis straight away.”**
>
> Chris Ward, former Ecommerce Insight Manager, Dixons Carphone

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Add-to-basket rate, personalized bundles	Baseline	**3×**
Product views showing a bundle	32%	**72%**
Data-driven vs. manual bundles	1×	**1.3×**
Start to production	–	**12 weeks**
Peak traffic supported	–	**Up to 10×**

WHY SYNTASA

What made the difference.

- **Analysis-ready data, automatically.** Adobe Analytics data architected into tables analysts and data scientists can use as soon as it lands.
- **Models that stay accurate.** Propensity scores refresh and models retrain on a schedule, with diagnostics to keep accuracy reliable.
- **Faster time to value.** The data science program delivers results to the business sooner.
- **Any model, into production.** Models built in-house or by third parties run in scalable production workflows.
- **Less engineering to hire.** Production workflows are built in Syntasa's interface, without coding, reducing the cloud data engineering the team needed in house.

> **"Syntasa has been really invaluable in speeding up our time to value by architecting our Adobe Analytics data and productionizing data science and machine learning modeling at scale, and in such a way that we can confidently pass that into production systems to drive the user experience."**
>
> Paula Bobbett, Head of Online Performance, Currys

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

Talk with our team
syntasa.com/contact