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July 2023

RECOMMENDATION OF DISTRIBUTION CHANNELS FOR MERCHANT

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TECHNICAL FIELD

[0001] The present subject matter is, in general, related to the field of financial services, and particularly, but not exclusively to a system and method for generating recommendations for suggesting optimum locations and distribution channels to a new business.

BACKGROUND

[0001] In general, with advancement in technology, new businesses in trading goods and services are gaining prominence in recent years via various means such as e-commerce/online sales or physical storefront or a combination. Today's consumers/customers are expecting convenience of choosing a wide variety of items and their categories from home. New merchants or sellers are also in need of better suggestions to increase the scope of their business by serving the customers from different locations. To be precise, the choice of the right marketing distribution channels and locations directly affects the new merchant's market penetration and sales level, customer outreach, and reputation. Moreover, selecting relevant distribution channel(s) for his/her business is one of the key opportunities for the new merchants to boost sales, build strong partnerships, and enhance customers' loyalty. If the new merchants or sellers fail to identify such locations and relevant distribution channel(s) and other right factors, they tend to suffer immense losses. Since each business and product is specific, the new merchants need to use specific marketing distribution channels.

[0002] Thus, as discussed above, the new business establishment process can be overwhelming and there will be uncountable challenges in making decisions relating to identifying the best distribution channel(s) and the best location(s) to sell their products. To overcome the above-mentioned shortcomings, the present invention introduces a system and method for generating recommendations for suggesting optimum locations and distribution channels to a new merchant for starting a new business.

BRIEF DESCRIPTION OF THE DRAWINGS

[0002] The accompanying drawings, which are incorporated in and constitute a part of this disclosure, illustrate exemplary embodiments and, together with the description, explain the disclosed principles. In the figures, the left-most digit(s) of a reference number identifies the figure in which the reference number first appears. The same numbers are used throughout the

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figures to reference features and components. Some embodiments of device or system and/or methods in accordance with embodiments of the present subject matter are now described, by way of example only, and with reference to the accompanying figures, in which:

[0003] **FIG. 1** illustrates an environment for generating recommendations for suggesting optimum locations and distribution channels to a new business in accordance with some embodiments of the present disclosure.

[0004] **FIG. 2** shows a flowchart illustrating a method for generating recommendations for suggesting optimum locations and distribution channels to a new business in accordance with some embodiments of the present disclosure.

[0005] **FIG. 3** illustrates a detailed block diagram of a recommendation system in accordance with some embodiments of the present disclosure.

[0006] The figures depict embodiments of the disclosure for purposes of illustration only. One skilled in the art will readily recognize from the following description that alternative embodiments of the structures and methods illustrated herein may be employed without departing from the principles of the disclosure described herein.

DESCRIPTION OF THE DISCLOSURE

[0007] It is to be understood that the present disclosure may assume various alternative variations and step sequences, except where expressly specified to the contrary. It is also to be understood that the specific devices and processes illustrated in the attached drawings and described in the following specification are simply exemplary and non-limiting embodiments or aspects. Hence, specific dimensions and other physical characteristics related to the embodiments or aspects disclosed herein are not to be considered as limiting.

[0008] In the present document, the word "exemplary" is used herein to mean "serving as an example, instance, or illustration." Any embodiment or implementation of the present subject matter described herein as "exemplary" is not necessarily to be construed as preferred or advantageous over other embodiments.

[0009] While the disclosure is susceptible to various modifications and alternative forms, specific embodiment thereof has been shown by way of example in the drawings and will be

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described in detail below. It should be understood, however that it is not intended to limit the disclosure to the particular forms disclosed, but on the contrary, the disclosure is to cover all modifications, equivalents, and alternative falling within the spirit and the scope of the disclosure.

[0010] The terms "comprises", "comprising", or any other variations thereof, are intended to cover a non-exclusive inclusion, such that a setup, device or method that comprises a list of components or steps does not include only those components or steps but may include other components or steps not expressly listed or inherent to such setup or device or method. In other words, one or more elements in a device or system or apparatus proceeded by "comprises… a" does not, without more constraints, preclude the existence of other elements or additional elements in the device or system or apparatus.

[0011] The terms "an embodiment", "embodiment", "embodiments", "the embodiment", "the embodiments", "one or more embodiments", "some embodiments", and "one embodiment" mean "one or more (but not all) embodiments of the invention(s)" unless expressly specified otherwise.

[0012] The terms "including", "comprising", "having" and variations thereof mean "including but not limited to" unless expressly specified otherwise.

[0013] As used herein, the terms "communication" and "communicate" may refer to the reception, receipt, transmission, transfer, provision, and/or the like of information (e.g., data, signals, messages, instructions, commands, and/or the like). For one unit (e.g., a device, a system, a component of a device or system, combinations thereof, and/or the like) to be in communication with another unit means that the one unit is able to directly or indirectly receive information from and/or transmit information to the other unit. This may refer to a direct or indirect connection (e.g., a direct communication connection, an indirect communication connection, and/or the like) that is wired and/or wireless in nature. Additionally, two units may be in communication with each other even though the information transmitted may be modified, processed, relayed, and/or routed between the first and second unit. For example, a first unit may be in communication with a second unit even though the first unit passively receives information and does not actively transmit information to the second unit. As another example, a first unit may be in communication with a second unit if at least one intermediary unit (e.g., a third unit located between the first unit and the second unit) processes information

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received from the first unit and communicates the processed information to the second unit. In some non-limiting embodiments, a message may refer to a network packet (e.g., a data packet and/or the like) that includes data. It will be appreciated that numerous other arrangements are possible.

[0014] As used herein, the term "computing device" may refer to one or more electronic devices that are configured to directly or indirectly communicate with or over one or more networks. A computing device may be a mobile or portable computing device, a desktop computer, a server, and/or the like. Furthermore, the term "computer" may refer to any computing device that includes the necessary components to receive, process, and output data, and normally includes a display, a processor, a memory, an input device, and a network interface. A "computing system" may include one or more computing devices or computers. An "application" or "Application Program Interface" (API) refers to computer code or other data sorted on a computer-readable medium that may be executed by a processor to facilitate the interaction between software components, such as a client-side front-end and/or server-side back-end for receiving data from the client. An "interface" refers to a generated display, such as one or more graphical user interfaces (GUIs) with which a user may interact, either directly or indirectly (e.g., through a keyboard, mouse, touchscreen, etc.). Further, multiple computers, e.g., servers, or other computerized devices, such as an autonomous vehicle including a vehicle computing system, directly or indirectly communicating in the network environment may constitute a "system" or a "computing system".

[0015] As used herein, the term "mobile device" may refer to any electronic device that may be transported and operated by a user (e. g. a new merchant), which may also provide remote communication capabilities to a network. Examples of remote communication capabilities include using a mobile phone (wireless) network, wireless data network (e.g., 3G, 4G or similar networks), Wi-Fi, Wi-Max, or any other communication medium that may provide access to a network such as the Internet or a private network. Examples of mobile devices include mobile phones (e.g., cellular phones), PDAs, tablet computers, net books, laptop computers, personal music players, hand-held specialized readers, wearable devices (e.g., watches), vehicles (e.g., cars), etc. For example, when a device has remote access to a network by tethering to another device - i.e., using the other device as a relay - both devices taken together may be considered a single mobile device.

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[0016] **FIG. 1** illustrates an environment for generating recommendations for suggesting optimum locations and distribution channels to a new business in accordance with some embodiments of the present disclosure.

[0017] As shown in FIG. 1, the system for generating recommendations for a new business merchant or seller may be implemented in an environment 100 comprising, without limiting to, a third party 102, a digital payment network, for example, Visa net 104, a Global Merchant Repository (GMR) 106, a new merchant 108, a recommendation system 110. The recommendation system 110 may output at least one product selling location 112, and at least one distribution channel 114 recommendations.

[0018] In a non-limiting example, FIG. 1 is shown in context to a scenario where a new merchant 108 wants to set up a new business and finds it cumbersome to deal with making decisions of what could be the best platform/distribution channel(s) to sell his product(s) and where could be the potential customer base (s)/product selling location(s), etc.

[0019] In an embodiment, the new merchant 108 may include, without limitation, a new seller, a trader etc., who wants to enter into a new business ecosystem. The new merchant 108 may need some recommendations about one or more parameters such as the best or optimal location to sell their products, optimal distribution channel etc. to carry out business in a successful and efficient manner. In an embodiment, the new merchant 108 may own a mobile device (e. g. user device 310 of Fig. 3, not shown in FIG. 1) which is in communication with the recommendation system 110 to receive the abovementioned recommendations. In one non-limiting example, a mobile application is installed on the mobile device 310 which may communicate with the recommendation system 110 to receive such recommendations.

[0020] In an embodiment, the third party 102 may include, without limitation an agent/service who is involved in any stage of a transaction process to aid in completion of the transaction process. In a non-limiting example, the third party can be a terminal device such as a POS system that calculates a customer's purchase amount, adds sales tax, processes the payment and logs the time and date of the transaction. After completing the transaction, the POS system may generate a paper and/or digital receipt and may adjust inventory records. In another non-limiting example, the third party can be a merchant account provider that enables a business to process electronic payments such as debit and credit cards.

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[0021] In an embodiment, the VISA net 104 may include, without limitation, a direct interconnection, a wireless network (for example, using Wireless Application Protocol), the Internet, and the like. The VISA net 104 authorizes, clears and settles transactions between consumer and that merchant's bank as well as between businesses, across borders, using a variety of forms of payment.

[0022] In an embodiment, the GMR 106 may create the unique identity of a merchant based on type of merchant such as retail, wholesale, ecommerce, or retail etc., and location of the merchant. The unique identity may be generated using a complex algorithm with key attributes such as street address, card acceptor ID, merchant name, acquiring BIN etc. The GMR may be responsible for building visa's merchant repository that can support visa's clients, third parties and visa applications using a rich data asserts and information retrieval techniques, using machine learning algorithms combined with NLP techniques.

[0023] In an embodiment, the recommendation system 110 may include, without limitation, a computing device that receives data from one or more sources such as the third party/ POS systems 102, the Visa Net 104, the GMR 106, and the new merchant 108 to perform various filtering techniques and generate one or more recommendations for best possible product selling locations 112 and distribution channels 114 for new merchant 108. The non- limiting examples of product selling locations 112 may include physical storefront, online sales, B2B or a combination. The non- limiting examples of the online distribution channels 114 may include Amazon, Ebay, Flipkart etc. and other popular online platforms. Though, in this embodiment, the recommendation system 110 receives the data from the data sources like the third party/ POS systems 102, the Visa Net 104, the GMR 106, and the new merchant, however, a person of ordinary skill will appreciate that the recommendation system 110 may also receive or collect the data from various other sources as well, which are suitable to implement the present disclosure.

[0024] **FIG. 2** shows a flowchart 200 illustrating a method for generating recommendations for product selling locations and distribution channels to a new merchant, in accordance with some embodiments of the present disclosure.

[0025] In an exemplary scenario, a user (e. g. a new merchant or seller) may wish to start or establish a new business and become a new merchant or a seller. The new merchant may want

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to know about the various opportunities that are available to start the new business including any suggestions or recommendations relating to one or more parameters of the new merchant's interest or need. For example, the new merchant may want to know the best platform/distribution channel(s) and product selling location(s) to boost his/her business. In an embodiment, the recommendation system 110 may collect data from one or more sources and applies one or more filtering techniques on the data to provide recommendations regarding the best platform/distribution channel(s) and product selling location(s) to the new merchant.

[0026] At step 202, the recommendation system 110 may collect data from one or more data sources but not limited to the third party/ POS systems 102, the Visa Net 104, the GMR 106, etc. In a non-limiting example, the data may include location of the merchant, details of the merchant, product details, payment/transaction details, inventory records, customer interests, location based highest selling products, collection of invoices, price band of the product, location-based customer purchase patterns etc.

[0027] At step 204, the recommendation system 110 may apply collaborative filtering on the data collected at step 302 to analyse purchase history of customers at different locations. The recommendation system 110 may analyse the purchase history of customers at different locations to identify patterns in customer behaviour. Based on the analysis of the patterns in customer behaviour, the recommendation system 110 may identify the best location for sale of a product. It may be noted that the recommendation system 110 may apply any available collaborative filtering technique (such as but not limited to a User-based Collaborative Filtering, Item-based Collaborative Filtering) which is suitable to analyse the purchase history of customers at different locations in accordance with the present disclosure. In a non-limiting example, in city X, most of the customers may prefer to purchase item A (with specific price band) online than offline. However, in another cities Y and Z, the customers prefer to purchase the item A offline than online. In another, non- limiting example, in the city X, the customers prefer to purchase item B (with specific price band) online as compared to the cities Y and Z where online purchasing is not that popular. The recommendation system 110 may apply the collaborative filtering on such data to generate relevant recommendations for the best location for selling the items A and B.

[0001] In an embodiment, at step 206, the recommendation system 110 may apply content-based filtering on the data collected at step 202 and the best location outputted from

collaborative filtering at step 204. The recommendation system 110 may analyse product attributes such as not limiting to product category, brand, price, and customer reviews. It may be noted that the recommendation system 110 may apply any available content-based filtering technique which is suitable to analyse the data obtained from various data sources and to analyse product attributes, in accordance with the present disclosure. Based on the product attribute analysis, the recommendation system 110 may recommend one or more products to customers. In a non-limiting example, the data collected from earlier steps will be utilised to generate more discrete level recommendations on products such as Items A and B based on the product attributes as mentioned above.

[0002] In an embodiment, at step 208, based on the results obtained from the collaborative filtering and the content-based filtering, the recommendation system 110 may output one or more recommendations to the new merchant 108 relating to the best possible locations 112 and the distribution channels 114 for selling the products (such as Items A and B). In one non-limiting example, the recommendation system 110 may present the recommendations on the mobile device 310 of the merchant in form of a short report or text message indicating that Amazon, Flipkart are the best online distribution channels and Delhi and Mumbai are the best locations where physical stores may be set up for sale of Item A.

General computing system:

[0003] **FIG. 3** illustrates a detailed block diagram of a computing system in accordance with some embodiments of the present disclosure.

[0004] In an embodiment, FIG. 3 illustrates a block diagram of an exemplary computer system 300 that may be used to implement the recommendation system 110. In some embodiments, the computer system 300 is used to operate the recommendation system 110 for generating recommendations for suggesting the best location(s) and distribution channel(s) to a new business in accordance with some embodiments of the present disclosure. In some embodiments, the computer system 300 may include a central processing unit ("CPU" or "processor") 302. The processor 302 may include at least one data processor for executing processes in Virtual Storage Area Network. The processor 302 may include at least one data processor for executing program components for executing user (e. g. a new merchant) or system-generated recommendation processes. A user (e. g. a new merchant) may include a person such as a new merchant or seller, a person using the user device 310 for receiving new

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business recommendations. The processor 302 may include specialized processing units such as integrated system (bus) controllers, memory management control units, floating point units, graphics processing units, digital signal processing units, etc.

[0005] The processor 302 may be disposed in communication with one or more Input/Output (I/O) devices (312 and 313) via I/O interface 301. The I/O interface 301 employ communication protocols/methods such as, without limitation, audio, analog, digital, monoaural, Radio Corporation of America (RCA) connector, stereo, IEEE-1394 high speed serial bus, serial bus, Universal Serial Bus (USB), infrared, Personal System/2 (PS/2) port, Bbayonet Neill-Concelman (BNC) connector, coaxial, component, composite, Digital Visual Interface (DVI), High-Definition Multimedia Interface (HDMI), Radio Frequency (RF) antennas, S-Video, Video Graphics Array (VGA), IEEE 802.11b/g/n/x, Bluetooth, cellular e.g., Code-Division Multiple Access (CDMA), High-Speed Packet Access (HSPA+), Global System for Mobile communications (GSM), Long-Term Evolution (LTE), Worldwide Interoperability for Microwave access (WiMax), or the like, etc.

[0006] Using the I/O interface 301, the computer system 300 may communicate with one or more I/O devices such as input devices 312 and output devices 313. For example, the input devices 312 may be an antenna, keyboard, mouse, joystick, (infrared) remote control, camera, card reader, fax machine, dongle, biometric reader, microphone, touch screen, touchpad, trackball, stylus, scanner, storage device, transceiver, video device/source, etc. The output devices 313 may be a printer, fax machine, video display (e.g., Cathode Ray Tube (CRT), Liquid Crystal Display (LCD), Light-Emitting Diode (LED), plasma, Plasma Display Panel (PDP), Organic Light-Emitting Diode display (OLED) or the like), audio speaker, etc.

[0007] In some embodiments, the processor 302 may be disposed in communication with a communication network 309 via a network interface 303. The network interface 303 may communicate with the communication network 309. The network interface 303 may employ connection protocols including, without limitation, direct connect, ethernet (e.g., twisted pair 10/100/1000 Base T), Transmission Control Protocol/Internet Protocol (TCP/IP), token ring, IEEE 802.11a/b/g/n/x, etc. The communication network 309 may include, without limitation, a direct interconnection, Local Area Network (LAN), Wide Area Network (WAN), wireless network (e.g., using Wireless Application Protocol), the Internet, etc. Using the network interface 303 and the communication network 309, the computer system 300 may communicate with a database 314, which may be the enrolled templates database 313. The network interface

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303 may employ connection protocols include, but not limited to, direct connect, ethernet (e.g., twisted pair 10/100/1000 Base T), Transmission Control Protocol/Internet Protocol (TCP/IP), token ring, IEEE 802.11a/b/g/n/x, etc.

[0008] The communication network 309 includes, but is not limited to, a direct interconnection, a Peer-to-Peer (P2P) network, Local Area Network (LAN), Wide Area Network (WAN), wireless network (e.g., using Wireless Application Protocol), the Internet, Wi-Fi and such. The communication network 309 may either be a dedicated network or a shared network, which represents an association of the different types of networks that use a variety of protocols, for example, Hypertext Transfer Protocol (HTTP), Transmission Control Protocol/Internet Protocol (TCP/IP), Wireless Application Protocol (WAP), etc., to communicate with each other. Further, communication network 309 may include a variety of network devices, including routers, bridges, servers, computing devices, storage devices, etc.

[0009] In some embodiments, the processor 302 may be disposed of in communication with a memory 305 (e.g., RAM, ROM, etc. not shown in Fig. 3) via a storage interface 304. The storage interface 304 may connect to memory 305 including, without limitation, memory drives, removable disc drives, etc., employing connection protocols such as, Serial Advanced Technology Attachment (SATA), Integrated Drive Electronics (IDE), IEEE-1394, Universal Serial Bus (USB), fiber channel, Small Computer Systems Interface (SCSI), etc. The memory drives may further include a drum, magnetic disc drive, magneto-optical drive, optical drive, Redundant Array of Independent Discs (RAID), solid-state memory devices, solid-state drives, etc. Memory 305 may store a collection of program or database components, including, without limitation, user interface 306, an operating system 307, a web browser 308 etc. In some embodiments, computer system 300 may store user/application data, such as, the data, variables, records, etc., as described in this disclosure. Such databases may be implemented as fault-tolerant, relational, scalable, secure databases such as Oracle or Sybase.

[0010] The operating system 307 may facilitate resource management and operation of the computer system 300. Examples of operating systems include, without limitation, Apple™ Macintosh™ OS X, UNIX™, Unix-like system distributions (e.g., Berkeley Software Distribution (BSD), FreeBSD™, Net BSD™, Open BSD™, etc.), Linux distributions (e.g., Red Hat™, Ubuntu™, K-Ubuntu™, etc.), International Business Machines (IBM™) OS/2™, Microsoft Windows™ (XP™, Vista/7/8, etc.), Apple iOS™, Google Android™, Blackberry™ operating system (OS), or the like. The User interface 306 may facilitate display, execution,

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interaction, manipulation, or operation of program components through textual or graphical facilities. For example, user interfaces may provide computer interaction interface elements on a display system operatively connected to the computer system 300, such as cursors, icons, checkboxes, menus, scrollers, windows, widgets, etc. Graphical User Interfaces (GUIs) may be employed, including, without limitation, Apple® Macintosh® operating systems' Aqua®, IBM® OS/2®, Microsoft® Windows® (e.g., Aero, Metro, etc.), web interface libraries (e.g., ActiveX®, Java®, Javascript, AJAX, HTML, Adobe® Flash®, etc.), or the like.

[0011] In some embodiments, the computer system 300 may implement web browser 308 stored program components. Web browser 308 may be a hypertext viewing application, such as Microsoft™ Internet Explorer™, Google Chrome™, Mozilla Firefox™, Apple™ Safari™, etc. Secure web browsing may be provided using secure hypertext transport protocol (HTTPS), Secure Sockets Layer (SSL), Transport Layer Security (TLS), etc. Web browsers 308 may utilize facilities such as AJAX, DHTML, Adobe™ Flash, Javascript, Application Programming Interfaces (APIs), etc. In some embodiments, the computer system 300 may implement a mail server stored program component. The mail server may be an Internet mail server such as Microsoft Exchange, or the like. The mail server may utilize facilities such as ASP, ActiveX, ANSI C++/C#, Microsoft .NET, Common Gateway Interface (CGI) scripts, Java, JavaScript, PERL, PHP, Python, WebObjects, etc. The mail server may utilize communication protocols such as Internet Message Access Protocol (IMAP), Messaging Application Programming Interface (MAPI), Microsoft Exchange, Post Office Protocol (POP), Simple Mail Transfer Protocol (SMTP), or the like.

[0012] In some embodiments, the computer system 300 may implement a mail client stored program component. The mail client may be a mail viewing application, such as APPLE® MAIL, MICROSOFT® ENTOURAGE®, MICROSOFT® OUTLOOK®, MOZILLA® THUNDERBIRD®, etc.

[0013] Furthermore, one or more computer-readable storage media may be utilized in implementing embodiments consistent with the present disclosure. A computer-readable storage medium refers to any type of physical memory on which information or data readable by a processor may be stored. Thus, a computer-readable storage medium may store instructions for execution by one or more processors, including instructions for causing the processor(s) to perform steps or stages consistent with the embodiments described herein. The term "computer-readable medium" should be understood to include tangible items and exclude

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carrier waves and transient signals, i.e., be non-transitory. Examples include Random Access Memory (RAM), Read-Only Memory (ROM), volatile memory, non-volatile memory, hard drives, Compact Disc (CD) ROMs, DVDs, flash drives, disks, and any other known physical storage media.

[0014] The described operations may be implemented as a method, system or article of manufacture using standard programming and/or engineering techniques to produce software, firmware, hardware, or any combination thereof. The described operations may be implemented as code maintained in a "non-transitory computer readable medium", where a processor may read and execute the code from the computer readable medium. The processor is at least one of a microprocessor and a processor capable of processing and executing the queries. A non-transitory computer readable medium may include media such as magnetic storage medium (e.g., hard disk drives, floppy disks, tape, etc.), optical storage (CD-ROMs, DVDs, optical disks, etc.), volatile and non-volatile memory devices (e.g., EEPROMs, ROMs, PROMs, RAMs, DRAMs, SRAMs, Flash Memory, firmware, programmable logic, etc.), etc. Further, non-transitory computer-readable media may include all computer-readable media except for transitory. The code implementing the described operations may further be implemented in hardware logic (e.g., an integrated circuit chip, Programmable Gate Array (PGA), Application Specific Integrated Circuit (ASIC), etc.).

[0015] The illustrated steps are set out to explain the exemplary embodiments shown, and it should be anticipated that ongoing technological development will change the manner in which particular functions are performed. These examples are presented herein for purposes of illustration, and not limitation. Further, the boundaries of the functional building blocks have been arbitrarily defined herein for the convenience of the description. Alternative boundaries can be defined so long as the specified functions and relationships thereof are appropriately performed. Alternatives (including equivalents, extensions, variations, deviations, etc., of those described herein) will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein. Such alternatives fall within the scope and spirit of the disclosed embodiments. Also, the words "comprising," "having," "containing," and "including," and other similar forms are intended to be equivalent in meaning and be open ended in that an item or items following any one of these words is not meant to be an exhaustive listing of such item or items or meant to be limited to only the listed item or items. It must also be noted that as

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used herein, the singular forms "a," "an," and "the" include plural references unless the context clearly dictates otherwise.

[0016] Furthermore, one or more computer-readable storage media may be utilized in implementing embodiments consistent with the present disclosure. A computer readable storage medium refers to any type of physical memory on which information or data readable by a processor may be stored. Thus, a computer readable storage medium may store instructions for execution by one or more processors, including instructions for causing the processor(s) to perform steps or stages consistent with the embodiments described herein. The term "computer readable medium" should be understood to include tangible items and exclude carrier waves and transient signals, i.e., are non-transitory. Examples include Random Access Memory (RAM), Read-Only Memory (ROM), volatile memory, non-volatile memory, hard drives, CD ROMs, DVDs, flash drives, disks, and any other known physical storage media.

[0017] Finally, the language used in the specification has been principally selected for readability and instructional purposes, and it may not have been selected to delineate or circumscribe the inventive subject matter. Accordingly, the disclosure of the embodiments of the disclosure is intended to be illustrative, but not limiting, of the scope of the disclosure.

[0018] With respect to the use of substantially any plural and/or singular terms herein, those having skill in the art can translate from the plural to the singular and/or from the singular to the plural as is appropriate to the context and/or application. The various singular/plural permutations may be expressly set forth herein for the sake of clarity.

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"RECOMMENDATION OF DISTRIBUTION CHANNELS FOR MERCHANT"

ABSTRACT

The present disclosure provides a system and a method for generating recommendations for a new merchant 108 or a seller. The disclosure proposes a recommendation system 110 which collects data from different sources to generate recommendations related to one or more parameters of the new merchant's interest. In particular, the recommendation system 110 may apply one or more filters such as collaborative filtering and content-based filtering to analyze customer patterns, behaviors and product attributes to generate recommendations regarding best possible locations 112 and distribution channels 114 to the new merchant.
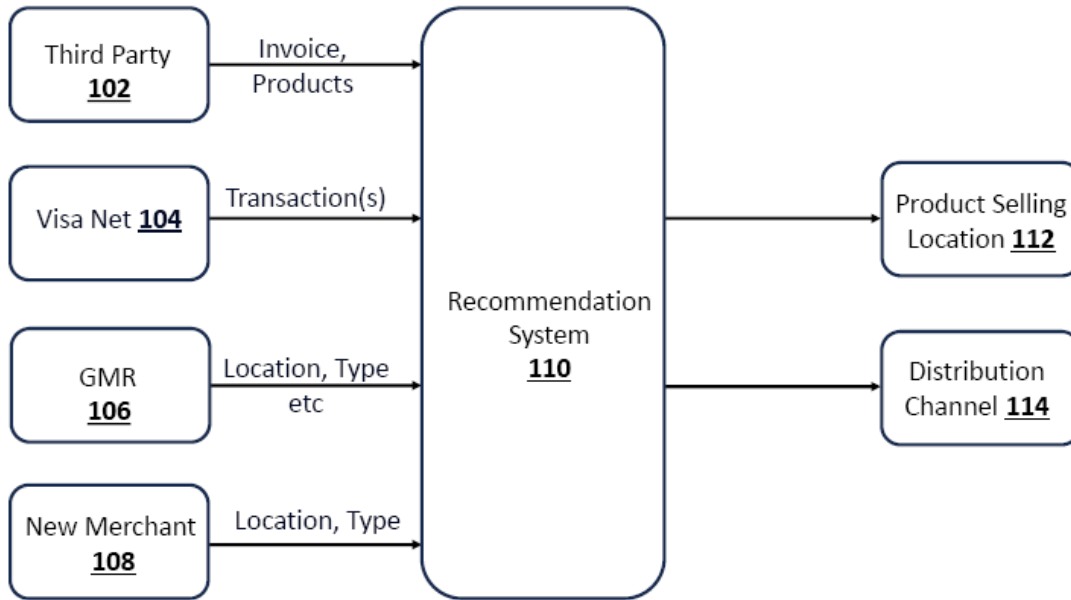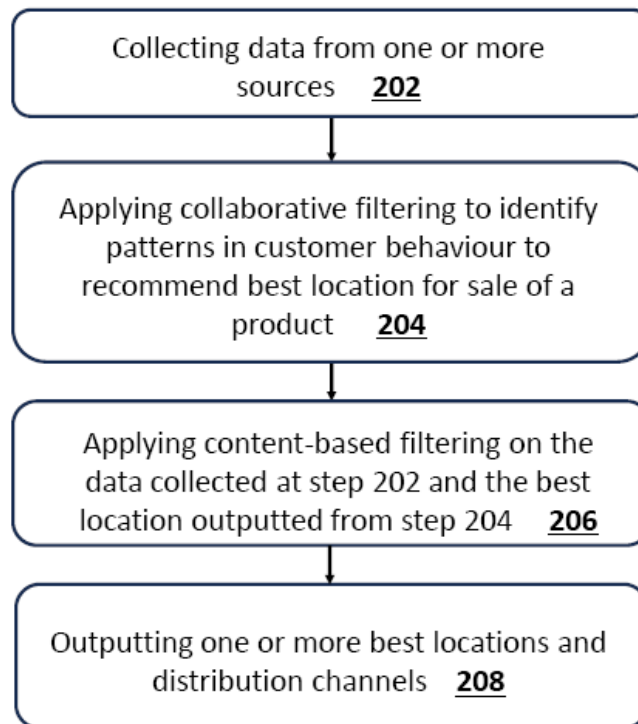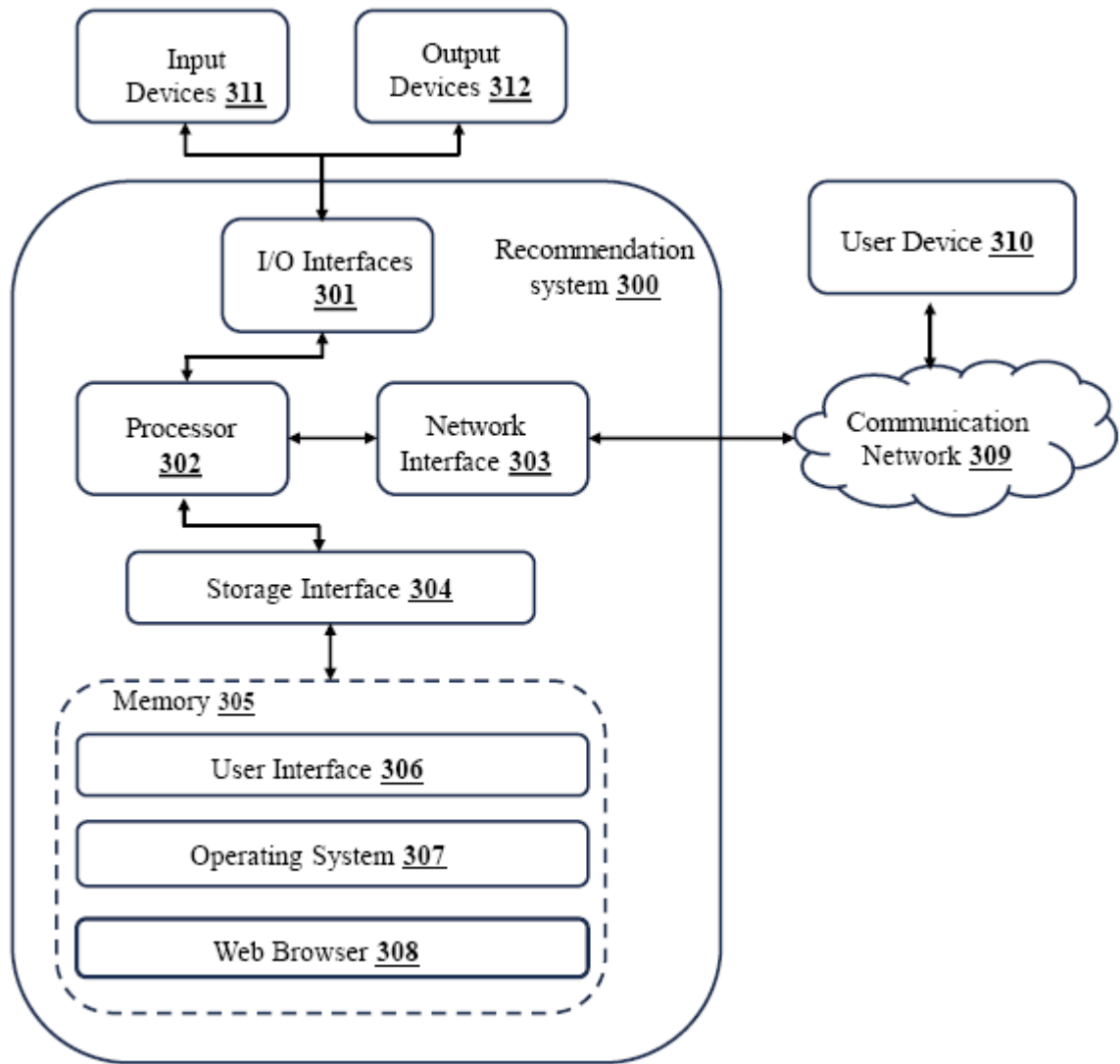
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FIG. 1

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┌────────────────────────────────┐
│  Collecting data from one or more │
│         sources    202            │
└────────────────────────────────┘
                │
                ▼
┌────────────────────────────────┐
│ Applying collaborative filtering to identify │
│   patterns in customer behaviour to         │
│  recommend best location for sale of a      │
│         product    204                      │
└────────────────────────────────┘
                │
                ▼
┌────────────────────────────────┐
│  Applying content-based filtering on the    │
│   data collected at step 202 and the best   │
│  location outputted from step 204    206    │
└────────────────────────────────┘
                │
                ▼
┌────────────────────────────────┐
│  Outputting one or more best locations and  │
│      distribution channels    208           │
└────────────────────────────────┘
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FIG. 2

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FIG. 3