Create a Loyal customer base by knowing their Personality using AI based personality Recommendation Engine

Knowing insights about the personality of the people you are less familiar with in the work place, social media, or real social circle is always an interesting idea. This can help businesses to understand psychology of their customers, employees and partners which can in turn help creating a successful partnership and loyal customers. A Recommendation Engine which can provide insight about the personality of a customer can be very effective to maintain a loyal customer base by aligning with their need and behavioral pattern while suggesting a new product/service. However, creating such an engine and keeping it up to date with changing behavioral aspect of human nature can be a daunting task. In this session, we'll discuss how Watson Personality Insight API in conjunction with Spark can be used to create and maintaining such a Recommendation Engine for Personality Insight for the customer. We shall demonstrate the steps for the same through a use case where Spark Streaming would be used to continuously get written content snippets from various streaming data sources; Spark DataFrameReader would be used to get static data from static data sources; Watson Personality Insight API would be used to obtain Personality rating around 3 popular Personality models (Big Five, Needs and Values) from the snippets of written communication by a target person and finally Spark's distributed processing engine would be used to call Watson Personality Insight API in parallel for thousands of time for thousands of the text snippet and also for collating the result. In this session attendees will learn how insights about target person's personality can be created using the snippets from their written communication using Watson Personality Insight API and Spark. They will also learn how a Recommendation Engine for Personality Insight can be created and maintained in an automated fashion.

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About Kaushik Dutta (https://databricks.com/speaker/kaushik-dutta)

Kaushik Dutta has 19 years of professional and research experience in the field of enterprise IT infrastructure, data analytics

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Sourav is a Big Data Architect, Evangelist, and Technology Leader with over 21 years of IT experience and 10 years in Big Data. Has consistently driven business innovation through technology solution and influencing skills across multiple industries including Manufacturing, Insurance, Telecom, Banking, and Retail industries in USA, Europe, Australia, Japan and India. Provided directions and successfully led technically complex Big Data programs which were primarily driven by high performance and scalability requirements involving the concepts of Distributed Computing, Performance Modeling and Big Data Technologies. Has influenced key decision makers in different fortune 500 companies to embark into Big Data journey

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