



# Tails.com Case Study

## Meet the Fellows



**Aurelie Jodelle Kemme**  
AIMS Cameroon  
MSc. Industrial Mathematics



**Sylvera Massawe**  
AIMS Rwanda  
MSc. Mathematical Sciences

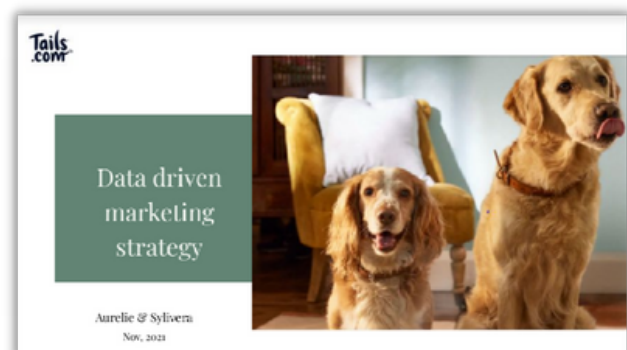
*"I have grown to become more comfortable and confident to approach business cases from a data science perspective. To use the analytical skills I have to derive insights and find solutions whenever applicable." – Sylvera*

## The Host Company

Tails.com is a dog food subscription company providing tailored, unique food based on the individual dog's characteristics and preferences.

## Project Brief

Ishango.ai Fellows, Sylvera Massawe and Aurelie Jodelle Kemme worked on developing a data driven system to provide targeted recommendations of suitable products to tails.com customers. This would help customers to discover new products that met their needs and contribute to revenue growth for the business by increasing the number of items bought by customers alongside their monthly subscription.





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*"Having two smart and dedicated Ishango.ai fellows to focus solely on the project has been really helpful, it's amazing what you can get done in 8 weeks! We're ending the fellowship with multiple ideas on how to improve our marketing, including one in production."*

**Lorna Brightmore**  
Lead Data Scientist

## Project Outcome

By using data analysis to explore options around product recommendations and customer segmentation, Sylvera and Aurelie were able to create a recommender system targeting products to pre-existing tails.com customers.

## About Ishango

Ishango is an innovative social enterprise with a mission to create high-skill data science jobs in Africa. We recognise the potential in the best graduates and nurture their talent in line with business needs. Since our launch in 2021, we have connected budding data scientists from across Africa to projects around the world.



### Employment

80% employment rate after fellowship



### Diversity

40% of fellows have been women



### Mentorship

1100+ hours of mentorship from senior data scientists