



# Tails.com Case Study



*“Having two smart and dedicated Ishango.ai data scientists 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

## The Client



Tails.com, a UK-based pet nutrition company, is revolutionizing the pet food industry by offering bespoke dog food tailored to each canine's unique needs. They provide premium-quality, personalized dog food through a subscription service, setting a new standard for pet care.

## Project Brief

The Ishango team worked on developing a data-driven system to provide targeted recommendations of suitable products to tails.com customers. The goal was to help customers discover new products that meet their needs and contribute to revenue growth for the business by increasing the number of items bought by customers alongside their monthly subscriptions.

## Project Outcome

The key outcome of this project was the development of a product recommendation engine that uses a statistical technique called collaborative filtering to make predictions about the interests of a user. The Python solution is now live and generates tailored recommendations daily for existing customers, which has increased the revenue for Tails.com. Additionally, this project provided key marketing insights, which will help them to make better decisions in terms of product offerings and promotions.