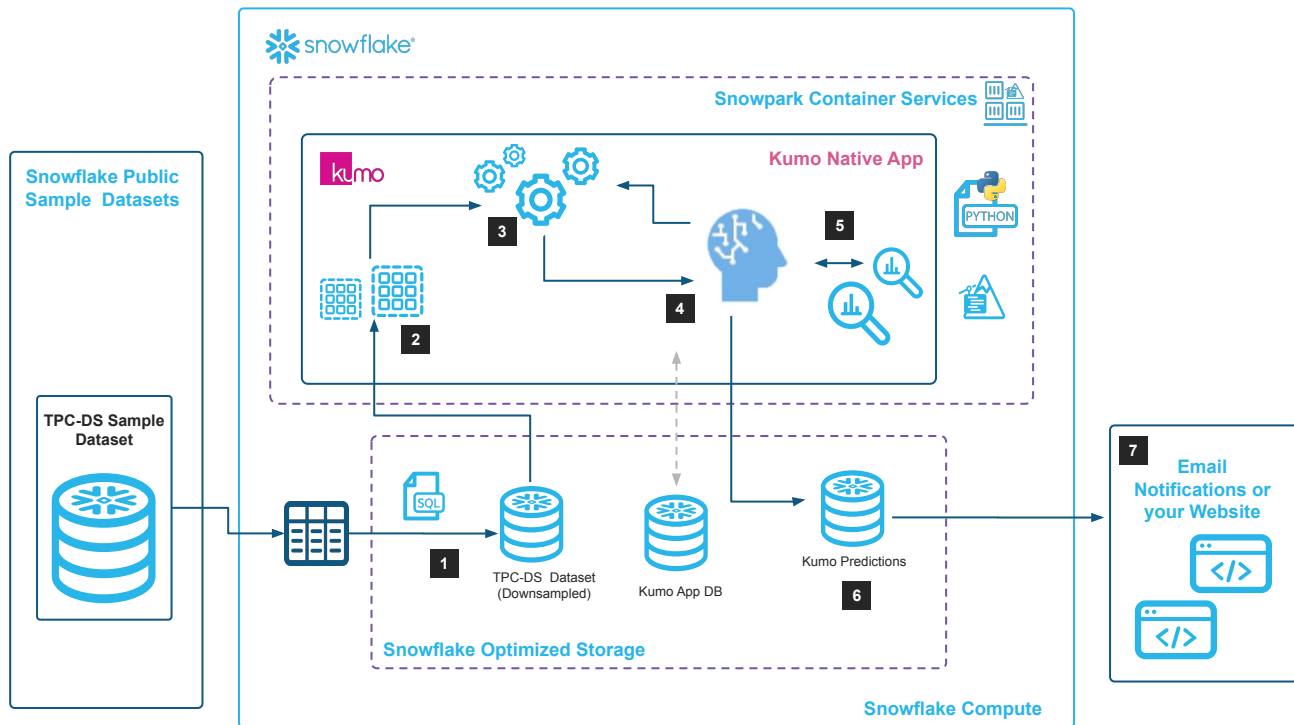# Making Product Recommendations to High Value Customers

Reference Architecture

Create, Train, and Deploy Kumo Predictive Queries

Making Product Recommendations to High Value Customers

Use Case Flow

1 **Installing and Preparing the Sample Dataset**
Downsizing the public TPC-DS dataset and installing it in your Snowflake environment using the provided SQL code.

2 **Registering your Table Schemas and Ingesting Data into Kumo**
Creating your Snowflake connector in Kumo, adding your tables and columns, creating your graphs

3 **Creating your Predictive Queries**
Writing your Kumo PQL statement that properly conveys your business problem/prediction

4 **Training your Predictive Models**
Configuring your model plan and kicking off your training job

5 **Evaluating your Model Performance**
Using Kumo XAI mechanisms to evaluate the accuracy of your models

6 **Storing your Predictions in Snowflake**
Validating the outputs of your holdout and batch predictions in your Snowflake environment

7 **Productionize your Predictions with Kumo's public REST API**
Connect and schedule your predictions to power your website, email notifications, and other downstream use cases