Thesis Proposal: Optimize Tingstad’s e-commerce search

About Tingstad
Tingstad is a wholesale company focusing on providing supporting products and supplies to business in all industries. The innovative and entrepreneurial spirited family business, now in its second and third generation, has enjoyed sustained success over several decades and is now one of the dominant players in the Nordic countries with an annual turnover of 1.8 billion SEK. The last decade’s focus on digitalization has paid off, but Tingstad is not resting. Being the leader means continuously pushing the boundaries.

You can find out more about Tingstad here: https://www.tingstad.com/se-en/om-oss

The Subject
Tingstad has recently doubled down on its e-commerce investments in order to maintain a leading B2B position within e-commerce. It’s been clear throughout the more than a decade of experience with e-commerce that an optimized on site search is absolutely critical in order to enjoy success today. Hence, Tingstad want to explore what the latest knowledge in algorithm development and machine learning can bring in actual, real and measurable results. More specifically, a research question might be:

Is it possible to utilize the latest knowledge in algorithm development and machine learning in order to optimize a B2B e-commerce on site search?

The specific targets of Tingstad are to maximize:

- Total revenue
- Number of new customer registrations

3bits – the Technology Partner
3bits is one of the fastest growing e-commerce consultancies in Sweden, developing e-commerce solutions for companies both within B2C and B2B. Customers include Lindex, Ragn-Sells, Scandinavian Photo, and of course, Tingstad. Close customer relationships, innovative engineering and a strong focus on happy and well performing development teams have been corner stones in 3bits success.

The Data
A good data foundation is typically critical in order to succeed with any algorithmic work nowadays. With direct access to product data, sales history, customer data, behavior data, and more, Tingstad hope to give a good foundation to analyze and find optimization opportunities. As a supporter of openness, Tingstad have no problems sharing the results and findings of the project, albeit Tingstad of course wish to keep all its data and business secrets private. As necessary, a Confidentiality Agreement will need to be signed.

The Support
Both Tingstad and 3bits believe strong support is required in order to achieve great results. As such, Tingstad and 3bits will of course provide a comfortable office space next to other developers and
engineers, provide mentoring from highly experienced IT individuals and provide any help out with any details such as server access, project guidance, and more.

The Rewards
Given a well-executed project, you have great opportunities to do something that actually affects sales of more than a billion SEK annually. Tingstad is eager to get the results of this project into action.

Regardless of the final results, both Tingstad and 3bits will also be highly interested in looking into various employment opportunities. Of course, Tingstad will also compensate the students monetarily for their time as is customary.

Contact Us!
What are you waiting for? If you want to develop yourself in an exciting real world case while helping Tingstad optimize sales of more than a billion SEK annually, do not hesitate to contact us!

Carl-Johan Blomqvist
Carl-Johan is currently working as a Business Developer and Project Manager at Tingstad and will be your mentor and contact person. Carl-Johan has 10+ years of experience within software development, and has had roles such as developer, architect, project manager, teacher, mentor, and more. He has previously worked at a variety of firms, everything from small startups to big firms such as Microsoft and TeliaSonera, both locally and internationally. In addition to being responsible for Tingstad’s e-commerce platform he sits on the board of several HVE (Higher Vocational Education) programs within IT.

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