

**Research on product personalized configuration for production and service**

At present, most industries focus on creating the largest customer value. So product personalized configuration for production and service is needed. Research on customer demand analysis is needed to subdivide customer demands to translate them into functional modules. It is also required to research the configuration methods of functional modules. Besides, research based on big data decision-making methods to achieve product personalized configuration is also needed. Research can be specifically targeted at a certain industry, such as electric vehicle production and rental services, clothing production, travel service customization, and other production and service industries.