

Problem statement(CR1)

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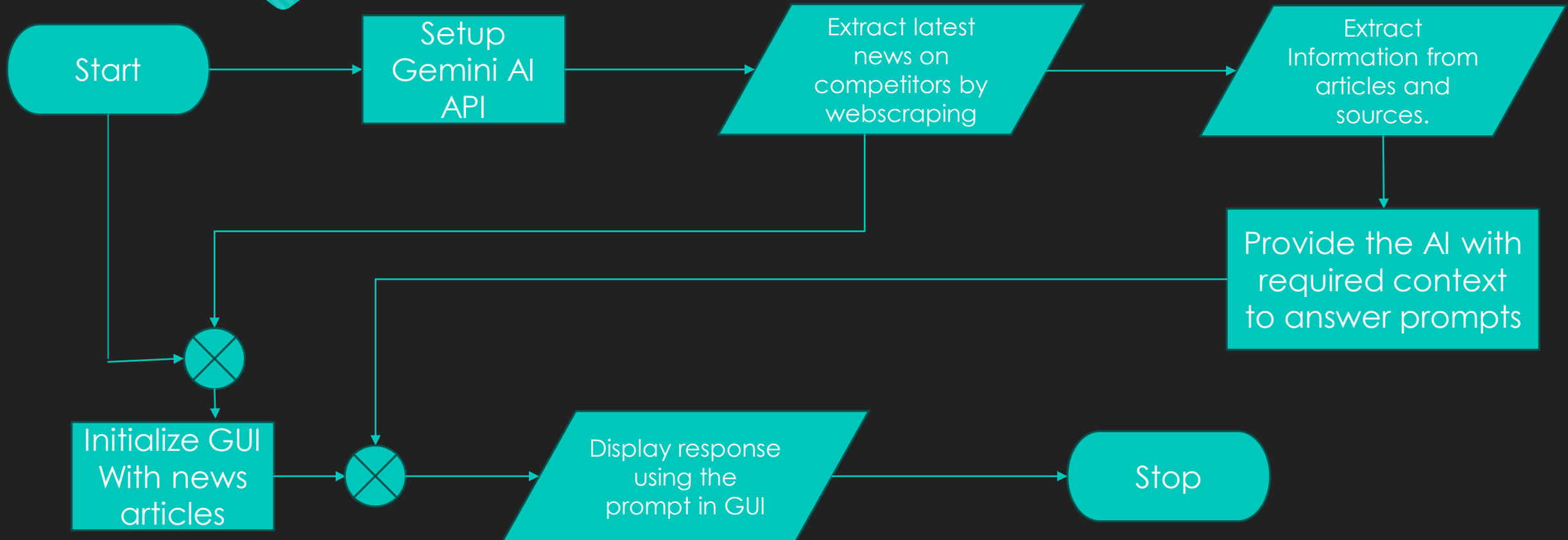
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Table no-90

Our approach to the problem statement

Using specially engineered AI prompts and web scraping articles and sources, we can use Google's Gemini AI (gemini flash 1.5) API to deliver summarized and concise responses to our required prompts.

Flowchart



Use cases

- This can be used to get appropriate information on cromia and its competitors on various different fields
- Can give strategic insights on what could be cromia's future plans for expansion of it's business

Images(Sample output)

Croma:

- **Delivery Promise:** Croma's website doesn't explicitly state a specific delivery timeframe or guarantee. They likely rely on standard shipping timelines based on location and product availability.
- **Opportunities:** Croma needs to be more transparent and competitive with its delivery promises.

Reliance Digital:

- **"Insta Delivery":** Reliance Digital offers "Insta Delivery" for select products and locations, promising same-day or next-day delivery. This is a powerful differentiator for attracting customers who want immediate gratification.

Vijay Sales:

- **"Prepaid Orders":** Vijay Sales emphasizes priority delivery for prepaid orders. While this isn't the same as "Insta Delivery", it offers a level of urgency and faster shipping compared to standard timelines.
- **"Free Shipping":** They offer free shipping on all products, which is appealing to customers.

Poojara Telecom:

- **No Clear Delivery Promise:** Their website's unavailability makes it impossible to assess their delivery commitments.

Comparison:

Retailer	Delivery Promise	Key Features
Croma	No explicit promise, likely standard timelines	Needs to be more competitive and transparent.
Reliance Digital	"Insta Delivery" for select products and locations	Same-day or next-day delivery. Strong differentiator for speed and convenience.
Vijay Sales	Priority delivery for prepaid orders, free shipping	Faster delivery for prepaid orders, appealing free shipping offer.
Poojara Telecom	Unavailable website, unclear promise	Website issues make delivery promises difficult to assess.

Recommendations for Croma:

- **"Next Day Delivery" or "Same Day Delivery":** Croma should explore implementing a faster delivery option, even if it's limited to specific product categories or locations, to compete with Reliance Digital.
- **Transparency and Communication:** Croma should clearly communicate estimated delivery timelines on its website and through customer service, giving customers a clear idea of when to expect their orders.
- **Promote Delivery Options:** Highlight available delivery options (standard, expedited, etc.) prominently on the website and in marketing materials.
- **Free Shipping Offers:** Consider offering free shipping for specific orders or product categories, especially during promotional periods.

Techstack and dependencies

- Python language.
- Requests and BeautifulSoup-To extract data from articles and sources
- Google gemini api-To provide a Gen AI response to prompts and to summarize new articles
- Frontend using PyQt5 and related libraries
- Dependencies- python compiler with requests module, BeautifulSoup module, PyQt5, google.generativeai

Thank you