

The slide features a light gray background with several hexagonal shapes: a light blue hexagon and a dark green hexagon in the upper left; a large green hexagon in the upper center; and a small green hexagon in the lower center. On the right side, there is a large, abstract graphic composed of overlapping translucent blue and dark blue geometric shapes. The text 'AARTHI P' is displayed in a large, black, sans-serif font, and 'Final Project' is displayed below it in a smaller, green, sans-serif font.

AARTHI P

Final Project



CHATBOT FOR E-COMMERCE WEBSITE (RNN ALGORITHM)

AGENDA

- Problem Statement
- Project Overview
- Who are the end users
- Your solution and its value proposition
- wow in your solution
- Modelling
- Result



PROBLEM STATEMENT

In the rapidly evolving landscape of e-commerce, providing efficient and personalized customer support has become essential for ensuring customer satisfaction and loyalty. However, conventional rule-based chatbots often lack the ability to understand and respond appropriately to the diverse and sometimes nuanced queries of customers. To address this challenge, we propose the development of ChatPot, a sophisticated chatbot powered by Recurrent Neural Networks (RNNs) tailored specifically for e-commerce websites.



PROJECT OVERVIEW

Objective: Develop an RNN-powered chatbot for e-commerce websites to enhance customer experience and streamline interactions.

Key Features:


- Natural Language Understanding (NLU)
- Product Recommendations
- Multi-channel Integration
- Feedback Mechanism

Implementation Approach:

- Data Collection and Preprocessing
- Model Training
- Integration with E-commerce Platform
- User Interface Design



WHO ARE THE END USERS?



Chatbot enhances the e-commerce experience for end users by providing real-time customer support, personalized product recommendations, order assistance, access to product information, notifications about promotions, and a platform for providing feedback and suggestions.

YOUR SOLUTION AND ITS VALUE PROPOSITION



■ Chatbot for e-commerce offers efficient customer support, personalized recommendations, seamless order management, accessible product information, promotion alerts, and a feedback mechanism, enhancing user engagement, boosting sales, and fostering customer loyalty.


THE WOW IN YOUR SOLUTION





Chatbot for e-commerce provides efficient support, personalized recommendations, seamless order management, product information access, promotion alerts, and feedback channels, elevating user engagement and driving sales.



MODELLING



Modeling Chatbot for e-commerce involves designing an intuitive interface, implementing NLP for accurate understanding, personalizing recommendations, integrating order management and product databases, facilitating promotions and notifications, collecting feedback, ensuring security, and optimizing performance for scalability and responsiveness.



RESULTS



Implementing Chatbot for e-commerce yields improved customer engagement, higher conversion rates, streamlined operations, enhanced user experience, valuable insights, and increased sales and revenue

